

# HOLOGIC ENCOURAGES WOMEN TO LOVE THEIR BONES

HOLOGIC®



**The Challenge:** Educate women on the importance of osteoporosis prevention and promote Hologic Inc's non-invasive DXA scan in conjunction with World Osteoporosis Day.

**The Sway Solution:** Sway engaged 12 health-focused influencers to educate readers about Hologic's painless, non-invasive DXA bone density scan and importance of osteoporosis prevention. Each influencer had a personal connection to osteoporosis, which meant the blog posts had the convincing, authentic sentiment to help empower women to make bone health a priority. On World Osteoporosis Day, additional amplifiers shared the blog posts and Hologic messaging across social media.



## The Results:

- ✓ 8.3K Earned Engagements
- ✓ 1.3K Tweets with consistent messaging about Hologic
- ✓ Surpassed base impressions goal by more than 4x