

MARKETING SOCIETY AWARDS 2014.

Category: consumer insight



No one should face cancer alone.

Macmillan Cancer Support

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MACMILLAN CANCER SUPPORT

INSIGHT

SUMMARY

In 2013 Macmillan Cancer Support launched a new campaign around a striking new idea: No One Should Face Cancer Alone.

At the heart of the campaign was the desire to say something irrefutably true, that would encourage people who needed our help to get in touch, and inspire those who could help us to get involved.

The stakes are high. An insight that felt forced, or gratuitous or intrusive, would not only fail to drive donation. It could risk unnecessarily hurting or upsetting those who are most important in this: people living with cancer, and everyone who loves us. This wasn't about being more exciting, or daring. It was about being more true. Only by being true could we risk tapping into the deep, intense emotions that surround cancer.

Our Not Alone campaign has been unprecedentedly well received, within Macmillan's huge community of volunteers and helpers, and without. It has driven record growth in advertising awareness, brand leadership, and fundraising.

And the idea fulfills itself. In the way we communicate, the actions Macmillan takes, we can truly say our insight has meant that fewer people will face cancer alone.

Word count: 189

It's five days since it happened.

Since you sat in the doctor's room, and he'd said the words.

So we've had a look at your test results, and I'm sorry to have to tell you it's not good news. It is cancer.

And he'd said something else. About his team, and treatment, and you couldn't hear any of it. And he said

Do you have any questions?

And a hundred things were running through your mind. But all you can say is

I don't think so

Five days since you walked out of that office.

And it hit you, like you were falling.

And then you told the people who loved you. And the ripple spread out. And the people who love you, they feel like they're falling too.

And it plays over and over in your head. And you try to switch it off. And you switch on the TV.

And it's playing out in front of you.

Marketing is an intrusion.

Marketing is an intrusion.

We try to make it a happy one, by being more helpful or funny or useful or interesting than the rest.

But we're still trying to get inside our audiences' heads when they weren't particularly asking for us to be there.

This is a responsibility.

It's a fairly modest responsibility if you want to talk about nice things, or things people don't mind being reminded of.

But what if you want to talk to them about cancer?

And it's the last thing they want to think about?

Cancer in the UK

Today, 910 people will be hit with the news that they have cancer.

There are now more than 2 million people living with a cancer diagnosis. That will double in the next 20 years.¹

This presents an enormous challenge to how cancer care will be delivered: it won't just happen in hospitals, clinics and surgeries, but in homes, high streets and online.

Individuals, families and communities: we'll all need to get more active in helping each other living with cancer.

Macmillan Cancer Support

Macmillan Cancer Support occupies the "living with cancer" space.

Cancer Research UK and other specialists research cures and treatments, while Marie Curie and local hospices focus on palliative care (looking after people who are dying).

Macmillan deal with everything in between. Nurses, of course, for which they are most famous, but also other medical professionals², a helpline, information services, grants and benefits advice, online community, public policy and research, and acting as a critical friend of the NHS, working with multiple services partners to redesign and radically improve the way cancer care across the UK. And all this 99% funded through from voluntary contributions.

It's an extraordinarily diverse and nuanced response to the highly varied challenges facing people living with cancer. And as those lives change, the nature of what Macmillan does needs to change too. It's testament to the extraordinary commitment of its people that it has become one of the UK's most loved and dependable charities.

But those two characteristics- variety and dependability – present a challenge.

¹ Through a combination of an ageing population, improved diagnosis and treatment, and changing lifestyles

² Including doctors, radiographers, dietitians, occupational therapists and more

The challenge facing Macmillan

On the surface, Macmillan's objectives are simple:

- Increase the number of people who get support (call our support line, go online, access our information services)
- Increase the number who give support and the value of their donations³
- But also expand what giving can mean: volunteering, campaigning for change, sharing your experience with someone who needs it, being there for someone in your life.⁴

We encapsulate this in the phrase at the core of our brief: *inspire millions to get involved*. But it's complicated by 4 factors:

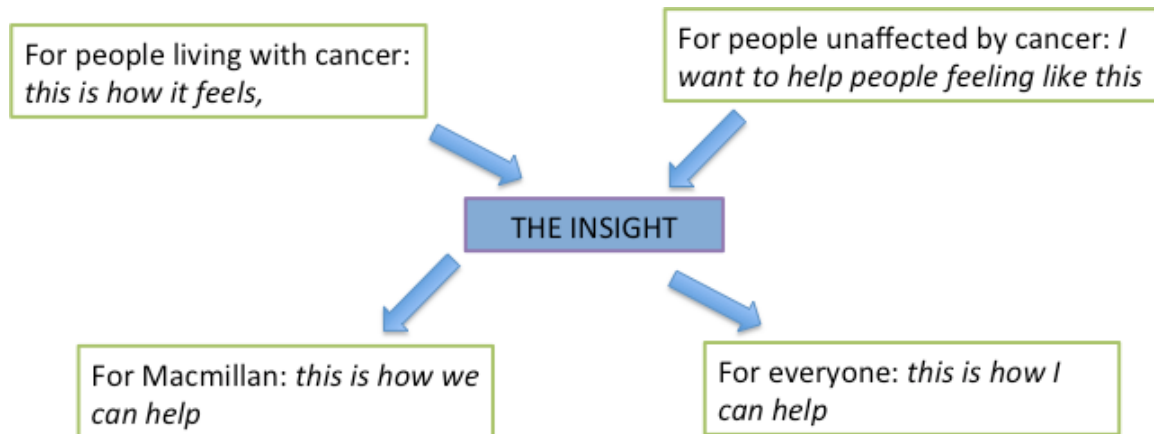
1. Macmillan is diverse. The brand has never had an equivalent of "Together we'll beat cancer" to succinctly capture why it exists, why you should give
2. Unlike CRUK, the majority of Macmillan's adspend has focused on *get support*, rather than *give support* messages. Coupled with the fact that, particularly through nurses, Macmillan is seen as such a rock, there's a tendency for it to seem a brand that you need, more than a brand that needs you. This lack of urgency is a challenge for fundraising
3. To increase urgency, the obvious response is to increase emotional intensity. But we can never let our drive for funds result in us demeaning those we help, or preventing them seeking our help. If we make a harrowing ad about living with cancer, we might raise money, but at what cost to people living with a diagnosis today? If we emphasise how vulnerable our services are, we might stop people who need us calling for help⁵. There is a balancing act between touching hearts, but not gratuitously playing on emotions
4. To spend effectively, we need a single campaign that works for both audiences, and both calls to action. It must make people give support. But it must encourage people to get support.

³ Through individual spontaneous giving, direct debits, legacy giving, and participation in fundraising events like World's Biggest Coffee Morning

⁴ This isn't just a nice to have. In the changing care world outlined above, cancer support needs to be something provided by friends, neighbours, colleagues, family, and concerned strangers, as much as by healthcare professionals

⁵ "There are other people who need them more than me" is one of the commonest reasons given for not calling Macmillan. How kind people are, even at their own times of crisis.

It meant we needed an insight that would bring together FOUR vital elements



1. People living with cancer, or caring for someone who is, would have to see something of themselves
2. People unaffected by cancer would have to be moved by the emotion
3. Macmillan would have to be able to show how they could help overcome it
4. To really inspire millions, everyone would have to see how they could help overcome it in their own way

Finding the insight

A grandfather refusing help with pain relief.

His step-daughter caught between anguish and frustration.

A single mum trying to shield her child from what she's going through.

An old lady who goes to gruelling chemotherapy sessions alone.

A husband who doesn't know how to touch his wife any more.

A teenager who can't sleep.

Families caught in the silence, the guilt.

A friend who doesn't know the right words to say, and so says nothing

910 people a day diagnosed with cancer. The thousands who love them.

Every story intensely personal, refracted through different families, different friends.

How do we find a single thought to, not just express, but dignify and empathise that spread of human emotion and experience?

So we read and re-read the research, everything from clinical data on survival rates, to brand insight, to CAF reports on charitable giving.

We did our own focus groups with people living with cancer. (Unforgettable. The most moving, of course, would you believe also the most joyful, the funniest?)

We threw ourselves into the world of Macmillan, talking to nurses, listening to calls, visiting information centres, spending hours on the online community.

We read and watched the best that writers and filmmakers have created in response to cancer.⁶

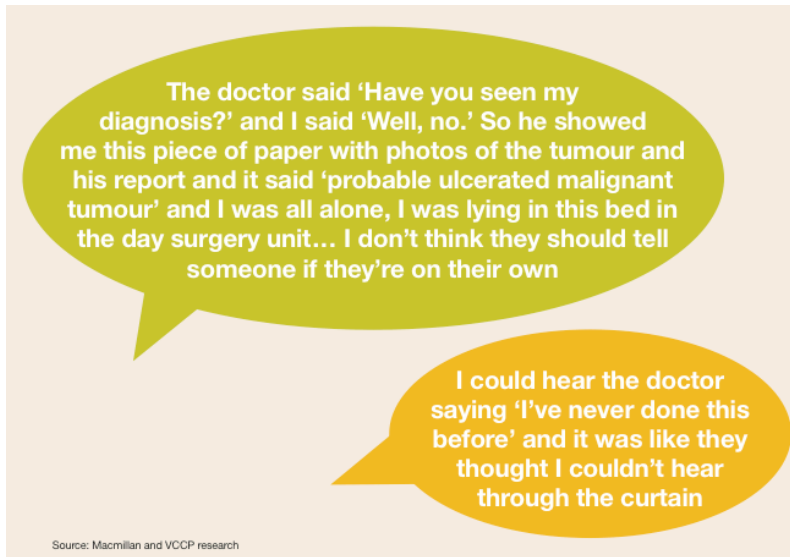
⁶ If you just read one thing, make it *On Mutability* by Jo Shapcott

We talked about our own experience (you work on something like this because it matters to you: someone to help, someone to remember, a way to say thank you, a way to say sorry).

And one thing kept coming back:

Despite the fact that cancer will directly or indirectly affect most of us, too often it can feel like you're facing it alone, whether you are living with a diagnosis or caring for someone who is.





It can be the physical effects of treatment; friends and family finding it hard to talk; missing work or school; having less money to do things you normally would. It can come from feeling treated as a condition rather than a person, or just not knowing where to turn.

Untold stories of feeling alone

And this is the one thing Macmillan can do, and that you can do.

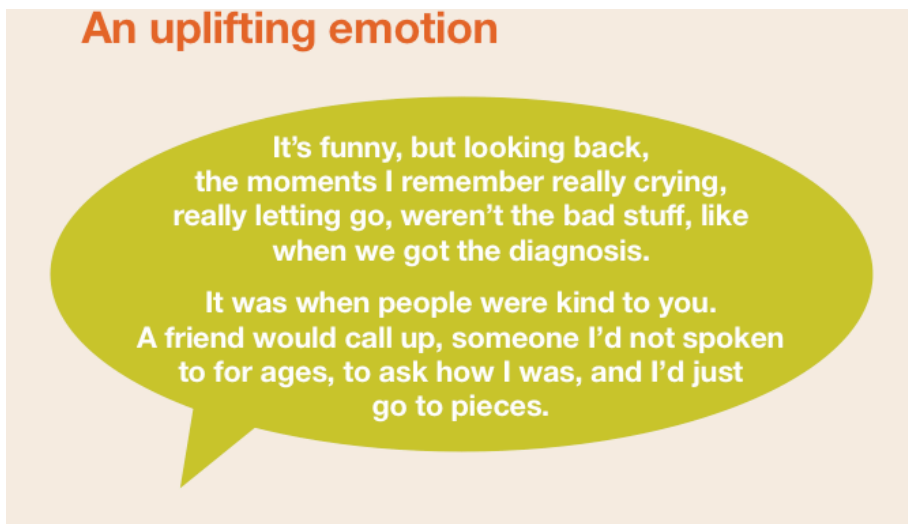
We can't take away pain.

We can't take away the fear, the sadness, the tiredness, the anger.

We can't make it go away, or ever promise we can.

But we can all help someone feel less alone.

Research showed that the idea of being alone was universal, was moving, but, crucially, uplifting to. Because it implied that you didn't need to be a superhero to help someone. You just needed to be you.



Our thought was simple, striking and irrefutable:



The campaign

In February 2013, our insight went public with the Not Alone campaign. Our insight seamlessly translated through a huge range of activity, made possible by the tireless work of Macmillan's wide community of volunteers and partners.

Some highlights include

- We opened with PR around a new research report, *Facing the Fight Alone*, that brought widespread news coverage around.
- Our ATL campaign broke nationally on TV, print and digital



Neither should anyone's son.
Or Grandad. No cousins or nephews.
Not the boys from the rugby club or
the lads from the pub. No boyfriends
or husbands or father-in-laws. Not the
chap from the chip shop or the noisy
lads on the back of the bus. Not your
best mate. Not a single stranger.
No one whatsoever.
No one should face cancer alone.
With your support, no one will.
Text **DAD** to 70550
and donate £5 today.

**WE ARE
MACMILLAN.
CANCER SUPPORT**

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Neither should any daughter.
Or grandma. Or niece or cousin.
No girlfriends, no best friends,
no work friends. Not the girls
at the school gate. Not your
next-door neighbour or the lady
from the corner shop. Not those
guys you've known all your life,
or the ones you've never met.
No one whatsoever.
No one should face cancer alone.
With your support, no one will.
Text **MUM** to 70550
and donate £5 today.

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With your support, they won't.
Text **CHILD** to 70550
and donate £5 today.

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So we've had your test results back from the lab and I'm sorry to have to tell you that, it's not good news. It is cancer.



What we're going to... *(muffled speech)*
In the meantime do you have any questions?



I don't think so.



(music plays)



Today, 889 people will be hit with the news they have cancer. Then it will hit everyone who loves them



No one should face cancer alone.



With your support, no one will



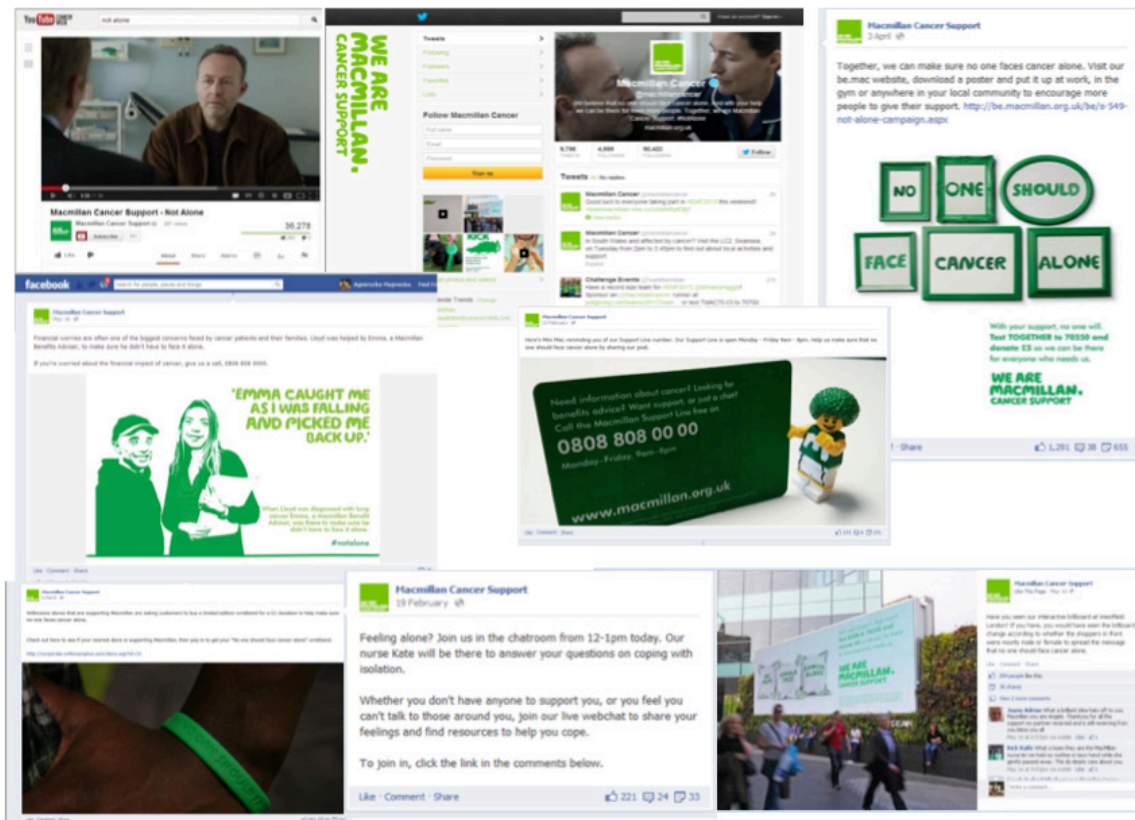
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No one should face cancer alone
macmillan.org.uk

- The website drove donations, and deepened the campaign through powerful case studies, research and information on how to get involved



- Social media enabled us to share the campaign, and encourage people to talk about their experiences



- New information leaflets were published around the issues in the campaign, promoting services, volunteering opportunities and advice



- Merchandising drove donations and a sense of belonging



- The messaging was integrated into key fundraising pushes, as well as promotion of services, healthcare professional activity, and local volunteering, fundraising and briefing papers



'SUPPORTING VERA HAS BEEN SO REWARDING FOR ME'

Jenny, Macmillan volunteer

Become a Macmillan volunteer
Join the Macmillan team as a trained volunteer and help to make sure no one in your area faces cancer alone. Add details about your service here and the support volunteers are expected to provide.
Add further details about the training and support you provide to volunteers and your contact details. Call 01234 567 890 or email yourname@myorg.com

Macmillan Cancer Support, registered charity in England and Wales (201075), Scotland (SC039077) and the Isle of Man (4086)

Your logo here

YOU DON'T HAVE TO FACE CANCER ALONE

WE CAN GIVE YOU A HELPING HAND

WE ARE MACMILLAN. CANCER SUPPORT

Get support from Macmillan
If you're living with cancer, our team of trained volunteers can give you a helping hand when you need it. Add details about your service here and the support people living with cancer can expect.
To find out more about how we can help you, call 01234 567 890 or email yourname@myorg.com

Macmillan Cancer Support, registered charity in England and Wales (201075), Scotland (SC039077) and the Isle of Man (4086)

Your logo here

'SOMETIMES IT JUST HELPS TO TALK TO SOMEONE WHO UNDERSTANDS'

Linda, helped by Macmillan

If, like Linda, you're affected by cancer, Macmillan is here to support you and your loved ones, in every way we can.
We'll be there for you, so you don't have to feel alone.

Talk to us
0808 808 00 00
Go online
macmillan.org.uk
Find support locally
macmillan.org.uk/informationcentres



WE ARE MACMILLAN. CANCER SUPPORT



'MACMILLAN REALLY HELPED ME NOT FEEL SO ALONE'

Jayne, cares for her husband living with cancer

WE ARE MACMILLAN. CANCER SUPPORT

If you're affected by cancer, you don't have to face it alone.
For support every step of the way, call Macmillan free on **0808 808 00 00** (Monday to Friday, 9am–8pm) or visit macmillan.org.uk

Macmillan Cancer Support, registered charity in England and Wales (201075), Scotland (SC039077) and the Isle of Man (4086)



Healthcare professionals handbook



Finally, Not Alone has brought further research into isolation, which will bring greater insight, and influence the future provision of Macmillan's services

Macmillan depends on the remarkable efforts of people, paid and unpaid, to turn our thinking into reality where it really matters: in the homes, workplaces and communities of people whose lives are touched by cancer.

For us, it's simply very moving to see how much our work has come to life in their, far greater, efforts.

Results

The strength of an insight should be measured on the strength of the results.

Advertising

Our advertising should make people living with cancer feel less alone.

A sample of YouTube comments shows truthfully captured a universal emotion:



Sean Wyatt 1 year ago

Hi, I was dianosed with cancer in November 12 and this was exactly how I felt with hearing my dianosis. I am a 44 year old mans man and this advert had me sobbing like a baby. So powerful and moving.



Suki Gallagher 1 year ago

When I was told I had Cancer it felt like someone had pressed the fast forward button on my life. This is advert captures that feeling and how blessed we are to be able to rely on MacMillan Cancer Support - thank you x



ActuallyDylan 10 months ago

One of my friends mum had cancer, she (the mums daughter) got really scared and alone, Macmillan cancer helped her get through that stressful time. Thankfully she is still here today..



K Helen Andrew 1 year ago

Gosh, This made me cry, Well done MacM, a very honest and moving ad. Thankyou for your continued support. x



PeterFullerMusic 11 months ago

This advert is unbelievably powerful, can't wait to raise money doing the marathon for this fantastic charity



James Myers 3 months ago [in reply to TheDGSexperience](#)

You've put into words exactly what I wanted to say. Even in a few frames she manages to give a powerful image. This is a beautiful advert.



sense997 1 year ago

nice one- the revealing of cancer to me felt much like the intro... When I came to terms with it I was alone...the falling metaphor is a very astute observation

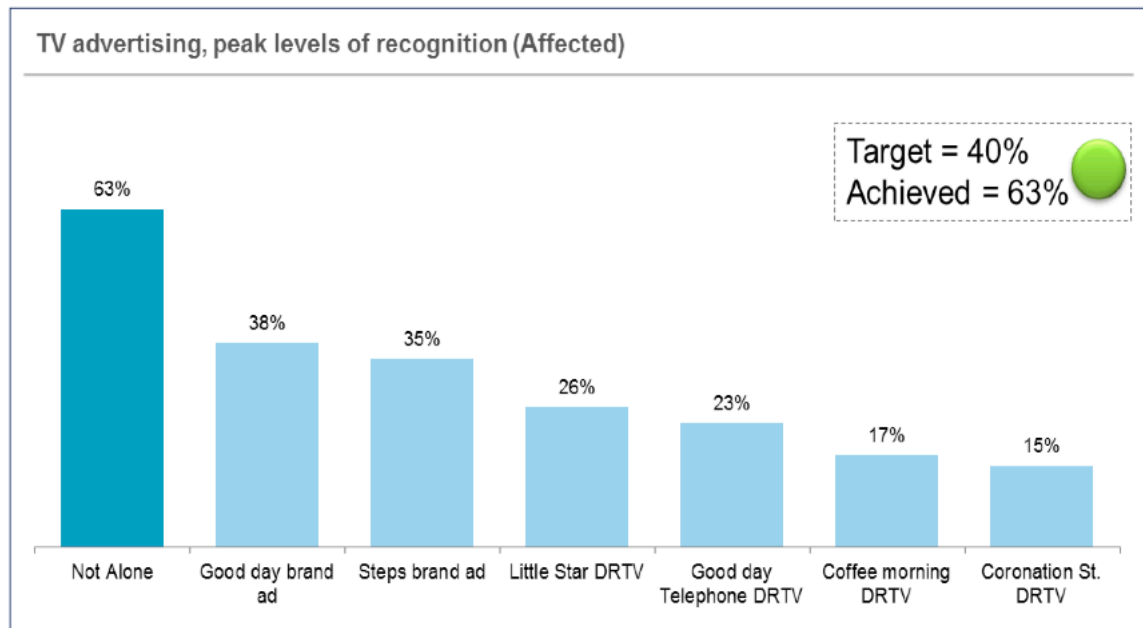


ninetyfivelaurence 5 months ago

Set up a monthly donation after seeing this ad on television

Tracking shows that this is the most impactful ad Macmillan has ever run, with peak awareness levels 66% higher than any previous campaign.

Levels of recognition for 'Not Alone' are the highest we have seen for a Macmillan ad



Brand involvement

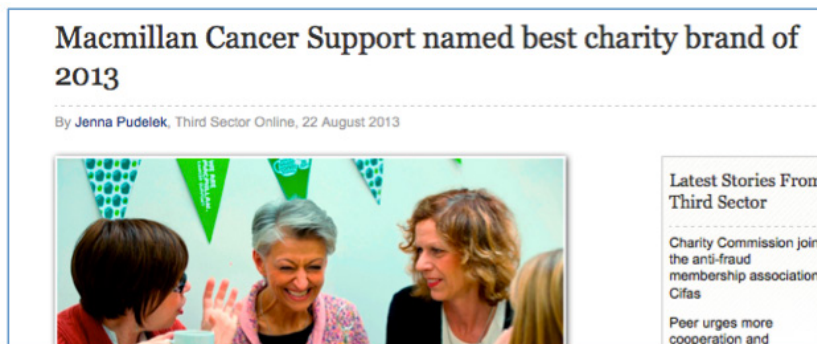
We've seen that Not Alone doesn't just create goodwill. It creates action.

- Econometric modeling demonstrates our *get support* TV was 10% more effective than the previous campaign at driving calls to the support line
- With record visits to the website, modeling showed that more than 500k of these can be attributed to TV alone
- Facebook engagement spiked 40-fold with the campaign launch, with "number of people talking about this" jumping from 1,000 to over 40,000. Baseline facebook activity has more than doubled.

Brand

Not Alone has helped make 2013 a remarkable year for the Macmillan brand:

- Named best charity of the year in the annual Third Sector Charity Brand Index, knocking CRUK off the top spot⁷



- YouGov's best charity brand of 2013 in its CharityIndex⁸, with our campaign cited as a key factor:



Gavin Ellison, consulting public sector director at YouGov, said: "The past 12 months have been very challenging for the charity sector and brands have had to be highly strategic in generating income, attention and action. Nowhere is this better illustrated than with Macmillan's launch of the 'Not Alone' campaign.

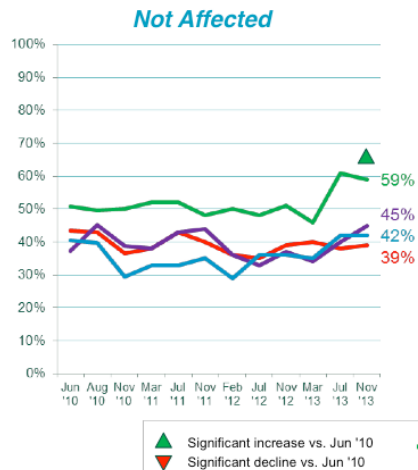
"The way different aspects of the activity reverberated with different groups, some of whom perhaps would not have previously expected to engage with the charity, shows that Macmillan has first-rate campaign tactics to go alongside its strong long-term brand strategy."

⁷ <http://www.thirdsector.co.uk/news/login/1208582/>

⁸ http://www.thirdsector.co.uk/bulletin/third_sector_daily_bulletin/article/1228218/macmillian-cancer-support-yougovs-best-charity-brand-2013/?DCMP=EMC-CONThirdSectorDaily

- We've increased brand urgency. Amongst those currently unaffected by cancer, likelihood to donate has jumped over 10 percentage points since launch.

Likelihood to donate (% likely to donate)



Payback

TV has already directly driven 22,000 text donations and over 12,000 additional direct donations.

But econometric modeling has shown that, overwhelmingly, the payback of the campaign over the short term was through uplifting other fundraising.

While we can't disclose annual revenues at this time, indications are that, in challenging conditions, Macmillan has enjoyed a record-breaking fundraising year: World's Biggest Coffee Morning has been the biggest ever, with a dramatic increase in revenue from £15m to £20m.

Ultimately, an insight is only as good as the results it delivers.

We feel that our simple, moving truth, *No one should face cancer alone*, has proved itself within a year.

In the following years, we hope to tell it even more powerfully.

WORD COUNT: 1,997 excluding headings and titles