Screening Saves Lives Campaign
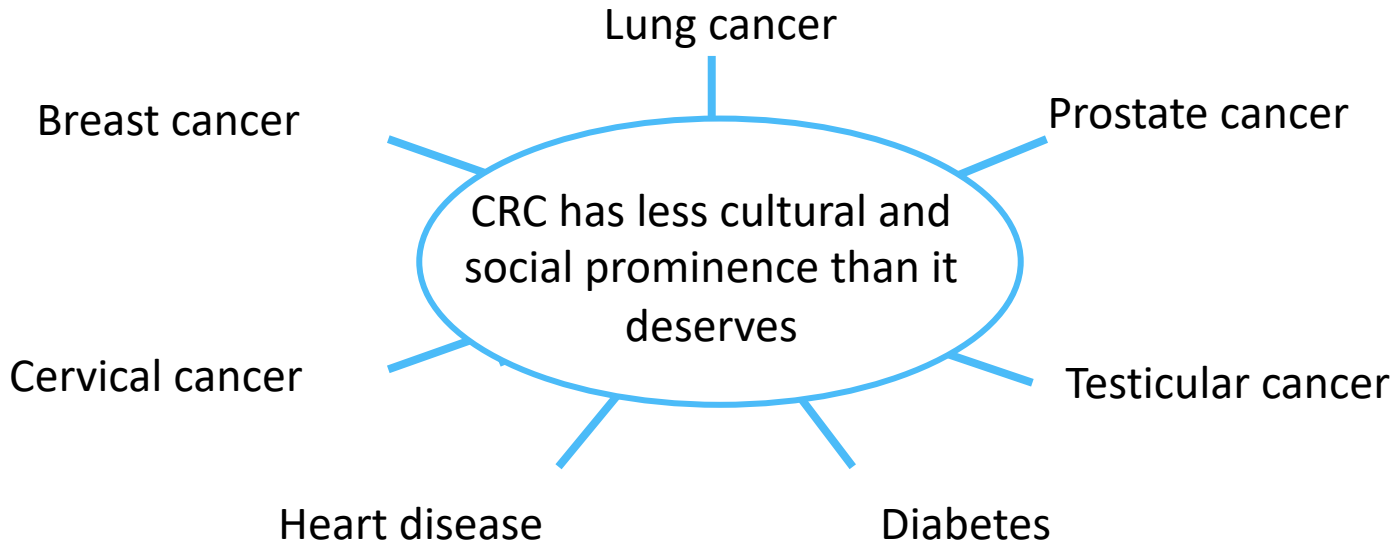
28th February 2019

Colorectal cancer is the 2ⁿᵈ most common cause of cancer death in the EU

Colorectal cancer is far less front-of-mind than other forms of serious illness

Causes of low prominence

VISIBILITY

Range of names: Bowel Cancer, Colorectal Cancer, CRC etc

Higher incidence among older people (and blurred with other long-term conditions)

Highly treatable

EMBARRASSMENT

Squeamishness around faeces

Not yet a social norm

Awkward conversations with (local) GP

Examinations that are a loss of dignity

INERTIA AND FEAR

Colonoscopy

Painful operation

Cancer

Death

Chemotherapy/radiotherapy

Colostomy bag

Depression

Am I tempting fate?

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Create greater prominence by focusing on the key barriers

| VISIBILITY | *Not recognised* | ▶ | *Use eye-catching tactics to get CRC on people's radar* |

| EMBARRASSMENT | *Not talked about* | ▶ | *Break the taboo. Get a conversation going between couples and friends, make the message shareable* |

| INERTIA AND FEAR | *Not acted upon* | ▶ | *Focus on the simple, quick test you can do at home. Enormous impact on outcomes.* |

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Our campaign needs to find new ways of taking about colorectal cancer testing

Yucky

Frightening

Anatomical

Weird

Normal

Positive

Human

Everyday

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And to be shareable, our message needs these attributes

Original
Important
Funny
Meaningful
Cool
Shareability
Helpful
Exciting
Informative
Touching
Fun

DIGESTIVE CANCERS EUROPE
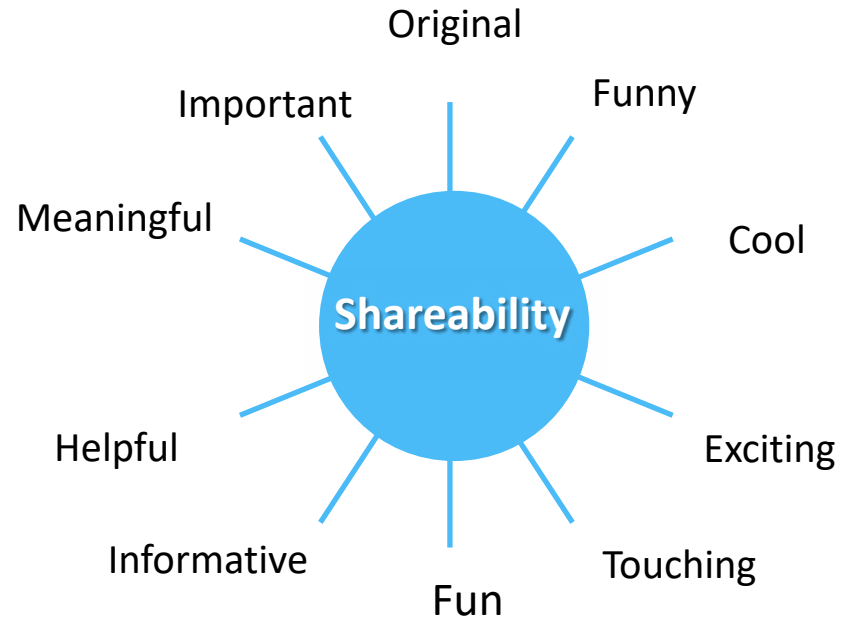
Key elements of our campaign

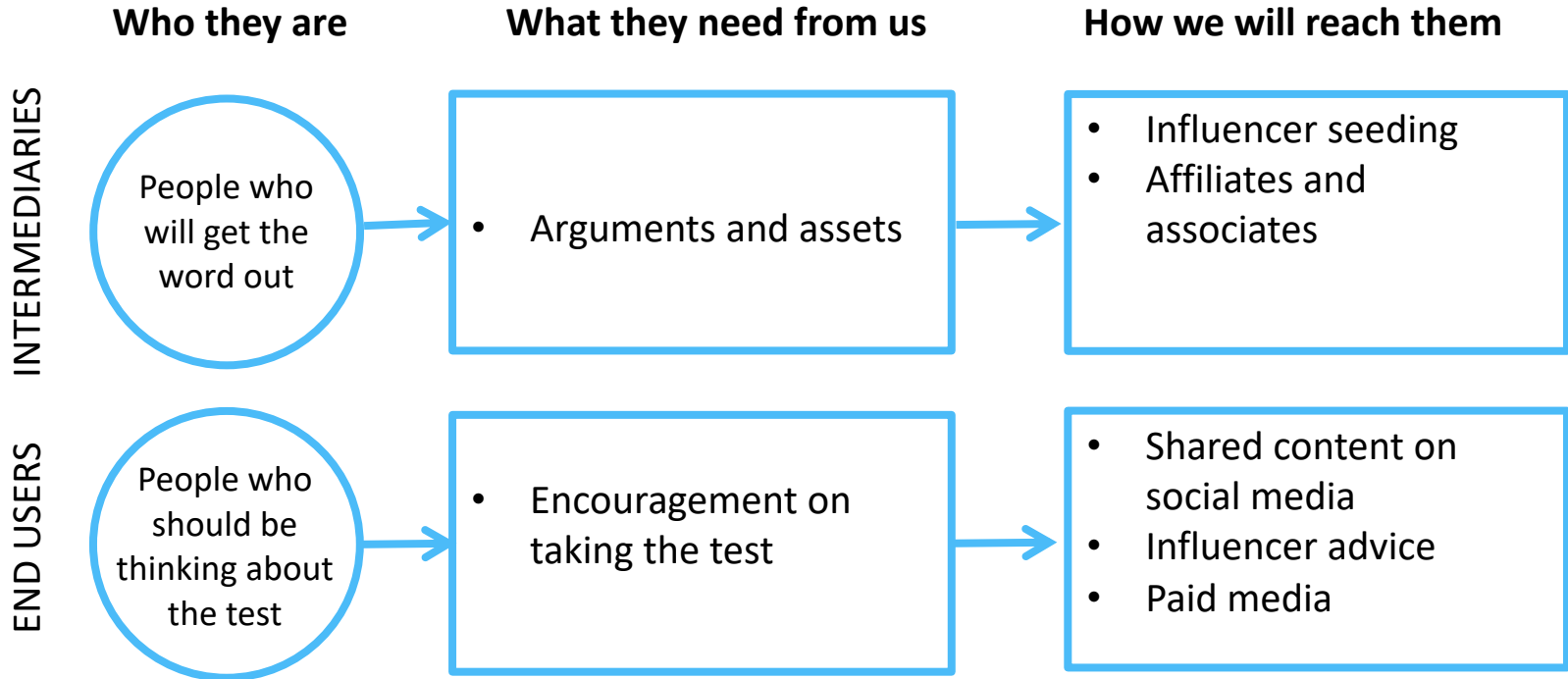|	
Idea	Find a fresh and compelling campaign theme
Film	Create something attractive and striking that people will share
Paid media	Kick start shares with ads on Facebook and YouTube
Organic Social	Get influencers talking (and advising) on social media
Microsite	Drive traffic to information on CRC and testing on DiCE site

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Media Solution

Communication strategy

Who they are	What they need from us	How we will reach them

INTERMEDIARIES

People who will get the word out →
- Arguments and assets →
- Influencer seeding
- Affiliates and associates

END USERS

People who should be thinking about the test →
- Encouragement on taking the test →
- Shared content on social media
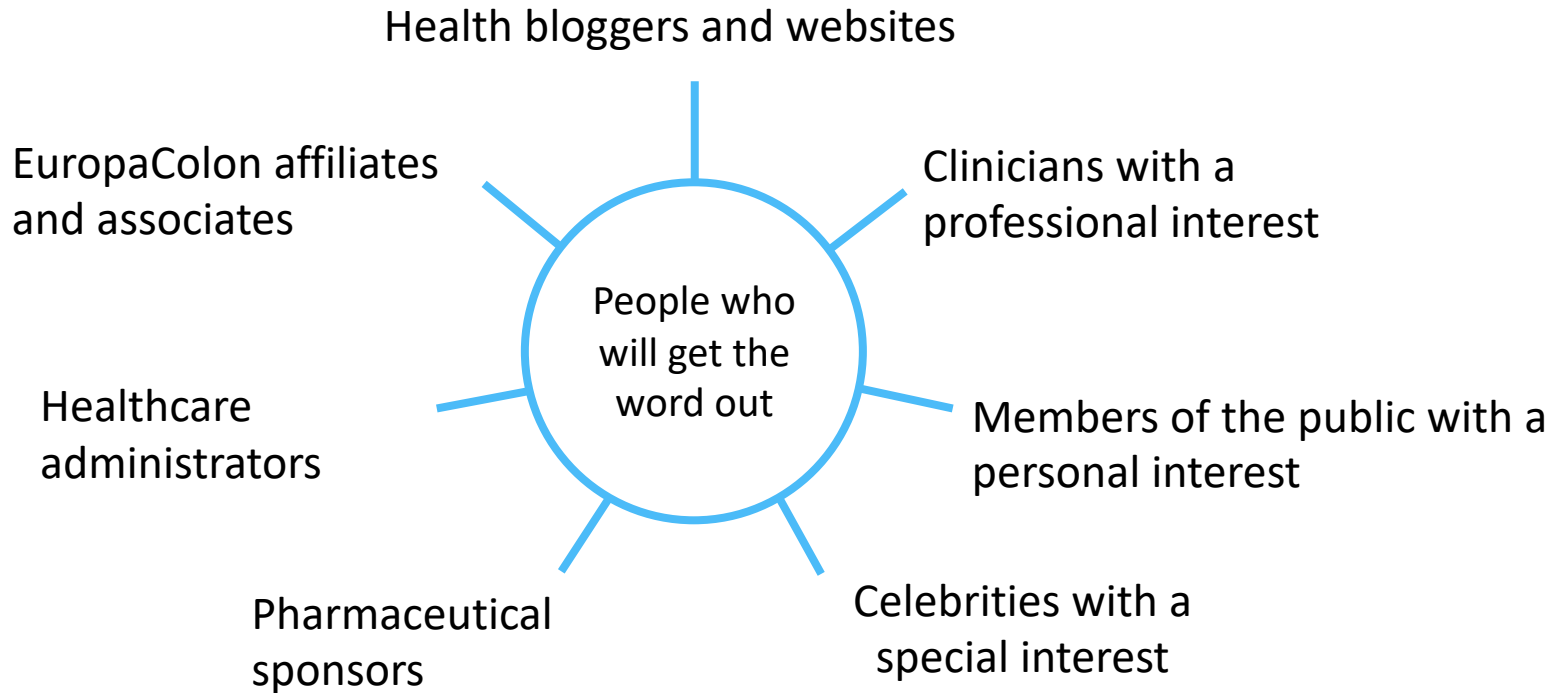- Influencer advice
- Paid media

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Paid media

1.4m reach, 255,000 views across Finland, France, Italy, Portugal, Slovakia and Spain

Influencers come in all shapes and sizes

Health bloggers and websites

EuropaColon affiliates and associates

Clinicians with a professional interest

People who will get the word out

Healthcare administrators

Members of the public with a personal interest

Pharmaceutical sponsors

Celebrities with a special interest

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Engaging Influencers

1. Identify blogs and websites in each market

2. Assess opportunity: Reach, Relevance, Activity, Influence

3. Cultivate relationship

4. Activate content

Working with our partners across Europe

#MY BEST 10 SECONDS
CAMPAIGN
SOCIAL MEDIA AND SEEDING TOOLKIT

FEBRUARY 2019

DIGESTIVE CANCERS EUROPE

European Colorectal
Cancer Awareness
Month 2019

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