



CBRE – BRING IT TO LIGHT



In 2025, CBRE Iberia launched “Bring It to Light”, a large-scale social impact initiative aimed at raising awareness around male cancer across Spain and Portugal. Delivered through its Property Management platform, the campaign leveraged a portfolio of over 40 shopping centres to address one of the most pressing yet under-discussed health challenges in Southern Europe.

With cancer incidence among men expected to rise significantly in the coming years, the initiative focused on breaking taboos around prostate, testicular, and male breast cancer, particularly among men aged 45 and above. Through clear and direct messaging, the campaign encouraged early detection and open dialogue, positioning awareness as a critical first step in prevention.

“Bring It to Light” was implemented through a coordinated, multi-channel strategy using both physical and digital touchpoints within the assets under management. Communication materials were deployed across high-traffic areas including entrances, restrooms, elevators, and digital screens, while social media, apps, and newsletters extended the campaign’s reach beyond the physical space. The initiative also engaged tenant staff

and on-site personnel, ensuring a comprehensive and inclusive approach.

The campaign was developed in partnership with leading organisations such as the Movember Foundation and the Spanish Association Against Cancer, alongside local institutions and NGOs, reinforcing its credibility and amplifying its societal impact.

Results significantly exceeded initial objectives. The campaign generated over 12.2 million impacts, more than triple its original target, while direct participation in on-site activities and awareness points also surpassed expectations. Media visibility reached over €460,000 in earned publicity, reflecting strong engagement and resonance across communities.

Beyond its scale, the initiative stands out for its efficiency and replicability. Delivered primarily through existing infrastructure, it achieved a high level of impact with limited incremental cost, demonstrating how real estate platforms can be mobilised as powerful vehicles for social change.

LOCATION:
Spain & Portugal

DATE:
2025

HIGHLIGHTED FEATURES:
Health campaign implemented across 40 shopping centres in Iberia, with emphasis on cancer early detection.