

# Knock, knock! who's there?



We are.  
And we're seriously  
good at what we do.

We know that  
healthcare is no joke.

At SFC Group, we  
create unforgettable  
campaigns.

**sfc**  
group healthcare marketing

serious  
about  
brands



At SFC Group, we don't stop at above — we go beyond.

Decades of healthcare marketing experience have taught us how to connect with consumers in ways that inform, motivate, and build trust. Through strategy, creative, media, and digital, we help brands tell stories that make science feel human — and inspire people to take action.

**NO  
DRAMA.**

**NO BS.**

**NO  
SURPRISES.**

**Seriously,** you have enough problems to deal with — your agency shouldn't be one of them.



**The Challenge:** Anyone who has allergies or asthma knows how hard it is to get symptoms like wheezing, sneezing, or itching under control — even *after* seeing a doctor. Problem is, they're likely seeing the **WRONG** doctor. The American College of Allergy, Asthma, & Immunology needed to raise awareness among both patients and their providers about the importance of seeing the **RIGHT** one — a board-certified, fellowship-trained allergist. Because when you're suffering from allergies and/or asthma, it's time for an allergist.

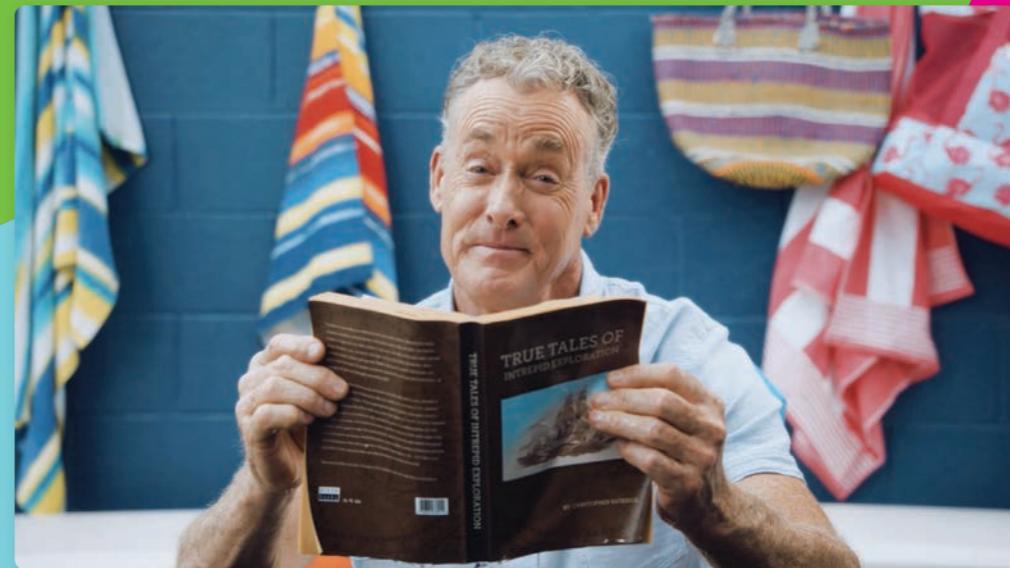
**Our Solution:** We partnered with a celebrity to help convince primary care providers and patients that, when you're suffering with allergies or asthma, it's time for an allergist. John C. McGinley played Dr. Cox in the Emmy Award-winning comedy *Scrubs* with a level of humor and intelligence we knew would fit this campaign perfectly. The videos he stars in are not just funny, educational, and relatable, but credible.

Are your patients  
itching and scratching?

wheezing and sneezing

and downright suffering  
with asthma or allergies?

Then it's time for an allergist. [Find an Allergist](#)



Watch  
the video

[Click here](#)



# MEET HOPE HEAD ON.



American  
Brain Tumor  
Association®

**The Challenge:** Fifty years after two mothers founded the American Brain Tumor Association to save their daughters, brain tumor research remained underfunded and overlooked. To mark the ABTA's 50th anniversary and support their \$50M fundraising goal, we needed to make the fight personal — and impossible to ignore.

**Our Solution:** We launched a direct-to-consumer campaign that put a human face on the disease by creating a dynamic microsite dedicated to brain tumor patients and their caregivers. With the call to "Meet Hope Head On," the campaign aimed to inspire a movement for change — showing people that, with a simple donation, the power to create a future free from brain tumor deaths was in their hands.



See the  
campaign

Click here

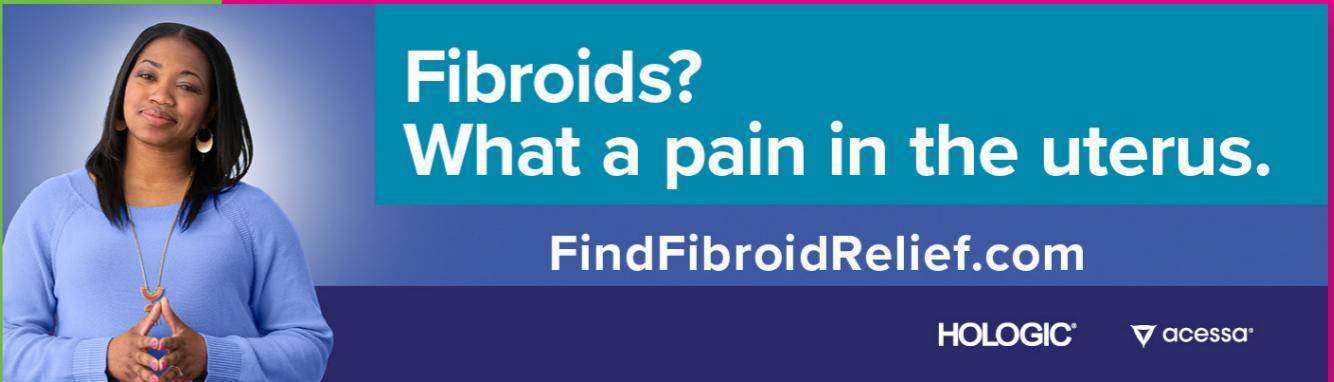


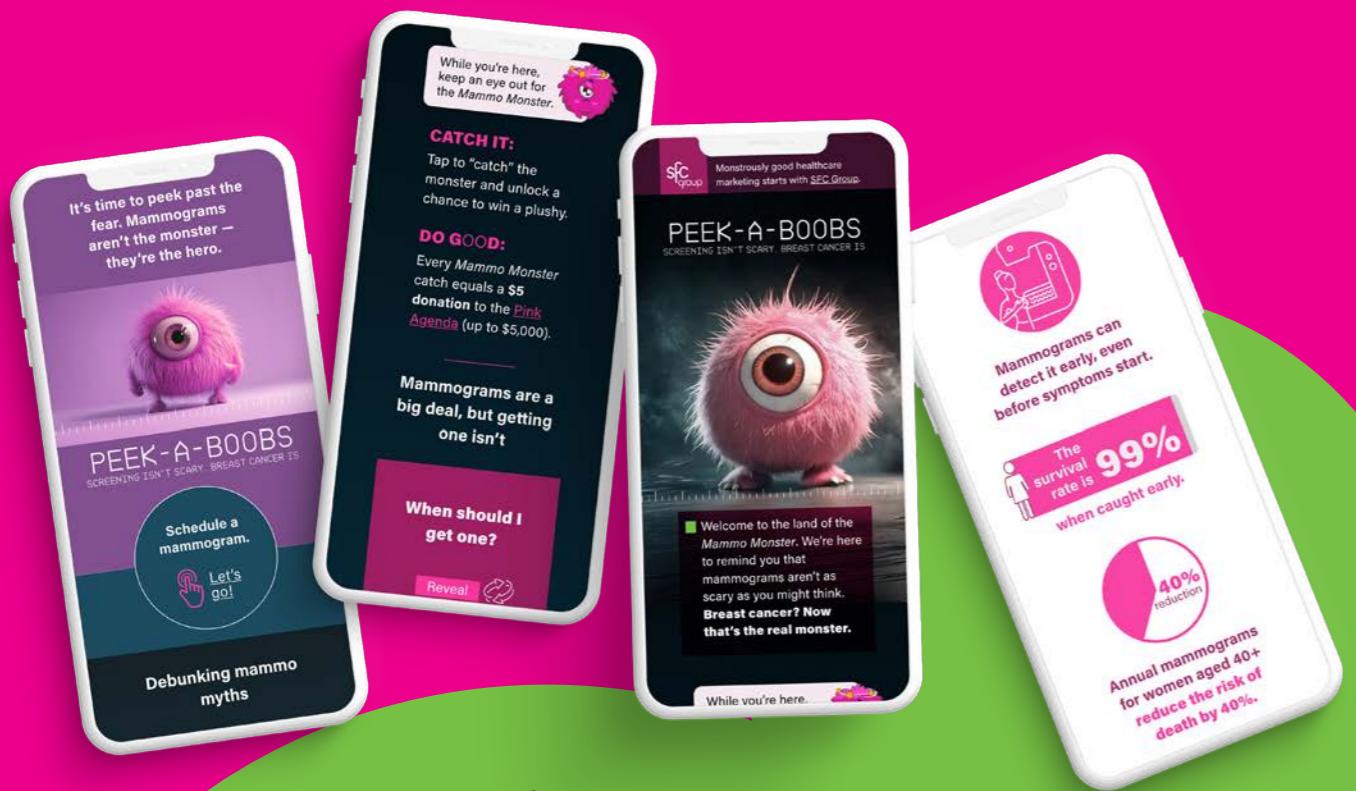
HOLOGIC®

acessa®

**The Challenge:** Women with heavy, painful periods from fibroids often suffer in silence for months, even years, before seeking treatment because they believe hysterectomy is their only option. We were tasked with targeting 2 regions of the country (the Bay Area in California and Atlanta, Georgia) to raise awareness of the Acessa procedure, a low-risk, noninvasive solution and the newest kid on the block.

**Our Solution:** We created a series of consistently branded out-of-home advertising where women were sure to see it, whether traveling on local highways, waiting for the bus, or fueling up. Straightforward and sometimes in-your-face messaging drove home the point that there's a new procedure in town.





**The Challenge:** Women know they *should* get a mammogram, but fear, avoidance, and misinformation often keep them from scheduling one. We wanted to raise awareness around breast cancer and encourage screening in a way that felt fresh, approachable, and impossible to ignore.

**Our Solution:** We created the Mammo Monster, a playful, eye-catching character that represents the fear women feel before a mammogram — and helps them laugh it off. Through digital, social, and print campaigns, the Mammo Monster reminded women that getting screened is the best way to take control of their health. What started as a cheeky awareness effort quickly became a movement, proving that sometimes the best way to fight fear is to make it a little less scary.

**See the campaign**



**contrapest**

**The Challenge:** Rats. They're dirty in more ways than one and reproduce like crazy. Poison has traditionally been the tool of choice to rid farms, granaries, cities, and homes of infestation. But SenesTech came up with a cleaner, more environmentally friendly option. Birth Control for Rats™. And they needed a high-impact way to get the word out.

**Our Solution:** We started with one bold statement: Support Safe Rat Sex! Then we got down to it and dove into the world of rat sex. The result? Provocative advertising, steamy radio spots, and snarky social grabbed attention across all channels. Combined with the saturated green color that says "environmentally friendly" without saying "environmentally friendly," how could anyone say "no" to safe rat sex?

**SAFE RAT SEX**

**GETTIN' TAIL SINCE 2021**

**YOU'RE GETTING ON,  
WHILE RATS ARE  
GETTING OFF**

Pest control with ContraPest®, birth control for rats.

**RandyRats.com**

**contrapest**

**Birth control for Rats that Like it on Top.**

**Get rid of your roof rat problems with the new Elevate Bait System™**

with ContraPest®. Formulated with a liquid bait that rats love, it's specifically designed to be hung indoors and high up in barns and granaries to restrict fertility in both male and female rats.

**Order today!**

**ElevateYourBait.com**

**See the campaign**

**Click here**

See the campaign

Click here



**The Challenge:** Athletes know that performance starts with understanding their own bodies — but most training plans take a one-size-fits-all approach. Atlas Athlete AI needed to position itself as the smarter, data-driven alternative: a personalized performance platform that translates biometrics into actionable insights.

**Our Solution:** We built a brand that flexes both science and swagger. From naming and identity to digital experience and campaign development, we helped Atlas Athlete AI connect with serious competitors and everyday athletes alike. The result was a look and voice that balance precision with passion, proving that high-tech doesn't have to mean hard to relate to.



Turn hidden weaknesses into  
game-changing strengths in 3 steps:  
**RECORD. ANALYZE. EXCEL.**

Level Up  
Today





**The Challenge:** May is Melanoma Awareness Month — and also the perfect time for SFC Group to shine a little light on ourselves. We wanted to create a self-promotion campaign that not only raised awareness for melanoma prevention, but also showcased the creativity and humor that define our agency.

**Our Solution:** We launched Self-proMOLEtion, a tongue-in-cheek campaign featuring a cast of characters who took over digital, social, and print spaces to spread the word (and SPF). Equal parts clever and cautionary, the campaign reminded audiences that skin cancer is no joke — even if our delivery was. The result? A self-awareness campaign that was equal parts public service and proof of concept: serious healthcare marketing can still make people smile.

See the  
campaign





## START A MOVEMENT

### Share your stool!

Every 4 minutes someone is diagnosed with colorectal cancer. In the same 4 minutes you could take a test that may save your life.



WHEN IT COMES TO YOUR #2  
**WE MEAN BUSINESS**

### Now streaming:

Colorectal cancer is 100% PREVENTABLE when caught early. Spread the word.

Visit [ShareASStool.com](http://ShareASStool.com) to weigh your risk factors and get a FREE, easy-to-use, in-home colorectal cancer screening FIT test from Goshen Health for those who qualify.

SHARE A STOOL  START A MOVEMENT

Goshen Center for Cancer Care

WE MAKE SURE  
**YOUR POOP**  
DOESN'T STINK

### Are you sitting down?

Every 4 minutes someone is diagnosed with colorectal cancer. In the same 4 minutes you could take a test that may save your life.

Visit [ShareASStool.com](http://ShareASStool.com) to weigh your risk factors and get a FREE, easy-to-use, in-home colorectal cancer screening FIT test from Goshen Health for those who qualify.

SHARE A STOOL  START A MOVEMENT

Goshen Center for Cancer Care



Goshen Center for Cancer Care

**The Challenge:** Goshen Health wanted to educate people about their risk for developing colorectal cancer and to destigmatize that conversation.

**Our Solution:** Drawing on tongue-in-cheek language and a brightly colored bar stool, the campaign encouraged people to take a health risk assessment to see if they qualified for a free Fecal Immunochemical Test (FIT). To ensure no one was left behind, we created bathroom posters and bar coasters and installed brightly painted bar stools in restaurants, cafes, and bars across the city.

See the campaign





serious  
about  
you

See  
what  
we're  
capable  
of @  
**SFCserious.com**



855-SFC-GRP1  
(855-732-4771)



[info@sfcgroup1.com](mailto:info@sfcgroup1.com)