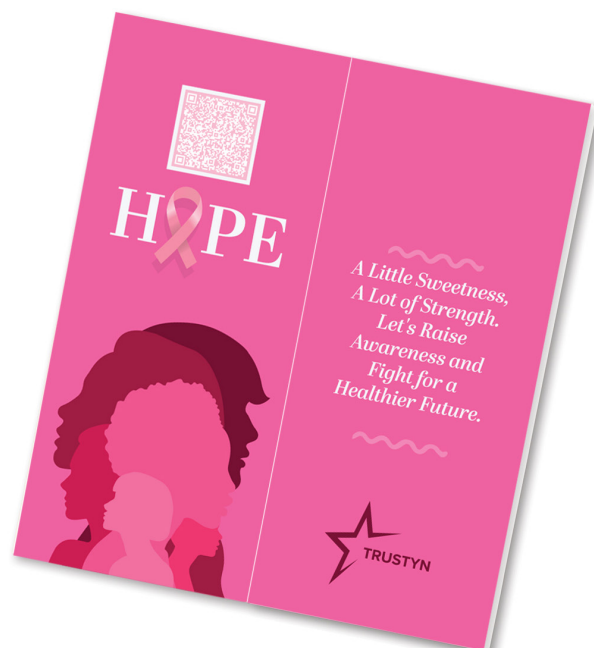
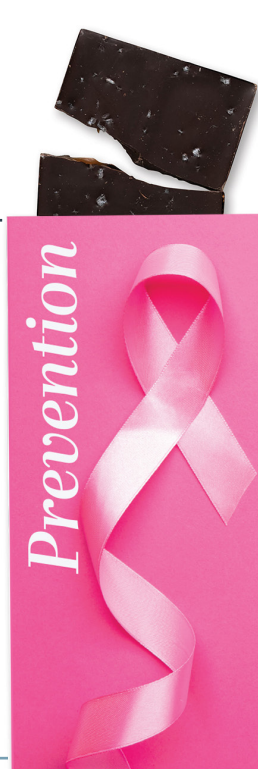


# CASE STUDY: CONNECT WITH YOUNG GIRLS



## EMPOWERING YOUNG GIRLS THROUGH SWEET, CONFIDENT SELF-CARE

A leading female birth control company wanted to encourage young girls to practice self-care through regular home breast exams. To make the conversation engaging and stigma-free, they partnered with Sweeter Cards to create a customized greeting card with a gourmet chocolate bar—transforming self-care into a fun and empowering experience. The campaign used vibrant designs, uplifting messaging, and a QR code linking to an interactive breast health guide. Distributed at schools, campuses, and online, the initiative sparked conversations, boosted confidence, and made self-care an approachable habit.



### CHALLENGE

Engaging young girls in breast health education without fear or stigma.



### SOLUTION

Distributing a customized Sweeter Card with a chocolate bar and a QR code linking to an interactive breast health guide.



### RESULTS

4,000+ bars distributed, 60% increase in social media engagement, and 80% of participants felt more comfortable discussing self-care.

