

# In touch with its audience

Breast Cancer Care asked us to create its annual review for 2008 based around a theme of 'in touch'. This was chosen to demonstrate how the charity has helped to bring people together to create a measurable impact. The review focuses on three stories featuring someone diagnosed with the condition, a volunteer and a breast care nurse. These were used as feature spreads in the review and the content was written in 'impact report' style. The 16 page publication was printed on uncoated paper and its unusual size and clear layout makes it interesting to read.



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