



# MER EMPOWER *HCC OOP* campaign

Adult Women

Q2 2024

Estonia



# Campaign information

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HPV EMPOWER adult women campaign in Estonia based on MER approved campaign EM-NON-00190.

**Time:** July, August, September

**Channels:** Facebook, Instagram, Tinder, Google display network, gyms.

**Formats:** Image Ad, Video, Stories, Carousel, Facebook post, posters, stickers, banners.

**Target audience:** women, 18-45 y.o.

# Facebook Post (1080x1080 + text) - Awareness



## FB post copy

Ära lase ennetatavatel terviseprobleemidel oma tulevikuplaane rikkuda. HPV perekonda kuulub enam kui 200 tüüpi viiruseid. 12 neist peetakse kõrge riskiga viirusteks ja need võivad põhjustada erinevat tüüpi vähki. Kõrge riskiga HPV tüübid 16 ja 18 moodustavad umbes 70% emakakaelavähi juhtudest kogu maailmas.

Vaata lähemalt [www.hpv-info.ee](http://www.hpv-info.ee)

## UTM tag:

[https://hpv-info.ee/?utm\\_campaign=HPV-Empower&utm\\_source=facebook&utm\\_medium=Post&utm\\_content=EE\\_NON\\_00514\\_HPVEmpower\\_Awareness\\_link\\_na\\_HCCPage\\_TEX](https://hpv-info.ee/?utm_campaign=HPV-Empower&utm_source=facebook&utm_medium=Post&utm_content=EE_NON_00514_HPVEmpower_Awareness_link_na_HCCPage_TEX)

# Facebook and Instagram Image Ad (1080x1080 + text) - Awareness



**Main text**  
(max 125 symb.)

Ära lase HPV-ga seotud vähivormidel oma tulevikuplaane rikkuda.

**Headline**  
(max 40 symb.)

Tutvu kohe ennetamisvõimalustega.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](http://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1080\\_BussinessLadyX](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_IMG_1080x1080_BussinessLadyX)

# Facebook and Instagram Image Ad (1080x1920 + text) - Awareness



**Main text**  
(max 125 symb.)

Ära lase HPV-ga seotud vähivormidel oma tulevikuplaane rikkuda.

**Headline**  
(max 40 symb)

Tutvu kohe ennetamisvõimalustega.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](http://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1920\\_BussinessLady](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_IMG_1080x1920_BussinessLady)

# Facebook and Instagram Image Ad (1080x1080 + text) - Awareness



**Main text**  
(max 125 symb.)

Ära lase HPV-ga seotud vähivormidel oma tulevikulaane rikkuda.

**Headline**  
(max 40 symb)

Tutvu kohe ennetamisvõimalustega.

**Description**  
(max 30 symb.)

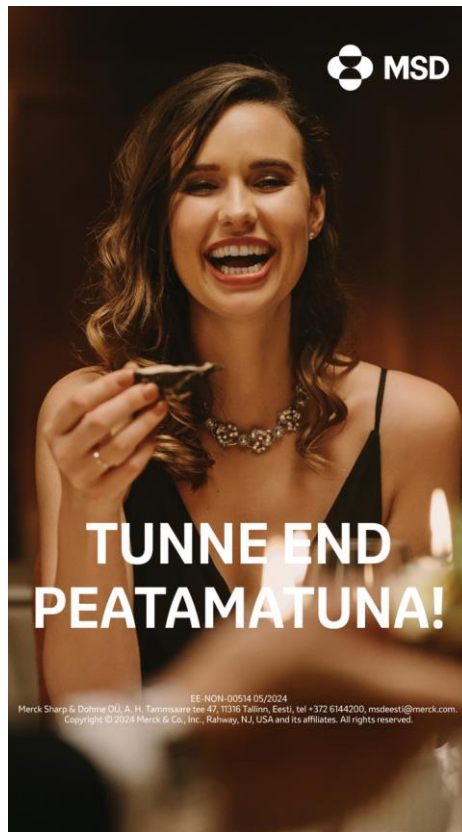
Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](http://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1080\\_Oyster](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_IMG_1080x1080_Oyster)

# Facebook and Instagram Image Ad (1080x1920 + text) - Awareness



**Main text**  
(max 125 symb.)

Ära lase HPV-ga seotud vähivormidel oma tulevikulaane rikkuda.

**Headline**  
(max 40 symb)

Tutvu kohe ennetamisvõimalustega.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](http://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1920\\_Oyster](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_IMG_1080x1920_Oyster)

# Facebook and Instagram Video (1080x1080 + text) - Awareness



👁 Awareness2  
\_HPV222.m  
p4

**Visual**

**File name**

“Awareness2\_HP222”

**Main text**  
(max 125 symb.)

Ära lase HPV-ga seotud vähivormidel oma tulevikuplaane rikkuda.

**Headline**  
(max 40 symb.)

Tutvu kohe ennetamisvõimalustega.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

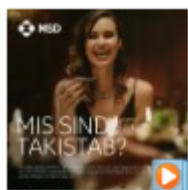
Vaata lähemalt [Leads to [www.hpv-info.ee](http://www.hpv-info.ee) ]

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HP222-Empower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_VID\\_1080x1080\\_BusinessLady](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HP222-Empower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_VID_1080x1080_BusinessLady)



# Facebook and Instagram Video (1080x1080 + text) - Awareness

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✔ Awareness1  
\_HPV111.m  
p4

## Visual

## File name

“Awareness1\_HP111”

**Main text**  
(max 125 symb.)

Ära lase HPV-ga seotud vähivormidel oma tulevikuplaane rikkuda.

**Headline**  
(max 40 symb)

Tutvu kohe ennetamisvõimalustega.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Vaata lähemalt [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HP111-Empower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_VID\\_1080x1080\\_Oyster](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HP111-Empower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_VID_1080x1080_Oyster)

# Facebook & Instagram Carousel (1080x1080) - Awareness



Body copy

Ära lase terviseprobleemidel oma tulevikuplaane muuta. Avasta võimalused HPV-ga seotud haiguste ennetamiseks.

CTA

VAATA LÄHEMALT [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_CRSL\\_1080x1080](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_CRSL_1080x1080)

# Facebook and Instagram Image Ad (1080x1080 + text) - Reminder



**Main text**  
(max 125 symb.)

Astu järgmine samm HPV-ga seotud haiguste vastu.

**Headline**  
(max 40 symb)

Uuri juba täna, kuidas end HPV vastu vaktsineerida.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](http://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1080\\_AirBalloon](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_IMG_1080x1080_AirBalloon)

# Facebook and Instagram Image Ad (1080x1080 + text) - Reminder



**Main text**  
(max 125 symb.)

Astu järgmine samm HPV-ga seotud haiguste vastu.

**Headline**  
(max 40 symb)

Uuri juba täna, kuidas end HPV vastu vaktsineerida.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](http://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1080\\_Oyster](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPV-Empower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_IMG_1080x1080_Oyster)

# Facebook and Instagram Image Ad (1080x1920 + text) - Reminder



**Main text**  
(max 125 symb.)

Astu järgmine samm HPV-ga seotud haiguste vastu.

**Headline**  
(max 40 symb)

Uuri juba täna, kuidas end HPV vastu vaktsineerida.

**Description**  
(max 30 symb.)

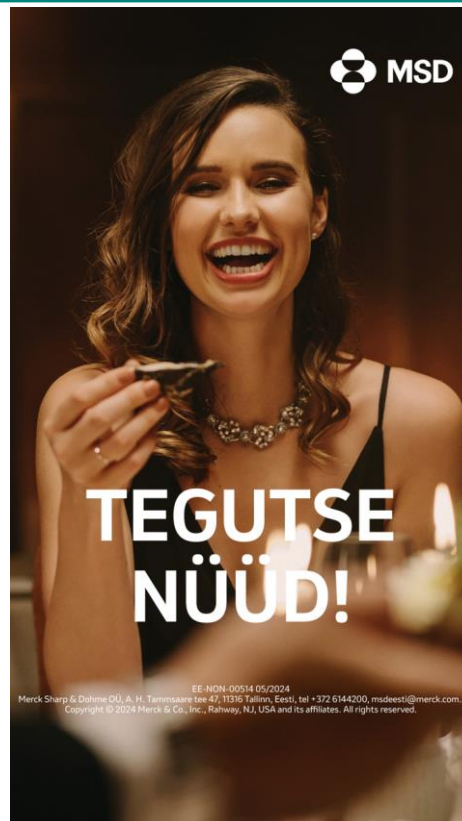
Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](https://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1920\\_AirBalloon](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_IMG_1080x1920_AirBalloon)

# Facebook and Instagram Image Ad (1080x1920 + text) - Reminder



**Main text**  
(max 125 symb.)

Astu järgmine samm HPV-ga seotud haiguste vastu.

**Headline**  
(max 40 symb.)

Uuri juba täna, kuidas end HPV vastu vaksineerida.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Leads to [www.hpv-info.ee](https://www.hpv-info.ee)

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_IMG\\_1080x1920\\_Oyster](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPV-Empower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_IMG_1080x1920_Oyster)

# Facebook Post (1080x1080 + text) - Reminder



## FB post copy

Tee oma tulevikku silmas pidades veel üks hea otsus. Uuri juba täna, kuidas end HPV vastu vaksineerida.

Vaata lähemalt [www.hpv-info.ee](http://www.hpv-info.ee)

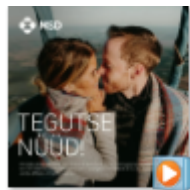
## UTM tag:

[https://hpv-info.ee/?utm\\_campaign=HPV-Empower&utm\\_source=facebook&utm\\_medium=Post&utm\\_content=EE\\_NON\\_00514\\_HPV-Empower\\_Reminder\\_link\\_na\\_HCCPage\\_TEX](https://hpv-info.ee/?utm_campaign=HPV-Empower&utm_source=facebook&utm_medium=Post&utm_content=EE_NON_00514_HPV-Empower_Reminder_link_na_HCCPage_TEX)

# Facebook and Instagram Video (1080x1080 + text) - Reminder

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## Visual



✓ Reminder2\_  
HPV444.mp  
4

## File name

“Reminder2\_HP444”

## Main text

(max 125 symb.)

Astu järgmine samm HPV-ga seotud haiguste vastu.

## Headline

(max 40 symb)

Uuri juba täna, kuidas end HPV vastu vaktsineerida.

## Description

(max 30 symb.)

Tee oma tuleviku osas õige otsus

## CTA

Vaata lähemalt [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

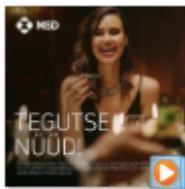
**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_VID\\_1080x1080\\_AirBalloon](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_VID_1080x1080_AirBalloon)



# Facebook and Instagram Video (1080x1080 + text) - Reminder

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## Visual



✓ Reminder1\_  
HPV333.mp  
4

## File name

“Reminder1\_HP333”

**Main text**  
(max 125 symb.)

Astu järgmine samm HPV-ga seotud haiguste vastu.

**Headline**  
(max 40 symb)

Uuri juba täna, kuidas end HPV vastu vaktsineerida.

**Description**  
(max 30 symb.)

Tee oma tuleviku osas õige otsus

**CTA**

Vaata lähemalt [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HP333-Empower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_VID\\_1080x1080\\_Oyster](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HP333-Empower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_VID_1080x1080_Oyster)

# Facebook & Instagram Carousel (1080x1080) - Reminder



**Body copy**

Tee oma tulevikku silmas pidades veel üks hea otsus. Uuri lähemalt HPV-ga seotud haiguste ennetamise ja vaktsineerimise kohta.

**CTA**

VAATA LÄHEMALT [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

**UTM tag:** [https://hpv-info.ee?utm\\_source=meta&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_TF\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_CRSL\\_1080x1080](https://hpv-info.ee?utm_source=meta&utm_medium=paid-social&utm_campaign=EE_NON_HPVEmpower_NON_TF_202407_Reminder&utm_content=EE-NON-00514_DA_CRSL_1080x1080)

## Tinder Image ad (1200x627) – Awareness



EE-NON-00514\_05/2024

**MSD**

# TUNNE END PEATAMATUNA!

Ära lase ennetatavatel terviseprobleemidel oma tulevikuplaane rikkuda.  
Vaata lähemalt HPV-ga seotud haiguste ennetamisvõimaluste kohta.

**VAATA LÄHEMALT**

Merck Sharp & Dohme OÜ, A. H. Tammsaare tee 47, 11316 Tallinn, Eesti, tel +372 6144200, msdeesti@merck.com. Copyright © 2024 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved.

**CTA** VAATA LÄHEMALT [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

**UTM tag:** [https://hpv-info.ee?utm\\_source=tinder&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_1200x627\\_Couple](https://hpv-info.ee?utm_source=tinder&utm_medium=paid-social&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_1200x627_Couple)

# Tinder Image ad (500x500) – Awareness



**CTA** VAATA LÄHEMALT [Leads to [www.hpv-info.ee](http://www.hpv-info.ee)]

**UTM tag:** [https://hpv-info.ee?utm\\_source=tinder&utm\\_medium=paid-social&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_500x500\\_Couple](https://hpv-info.ee?utm_source=tinder&utm_medium=paid-social&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_500x500_Couple)

# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Awareness



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Awareness



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Awareness

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**UTM tag 160x600:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_160x600\\_BusinessLady](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_160x600_BusinessLady)

**UTM tag 300x250:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x250\\_BusinessLady](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_300x250_BusinessLady)

**UTM tag 300x600:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x600\\_BusinessLady](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_300x600_BusinessLady)

**UTM tag 728x90:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_728x90\\_BusinessLady](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_728x90_BusinessLady)

**UTM tag 336x280:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_336x280\\_BusinessLady](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_336x280_BusinessLady)

**UTM tag 970x250:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_970x250\\_BusinessLady](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_970x250_BusinessLady)

# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Awareness





# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Awareness



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Awareness

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**UTM tag 160x600:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_160x600\\_Oyster](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_160x600_Oyster)

**UTM tag 300x250:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x250\\_Oyster](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_300x250_Oyster)

**UTM tag 300x600:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x600\\_Oyster](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_300x600_Oyster)

**UTM tag 728x90:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_728x90\\_Oyster](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_728x90_Oyster)

**UTM tag 336x280:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_336x280\\_Oyster](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_336x280_Oyster)

**UTM tag 970x250:** [https://hpv-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Awareness&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_970x250\\_Oyster](https://hpv-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Awareness&utm_content=EE-NON-00514_DA_BAN_970x250_Oyster)

# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) – Reminder



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) – Reminder



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Reminder

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**UTM tag 160x600:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_160x600\\_AirBalloon](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_160x600_AirBalloon)

**UTM tag 300x250:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x250\\_AirBalloon](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_300x250_AirBalloon)

**UTM tag 300x600:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x600\\_AirBalloon](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_300x600_AirBalloon)

**UTM tag 728x90:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_728x90\\_AirBalloon](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_728x90_AirBalloon)

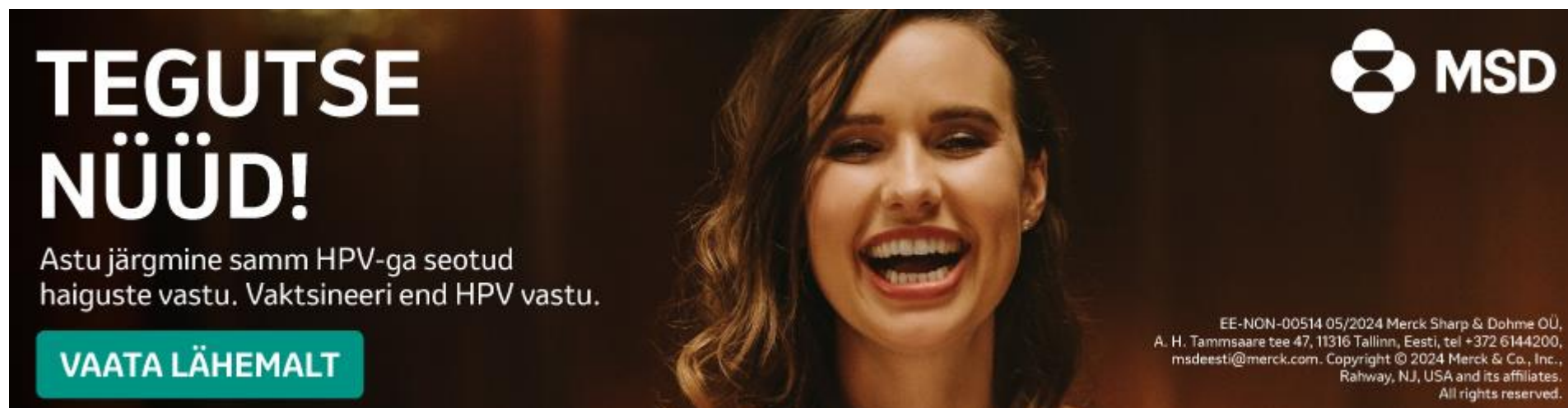
**UTM tag 336x280:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_336x280\\_AirBalloon](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_336x280_AirBalloon)

**UTM tag 970x250:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPVEmpower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_970x250\\_AirBalloon](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPVEmpower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_970x250_AirBalloon)

# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) – Reminder



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) – Reminder



# Various banners for Google Display Network (160x600; 300x250; 300x600; 728x90; 336x280; 970x250) - Reminder

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**UTM tag 160x600:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_160x600\\_Oyster](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_160x600_Oyster)

**UTM tag 300x250:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x250\\_Oyster](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_300x250_Oyster)

**UTM tag 300x600:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_300x600\\_Oyster](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_300x600_Oyster)

**UTM tag 728x90:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_728x90\\_Oyster](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_728x90_Oyster)

**UTM tag 336x280:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_336x280\\_Oyster](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_336x280_Oyster)

**UTM tag 970x250:** [https://hvp-info.ee?utm\\_source=google-display\\_na&utm\\_medium=display&utm\\_campaign=EE\\_NON\\_HPV-Empower\\_NON\\_AW\\_202407\\_Reminder&utm\\_content=EE-NON-00514\\_DA\\_BAN\\_970x250\\_Oyster](https://hvp-info.ee?utm_source=google-display_na&utm_medium=display&utm_campaign=EE_NON_HPV-Empower_NON_AW_202407_Reminder&utm_content=EE-NON-00514_DA_BAN_970x250_Oyster)



# Posters in gyms – Awareness

(210x297 + 5mm)

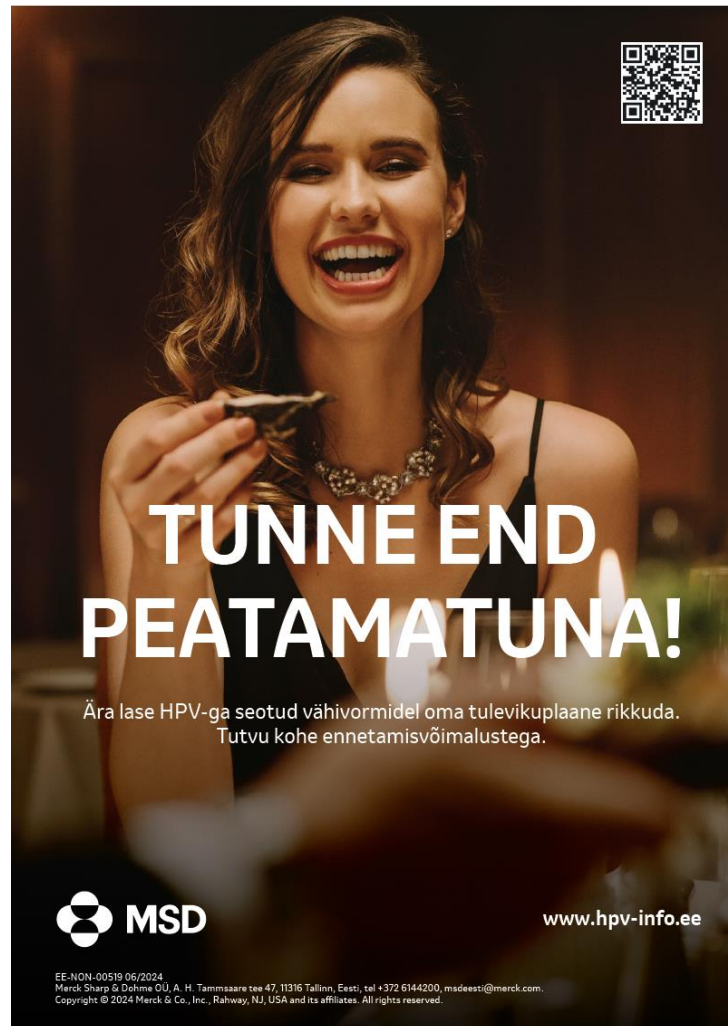


**MIS SIND  
TAKISTAB?**

Ära lase HPV-ga seotud vähivormidel oma tulevikuplaane rikkuda.  
Tutvu kohe ennetamisvõimalustega.


 **MSD** [www.hpv-info.ee](http://www.hpv-info.ee)

EE-NON-00519 06/2024  
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**TUNNE END  
PEATAMATUNA!**

Ära lase HPV-ga seotud vähivormidel oma tulevikuplaane rikkuda.  
Tutvu kohe ennetamisvõimalustega.

 **MSD** [www.hpv-info.ee](http://www.hpv-info.ee)

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# Gym stickers A3 plotter – Awareness

(148x210 + 5 mm)

