

# LEADING THE FUTURE OF MEDICINE WITH THE LATEST TECHNOLOGIES

Oncology of the Future



## PROJECT

Oncology of the Future, a 3-hour Forum for oncology specialists

## TARGET AUDIENCE

Oncologists, Specialists in the prevention, diagnosis, and treatment of cancer

## LOCATION

Sao Paulo, Brazil

## SERVICES

Event Strategy, Data Management & Analytics, Digital Design and User Experience, Augmented Reality

## CHALLENGE

Campus Party the largest global technology festival encompassing innovation, creativity, science, digital entertainment and entrepreneurship, and a pharmaceutical company joined forces to create an event that would unite health and technology through unique experiences, interactivity and content, using the latest technologies.

## SOLUTIONS

It is in the DNA of Campus Party 'campuseiros' to change the source code of the world. From the understanding that the cancer cell is a system failure, the objective of the event was to examine technologies that would hack the source code of cancer and change the history of oncology. During the event, cancer specialists could experience technologies such as a Data Wall where doctors literally put their hand in the mass data, Machine Learning, Smart Hospital, Artificial Intelligence, Therapies of the Future technologies like mixed-reality (MR) and Startup & Makers an exhibition of innovative projects with a focus on health.

## RESULTS



1

DATA WALL



60

TOP KOL's IMPACTED BY THE INNOVATIVE POSITIONING



HIGH LEVEL EDUCATION THROUGH EdTech TO FORM BRAND AMBASSADORS



EMOTIONALLY ENGAGED WITH BRAND STRATEGY



RETURN ON EXPERIENCE

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