

SPOT THE D T

2025


ABOUT

Spot the Dot is a non-profit founded in 2015 and run by Dutch melanoma survivor Marije Kruis. Registered in Austria but active worldwide, the organization operates in multiple languages, with campaigns known for being creative, inclusive, and multilingual, reaching audiences in up to 10 languages.

Spot the Dot collaborates with a global network of artists, athletes, skin cancer patients, and dermatologists to amplify awareness surrounding melanoma and other types of skin cancer. Their collective mission across all initiatives is to inspire people to initiate vital conversations with both their loved ones and healthcare providers, emphasizing the significance of proactive measures in preventing and detecting skin cancer early.

Spot the Dot is a member of the Global Melanoma Patient Advocacy Coalition, working to raise global melanoma awareness, and Die Allianz, a collective advancing cancer care in Austria through collaboration and expertise.

DERMATOLOGISTS • ARTISTS • ATHLETES • SKIN CANCER PATIENTS



INTERNATIONAL AWARENESS CAMPAIGNS

Spot the Dot has realised 25 online and offline events in 12 countries.
A few of the most popular campaigns ...

25 ONLINE AND OFFLINE EVENTS IN 12 COUNTRIES



FASTER THAN SKINCANCER CAMPAIGN

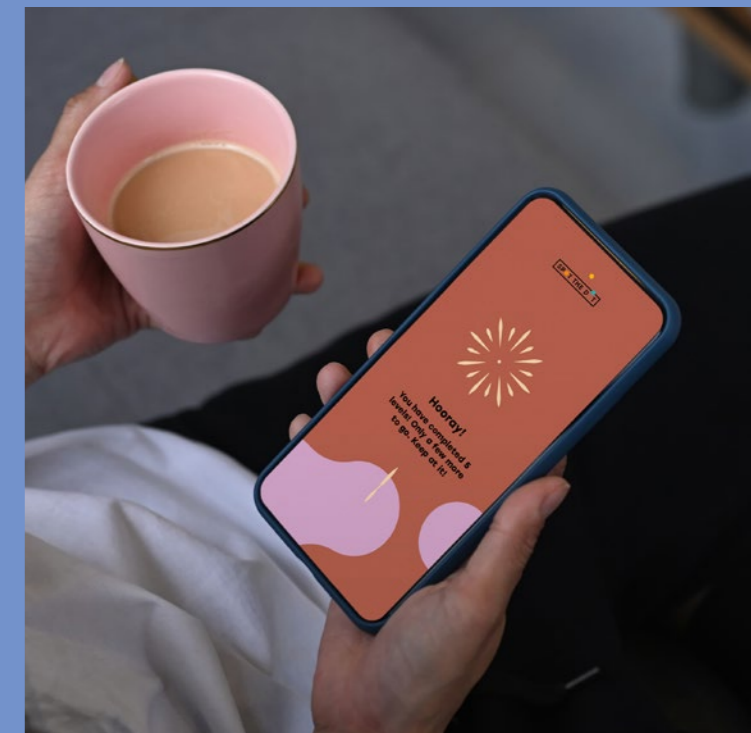
WWW.FASTERTHANSKINCANCER.ORG





CHECK-A-MOLE GAME

[GAME WEBSITE ↗](#)





REBEL AGAINST SKINCANCER CAMPAIGN

[WEBSITE ↗](#)



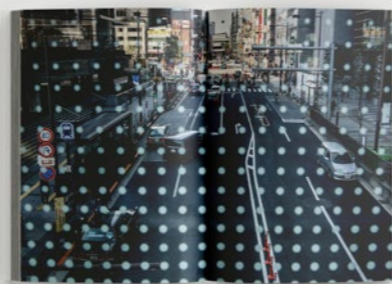
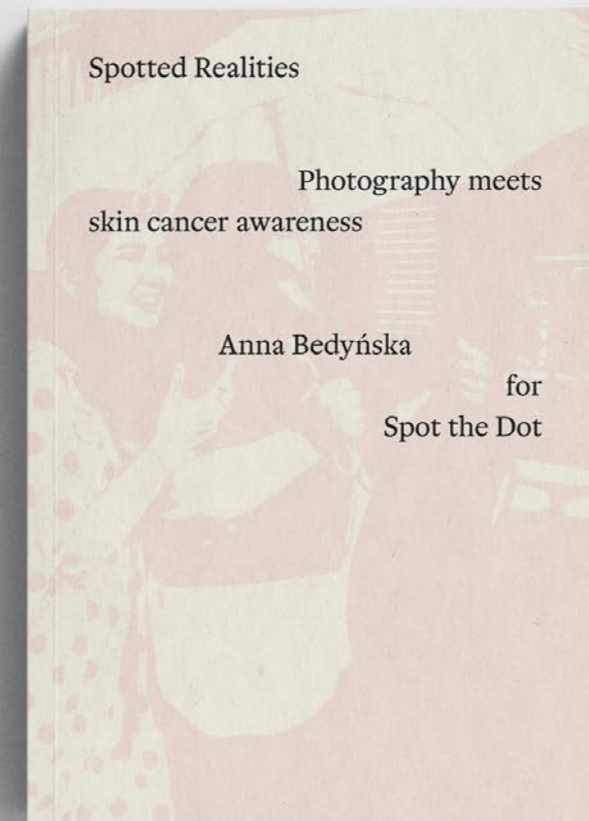
LOVE YOUR BODY EXHIBITION

[VIDEO ↗](#)



SPOTTED REALITIES BOOK

[WEBSITE ↗](#)



AVERAGE YEARLY REACH

Website	35.000
Game	50.000
Social Media	1.000.000
Newsletters	800
Press	1.830.500
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	1.916.300
<hr/>	

NEWSLETTERS • PRESS • WEBSITE • SOCIAL MEDIA

HONORS & AWARDS



Winner of a Patient Innovation Award 2024

Issued by Novartis
For the project „Barrierefreie Hautkrebsvorsorge“

Shortlisted for the VOLUMES Book Award

Issued by VOLUMES Zürich
For the Spotted Realities book

Winner of a Goldenes Skalpell Award: Best of Pharma Advertising 2023

Issued by Pharma Marketing Club Austria
For the Faster Than Skincancer campaign

Winner of a Patient Innovation Award 2023

Issued by Novartis
For the Don't Fade Away campaign in the category: New channels and digital tools in patient communication

Nominated for Goldenes Skalpell Award: Best of Pharma Advertising 2023

Issued by Pharma Marketing Club Austria
For the Faster Than Skincancer campaign

Winner of a Bronze CCA Venus Award 2023

Issued by Creative Club Austria
For the Love your body campaign

Winner of a Patient Innovation Award 2021

Issued by Novartis
For the Check-A-Mole game in the category: Increasing Disease Awareness

Winner of two Goldenes Skalpell Awards: Best of Pharma Advertising 2019

Issued by Pharma Marketing Club Austria
For the Rebel Against Skin Cancer video campaign in the categories „multi-channel campaign“ and „film & video“.

Nominated for the 2017 V!VA 400 award for Most Inspiring Woman 2017

Issued by VIVA Magazine in the Netherlands
Spot the Dot founder Marije Kruis was nominated for her work with Spot the Dot in the category World Improvers

PRESS

Spot the Dot campaigns have been featured in international print and online media, as well as on prime-time TV, podcasts, and radio in the Netherlands, Austria, Germany, the USA, Canada, Spain, Portugal, Belgium, Israel, Italy, and Kuwait. Explore a selection of press clippings at spotthedot.org/en/press



Known from

DERSTANDARD

VIVA

FLAIR

NOS

De Telegraaf

metro

KURIER

Maxi

ORF

GLAMOUR

Men'sHealth

happinez

Het Parool

MERCHANDISING

Many people know Spot the Dot because of the modern and unique campaign merchandising.



FOUNDER & ADVISORY BOARD



Spot the Dot was founded in 2015 by melanoma patient Marije Kruis.

„A few years ago a friend who was a physiotherapist pointed out a tiny spot on my lower leg and told me to have a dermatologist look at it. I took up his advice and to make a long (medical) story short, that spot which looked so innocent to me, was already a far progressed melanoma. In the following year, I heard so many misconceptions about skin cancer from people around me, which made me realize that there is such a big need to raise more awareness around this topic. Hearing these misconceptions motivated me to start my own foundation, Spot The Dot.“

—Marije Kruis

[LinkedIn](#)

Advisory Board

Belinda Delys

Communications and Engagement consultant
in Healthcare & Wellbeing – Belgium

Bernhard Kettner

Art director and studio manager
BLK Studio – Austria

Clara Borek

Communication expert – Austria

Dr Amanda Zbyszewski

Dermatologist – Austria

Dr Göran van Rooijen

Dermatologist and Mohs' surgeon –
Netherlands

Dr. Markus Wiesender

Dermatologist – Austria

Leonne van de Ven

PR and Communications consultant –
owner De Wolven – Netherlands

Mario Roeder

WordPress and webshop expert – Austria

CONTACT

Official registration name	Spot the Dot Verein zur Förderung des Bewusstseins für verschiedene Arten von Hautkrebs
Legal form	Verein (Austrian non-profit)
Registration address	Goldschlagstrasse 82/36, 1150 Vienna, Austria
ZVR number	1717374860
Spot the Dot	Marije Kruis contact@spotthedot.org www.spotthedot.org
Follow	Instagram: @spot.the.dot Facebook: @spotthedotcampaign LinkedIn: www.linkedin.com/company/spotthedot





THANK YOU