

# 23ANDME TAPS LOS YORK FOR "HERO GENE" HEALTH AWARENESS TV CAMPAIGN

*Leading Direct-to-Consumer Genetic Testing Company Raises Awareness About its Impactful Health Services With New Campaign by Independent Creative Studio*

LOS ANGELES, CA, USA, January 25, 2024 /EINPresswire.com/ -- Widely known for its direct-to-consumer (DTC) genetic testing services, 23andMe has launched "Hero Gene," a campaign created by independent creative studio [LOS YORK](#) that raises awareness about

its health reports, which can identify potential risks based on individuals' genetic makeup. The campaign highlights testimonials featuring real 23andMe customers who have discovered previously undiagnosed health issues or genetic predispositions through the company's DTC health reports. The campaign demonstrates the profound impact learning about one's health risks can have not only on themselves but their family members. An instrumental version of Bob Dylan's tender classic "Make You Feel My Love" further heightens the emotional impact.

"LOS YORK's hybrid collision of creative and production was a natural fit for the brand," said LOS YORK Founder and Chief Creative Director Seth Epstein. "23andMe wanted a modern partner who could collaborate, iterate and execute within their timeline. They needed an antidote to the old, slow, silo'd method of traditional advertising. Within about two months we delivered two :30 spots, a pair of :60s plus all the variations. The LOS YORK model is different and is simply faster."

The creative insight and positioning developed by LOS YORK for the "Hero Gene" campaign was to address the challenge or fear people may have when it comes to discovering a potential health predisposition through 23andMe's service. The team locked into genes as "heroes" because they can alert individuals about possible medical pre-conditions and ultimately help save lives. The campaign aimed to humanize prevention, and show the true impact of learning about one's genetics.



23andMe "Hero Gene" Campaign by Creative Studio LOS YORK

"23andMe had a headstart on the campaign promoting its health service, they brought us in and we bumped up the idea and shaped it," said Scott Hiding, Executive Creative Director at LOS YORK. "A lot of agencies couldn't do what we did for them. It was a hybrid of ideation and development and adaptive production, taking the concept in and then moving quickly. The process was unique."

The campaign launched over Thanksgiving weekend and ran on linear broadcast television during the Macy's Thanksgiving Parade and the National Dog Show on NBC, as well as across sporting events on FOX, NBC and ABC. It will be running on linear TV, CTV and YouTube into this year.

Production credits below. Watch the spots here:

<https://youtu.be/bl6nxWiqpGE?feature=shared>

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#### ABOUT LOS YORK

An award winning Creative Company, LOS YORK is a place where creatives, designers, writers, artists, and directors collaborate to dissolve the boundaries between ideation and creation, and produce culture-defining campaigns for the world's best brands and agencies. For more info please visit <https://losyork.tv>

#### Production Credits

##### Brand & Marketing

23andMe

Tracy Keim, Chief Brand Officer

Jon Ward, Chief Marketing Officer

Katie Watson, VP Communications

Noam Eilam, Senior Manager II, Brand Marketing

Kelly Gardenhire, Senior Marketing Manager

Shana Ryan, Senior Manager, Business Operations

Julie Davidson, Team Administrator

Beau Unruh, Creative Lead

Sarah Paulhus, Designer

Kelly Newby, Story Producer

Kris Homsher, Freelance Senior Producer

##### Digital

Tori Moore, Social Media Manager

Daniel Leal, Social Content Producer

Creative Production Company

LOS YORK

Seth Epstein, CCO

Scott Hidinger, ECD

Melina Osornio-Andrade, MD

Rachael Ehrlich, Brand Partner

Jake Hibler, Senior Producer

Laura Pol, ACD/Design

Rod Thomas, IT

Patrick Clorieux, Copywriter

Katy Ortega, Copywriter

Radu Pose, Designer

Florencia Lorea, Designer / Animator

Juliana Martins, Designer / Animator

Ha Eun Chang, Designer / Animator

Stênio Rodrigues, Animator

Josh Hegard, Editor

Andy Koeger, Assistant Editor

Telecine - Apache

Taylor Black, Colorist

LaRue Anderson, Executive Producer

Stephanie Schaldenbrand, Head of Production

Christina Caldwell, Producer

Music - Good Ear Music

Music Supervisor

JIMEK - Radzimir Dębski

Sound Design

Josh Hegard

Zac Fisher

Sound Mix - Lime

Zac Fisher, Mixer

Susie Boyajan, Executive Producer

Klaudia Bennett, Assist

Richard Linnett

Bombastic

richard@bombastic.co

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