



## CoppaFeel! Launches Giant UGC Mural to Encourage People to Get to ‘Know Yourself’

**A huge UGC mural by visual artist Molly Hankinson is being developed in Shoreditch to prompt passers-by to ‘check their chest’.**

This week, breast cancer awareness charity CoppaFeel!, has launched an innovative Social and OOH campaign, in a unique collaboration between Tyla, Lawless Studios and Supernova at the7stars. The campaign focuses on promoting the early detection of breast cancer by encouraging young people to get to know their bodies.

As an extension of the incredibly successful ‘Know Yourself’ campaign which kicked off last year, CoppaFeel! has teamed up with leading social publisher Tyla for this latest iteration which takes the messaging into the social sphere and utilises Tyla’s monthly reach of 56 million to help gain new audiences.

As the home of women's entertainment, lifestyle inspiration and real-life stories, Tyla, under LADbible Group, is helping CoppaFeel! spread the message by tapping into the LADcreator Network to curate UGC content around the question; ‘What does your chest feel like?’. The online engagement is led by key influencers and the interaction of their followers.

To amplify these conversations and champion individuality and body positivity further, Lawless Studios came onboard with esteemed mural artist Molly Hankinson. Hankinson is tasked with visually interpreting the ‘spoken word, poems, sonnets’ written by influencers (and their audiences) in a huge two-week mural on Hanbury Street, London.





Showcasing all genders and bodies of different shapes and sizes in one huge, brightly coloured painting, the mural will bring to life real, raw and authentic feelings from CoppaFeel! creators Oneone, Steven Kellen, Remi Sadé, Talk to Coco and Cambell Kenniford, as well as their followers. QR codes will encourage people to use the Self-Checkout tool to learn how to check their chest, and a mirror aims to encourage passers-by to look and think 'how does their chest feel?'

The campaign was planned and booked by the7stars. The larger-than-life art installation will be on display in the heart of Shoreditch, during all stages of the design process. Catch the artist in action between 2<sup>nd</sup>- 6<sup>th</sup> of November, set to be completed by 7<sup>th</sup> November, and will remain visible until 20<sup>th</sup> November.

**Poppy Brady, PR and Marketing Manager at CoppaFeel! said:** "We are so thrilled to have worked with Tyla and Lawless Studios on this incredible project, furthering CoppaFeel!'s impact through the use of OOH. As the final iteration of CoppaFeel!'s #KnowYourself campaign, this project's aim is to encourage young people to explore their chests in order to get to know their body's normal. Early diagnosis of breast cancer saves lives, and we are so excited to engage our audience in this new and innovative way."

**Lindsay Turner, Director of Client Solutions at Tyla added:** "We're delighted to be supporting CoppaFeel! for such an important cause. Tyla's sole mission is to build a community to make people feel empowered and drive awareness of issues affecting young people. We hope this campaign will drive change for the better".

**Eleanor Cable, Partnerships Lead at Supernova the7stars said:** "This uniquely engaging campaign is the result of a fantastic collaborative effort – bringing together two media partners to build out an impactful social and OOH plan, with those channels we know resonate with the target audience most. Here, our trusted partners have elevated the messaging in a uniquely entertaining and informative way, all for a great cause."

-Ends-



## Note to Editors:

### Mural Photography: [Available Here](#)

- Photo credit: David Parry/PA Wire
- Picture caption: Artist Molly Hankinson unveils a new mural in Shoreditch created for breast cancer charity 'CoppaFeel!' intended to encourage passers-by to 'check your chest'. Issue date: Monday November 7, 2022. The mural is part of a new campaign in collaboration with TYLA, Lawless Studios and Supernova at the7stars promoting the early detection of breast cancer by encouraging young people to get to know their bodies.

### About CoppaFeel!

As the UK's first and only breast cancer charity for young people, CoppaFeel! is on a mission to ensure that all breast cancers are diagnosed as early as possible. Breast cancer is the most common cancer in the UK and yet a quarter of young people aren't aware they could be affected. From delivering nearly 400 school talks to sending over one million free text reminders every year, the charity aims to educate, encourage and empower young people to get to know their bodies and check regularly. And it really works. Users of the charity's Self-Checkout web app are 78% more likely to check afterwards and 60% of those who check themselves regularly feel confident in noticing a change. Why not have a look (and feel) yourself? Visit [coppafeel.org](http://coppafeel.org)  
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### About LADbible Group

LADbible Group is one of the world's biggest publishers, with an audience approaching a billion. LADbible Group has ten core brands, with five websites reaching 69 million monthly users, over 306 million followers across all social channels and an international presence spanning all corners of the globe, with physical offices across APAC, US, the UK and Ireland. LADbible Group content receives over three billion views on social every month, with more Gen Z watching our content than any of our competitors. LADbible Group has been widely recognised across the industry. From award-winning social good campaigns such as 'Blood Without Bias' that has been awarded over 30 times (including D&AD Awards, Campaign Media Awards, Marketing Society Brave Awards, The Drum Social Purpose Grand Prix, and most recently two silver and one bronze Cannes Lions) to winning 'Commercial Team of the Year' at the Campaign Media Awards, 'Media Brand of the Year' at the Media Week Awards, through to 'Digital Studio of the Year' at the Digiday Video and TV Awards. Find out more: [www.ladbiblegroup.com](http://www.ladbiblegroup.com)

### About the7stars

Founded in 2005, the7stars is the UK's largest independent media agency. The award-winning agency is recognised for its unique approach to media planning and manages over £400m of billings for clients including TSB, Suzuki, Entain, Gousto, First Rail Holdings (Great Western Railway, South Western Rail, Avanti West Coast & Trans Pennine Express), Nintendo, Kao, Iceland, AG Barr, and Crown Commercial Services. Reflecting its innovative company culture, the7stars has been named as one of the top SMEs to work for by The Sunday Times for eight consecutive years and was recognised as a company to inspire Britain by the London Stock Exchange.

[www.the7stars.co.uk](http://www.the7stars.co.uk)



## **CREDITS**

### **The Client: CoppaFeel!**

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### **Supernova at the7stars:**

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### **Tyla:**

Lindsay Turner, Director of Client Solutions

### **Lawless Studios:**

Molly Hankinson, Artist