



AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2022**

Best Integrated Campaign



A still from Breast Cancer Ireland's "Make Time to Check" in a world too busy for Breast Cancer Campaign.

Campaign

"Make Time To Check" – a Breast Cancer Ireland Campaign in "a world too busy for Breast Cancer"

Description of Campaign

This fully integrated insight led campaign generated **26m** in reach through earned PR coverage cleverly leveraging consumer touchpoints to **deliver life-saving behavioural change, with a positive shift in self-checking behaviours from 26% to 34%** (an additional 160,000 people checking their breasts monthly) **over just 8 weeks** – helping to change the landscape of breast cancer into the future through early detection.



Public Relations Consultant

Nicky Crichton – Crichton Communications Ltd



Client

Breast Cancer Ireland

Background to the Campaign

Breast Cancer Ireland's (BCI) mission is to transform breast cancer from being an often-fatal disease into a treatable illness long-term, through research, early detection, improved awareness and self-checking behaviours. To achieve these goals, fundraising is essential and in 2020/21 BCI raised a staggering €4.1m (with €3m of this dedicated to research).

However, in 2021, they faced several challenges. Aside from needing to host their biggest fundraiser of the year (The Great Pink Run) as a 'virtual' event once again – in an entirely saturated 'virtual event world', the charity faced an even more worrying challenge from an education and awareness perspective.

In August 2021, Breast Cancer Ireland commissioned an extensive body of research, through CORE, into levels of awareness amongst women of all ages regarding the 8 signs and symptoms of the disease, and into the barriers to self-checking. The results were stark – showing significant gaps in knowledge, awareness, understanding and worryingly low levels of self-checking. One consumer insight stopped us in our tracks – the research showed, that in

many cases, people were simply 'too busy' to check their breasts - and the vast majority weren't quite sure what they were looking for when they did take the time to do so. There was also a clear misconception that breast cancer is a disease that affects 'only older women' – whereas 23% of all diagnoses are in women aged between 20-50, and in addition to this, breast cancer is something that can affect men also.

Something simply had to be done from a strategic communications perspective to address these deficits – and fast – before more lives were lost to this awful disease through lack of awareness and insufficient levels of self-checking. Breast Cancer Awareness Month, in October, and the lead into this was the obvious choice for the launch of an entirely integrated and cohesive **#MakeTime2Check** communications campaign.

Statement of Objectives

This holistic campaign would be led by the Breast Cancer Ireland PR Consultancy, Crichton Communications, in conjunction with the client team of Aisling Hurley (CEO) and Samantha McGregor (Development Manager) and in collaboration with the charity's digital, event, creative and media-buying partners (namely Wolfgang Digital, Verve Live Agency, Saturday Films, CORE and The Engine Room).

During the campaign planning phase, the key objectives and goals of the campaign were clearly identified as follows:

- To drive a proven increase in self-checking behaviours as a result of the campaign by 5% (a minimum of 100,000 people regularly checking their breasts) as a result of the strategic communications campaign
- To drive an increase in awareness of the 8 signs and symptoms through earned PR coverage throughout the campaign with a target of 50 individual earned media pieces highlighting the stories and life-saving advice of selected BCI Patient Ambassadors
- To ensure strong Share of Voice for Breast Cancer Ireland in a cluttered period (i.e. that of Breast Cancer Awareness Month)
- To find new and creative means of resonating with an audience of younger people (not just women) with a view to addressing knowledge gaps specific to this cohort
- To meet with and demonstrate proper self-examination techniques to a minimum of 15,000 women through the experiential roadshow
- To leverage the MakeTimeToCheck communications campaign, and ensure message cohesion in the lead up to the annual Great Pink Run fundraising event, in order to maximise participation and fundraising revenue for future research into breast cancer. (An ambitious fundraising target was set at €500,000 for the 2021 GPR event as part of the Make Time To Check integrated campaign)
- To grow, through campaign tactics, audience levels across all of the BCI social channels, by a stretch target of 10%.

Programme Planning and Strategy

In the immediate wake of the shocking passing of well-known young singer Sarah Harding, from breast cancer in early September 2021, and in light of the findings of an extensive body of research commissioned by BCI into self-checking behaviours and awareness levels, this is the story of how BCI and their agency partners, created and executed a holistic, impactful campaign using multiple communications tools and channels leveraged in unison, to increase self-checking behaviours by 8% in just 8 weeks, and drive awareness amongst both women and men in Ireland, about the 8 signs and symptoms of breast cancer to be aware of.

As a starting point in the communications planning process, the client and lead agency in the campaign, Crichton Communications Ltd, undertook a careful exercise in social listening, and a deep-dive into the research findings to better understand exactly where our focus needed to be in terms of knowledge gaps and messaging. The research data showed us exactly where we needed to concentrate our efforts in terms of specific knowledge levels around the importance of early detection and more importantly what to look out for when performing a self-check. The research informed our key messaging and became our guide with regards to what the target audience needed to learn from our campaign.

Although the usual target audience, as a rule, when it comes to breast cancer, is women of all ages, this specific campaign needed to heighten awareness that younger women were also at risk of the disease, as were MEN, given that 1 in 1000 men will be diagnosed with breast cancer at some stage.

As a collaborative inter-agency team, with a clear, concise and purposeful brief, we met swiftly and regularly to develop and refine an over-arching communications campaign that would increase the levels of regular self-checking behaviours amongst the target audiences. Careful planning amongst the inter-agency team ensured full cohesion of messaging across all channels.

Our campaign would need to be multi-layered and multi-faceted, to deeply resonate with the target audience, to stand out, and above all to drive meaningful behavioural change. As such we developed a PR and communications programme, grounded in hard working media relations, but enhanced by deeply impactful TV, Cinema and Online creative content, a unique and far-reaching experiential roadshow, influencer outreach and engagement, a highly targeted and strategic paid media plan, and a tactical digital campaign, using hyper-targeting of audiences and optimization to achieve our campaign goals.

The tragic passing of Sarah Harding on 5th September, provided us with a sad but timely and impactful platform to launch the Make Time To Check integrated campaign – with our official launch date for the campaign planned for the morning of the 6th September. On the morning of the launch, we worked closely with several national media outlets including Virgin Media News, Ireland AM and RTE, along with local radio stations, to provide interviews with Aisling Hurley, CEO of Breast Cancer Ireland regarding Sarah's passing at such a young age, highlighting the importance of early detection and the need for young women in particular to make time to check their breasts regularly as 'a first line of defence' against the disease, thus positioning BCI and Aisling as a trusted source of information on this subject matter, and reinforcing BCI's standing as Ireland's leading breast cancer charity.

Key Campaign elements included the following:

- A strategic PR campaign by Crichton Communications across lifestyle media outlets highlighting research findings, and working with BCI Patient Supporters of all ages, both male and female, told powerful stories, highlighting the 8 signs and symptoms, early detection messaging, whilst also encouraging participation in the virtual Great Pink Run which would take place in mid-October. Earned media highlights of the campaign included:
 - > Interview with male breast cancer survivor Dara McDonough on RTE's Live Line and Newstalk Radio talking about his own breast cancer story.
 - > 3 x full page cover features in the Irish Independent Health & Living section featuring Dara, and two female BCI Patient Supporters.
 - > Full page interviews with our Patient Supporters in The Herald, and across young female focussed online sites such as RSVP, Evoke, Her.ie, Goss.ie, HerFamily.ie, Lovin Dublin amongst others.
 - > Irish Times feature article interviewing 29 yr. old BCI patient supporters, highlighting their diagnoses at a young age.
 - > Ireland AM, 6 O'clock Show and Today Show interviews with Campaign Ambassadors.
 - > RTE Guide, 8 page 'pink' feature inclusive of interviews with leading breast surgeon and BCI chairman, Prof Arnie Hill, male and female breast cancer survivors of all ages, CEO Aisling Hurley, and BCI supporter and Ambassador Sonia O'Sullivan.
 - > Daily Mail YOU Magazine cover and interview feature with campaign Ambassador Nadine Reid.
 - > 2FM and local radio station interviews including Spin FM, Red FM, Cork 96FM with campaign ambassadors and breast cancer survivors.
 - > RTE Lifestyle interview with Aisling Hurley regarding the MTTC campaign launch.
- Our first ever TV & Cinema advert aired, leveraging key research findings and a highly emotive storyline showing a mother and her daughter dealing with the pain of a breast cancer diagnosis and subsequent treatment – an unexpected plot twist at the end of the advert, showing that it was in fact the daughter who had been diagnosed, as opposed to the mother, helping to highlight the fact that 23% of diagnoses are in women between 20-50 years. We amplified both the 30" and 60" versions of the advert across our social channels, and in this way helped reach new audiences of younger women, thus growing our online community for future communications.
- An eye-catching and utterly unique on street experiential campaign, led by VERVE Live Agency saw a **#MakeTime2Check** roadshow activation visit key cities across Ireland with a giant clock as a centrepiece showing the 8 signs and symptoms to be aware of, and a life-size medical mannequin used for live demonstrations showing how to perform self-examinations.
- Influencer and Ambassador outreach with creative themed gift boxes ensuring strong shareability of messaging and reach across social. Careful thought and consideration went into the themed contents of the gift box and the

recipient list for this media drop, ensuring that the influencers and media targeted had the right level of following and engagement needed to create impact amongst the target audience.

- A host of celebrity Ambassadors also supported us in our campaign, including influencer and TV personality Nadine Reid, James Patrice and his mum Fron, TV presenter Elaine Crowley, Radio presenter Bobby Kerr, former Kilkenny Hurling legend Jackie Tyrell, and of course our BCI Patient Supporters to include both men and women of all ages – all with their own unique and powerful stories to tell, highlighting the importance of early detection.
- A paid media campaign led by The Engine Room, leveraging our Patient Supporter Case Studies and impactful voice-over appeals by James Patrice and one of Patient Supporters, included 2 x full page advertorials in Sunday Independent Life Magazine, broadcast interviews across Bauer Media and individual native articles across a host key female, male and lifestyle outlets such as Her.ie, IrishTimes.com, IrishIndependent.com, Evoke.ie, Mummypages.ie, Joe.ie, Balls.ie, TodayFM.com, and Lovin Dublin.
- A full digital campaign co-ordinated by Wolfgang Digital agency drove further reach of our advert, re-purposed earned media content and paid media content for further amplification and impact and steadily helped to grow our Breast Cancer Ireland online community – crucial for the engagement of our online audience in this and in future campaigns. The digital campaign also helped to drive interest and registrations ahead of the Great Pink Run fundraising event in mid-October, whilst cleverly weaving early detection and awareness messaging into social posts.

Measurement

Outputs

Earned coverage spanned national TV, Radio, Print, online, and local media leading to a significant increase in SOV across earned and paid channels (of 47 % yoy) with over 90 individual pieces of PR coverage (representing a 52% increase yoy).

Experiential activity ensured that 18,000 adults were met across Ireland – and shown how to perform a proper self-examination, whilst also raising awareness of the 8 signs and symptoms, and driving an additional 24,000 website hits. The paid media campaign delivered a media value of €252,556, against a modest media budget .

The overall communications campaign helped to drive audience growth of 17.1% across all BCI channels, with reach of 755,000 across Facebook and Instagram alone via strategic influencer outreach, interest targeting and optimization, driving significant additional online fundraising revenue for BCI, against a modest but tactical digital spend.

Outcomes

Post campaign research indicates significant success in the reception/recall of the following messages by the target audience:

- I should regularly make time to check for signs and symptoms of breast cancer (90%).
- I can visit www.breastcancerireland.com to find out more about the signs and symptoms (92%).
- Breast cancer is a disease that can affect younger people too (94%).

Research also proved a significant increase (30%) in awareness of all 8 signs and symptoms – and the insights gleaned into residual knowledge gaps will now form a fundamental part of future PR and comms plans in 2022.

Impact

Through consistent, sustained measurement and evaluation throughout (and course-correcting our messaging and approach where needed) the results of the #MakeTime2Check campaign surpassed all expectations, with the single most important and impactful result being the **proven increase* in self-checking behaviours of over 8%** (representing **an increase of 160,000** people checking their breasts monthly as advised) over the campaign period.

From a fundraising perspective, the combination of the campaign elements listed above, also paved the way for a staggering €647,000 raised through the overarching MakeTime2Check campaign encompassing the GPR event – funds that are critical in researching a cure and allowing BCI to now fund Fellowships and international collaborations with leading breast cancer experts globally.

***CORE Research findings Nov 2021**

ruepoint



Onclusive

PARAGON
Customer Communications