

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019



CANCER
RESEARCH
UK

Cancer Research UK

Live from Inside

Jo Bray

Head of Brand and Marketing

Cancer Research UK

Our vision is to bring forward the day when all cancers are cured

Cancer Research UK is the world's largest Independent cancer charity dedicated to saving lives through research. We're the only charity to fund research into all 200 types of cancer.

To achieve this bold ambition we need the public support and critically people's donations.

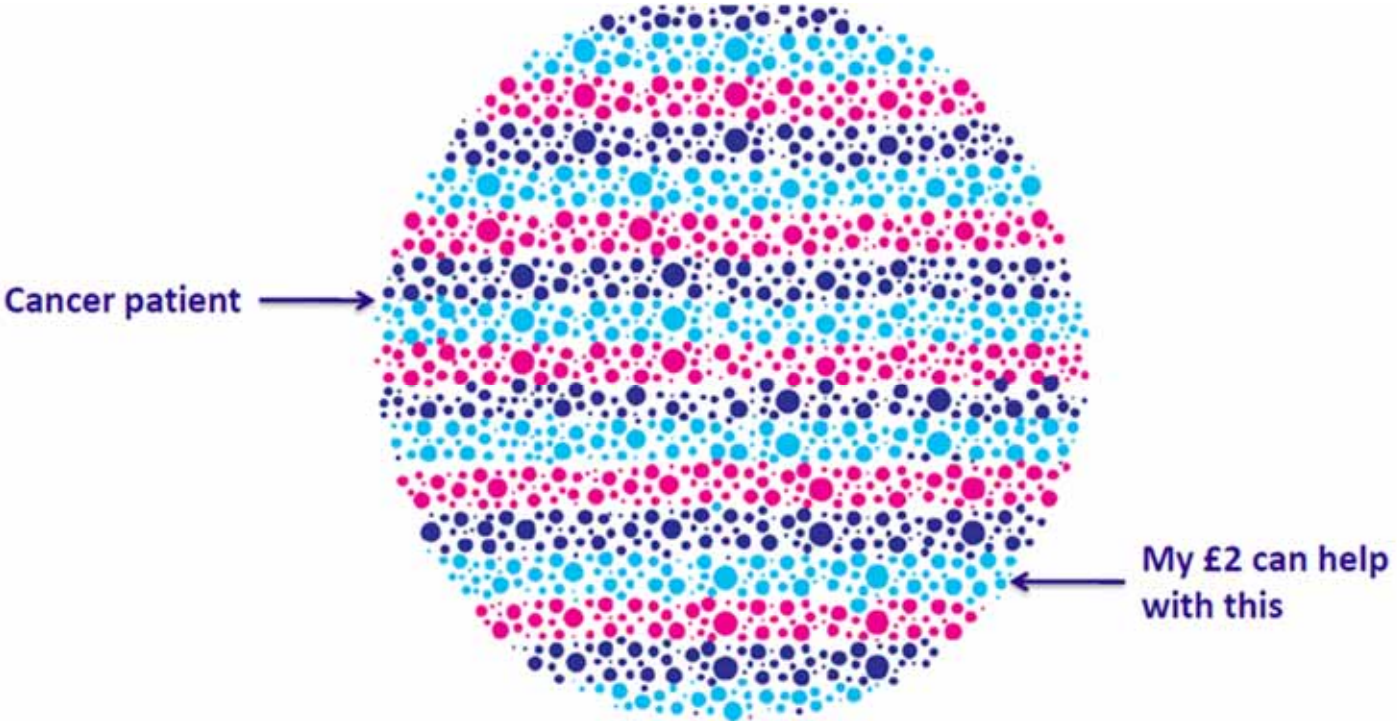
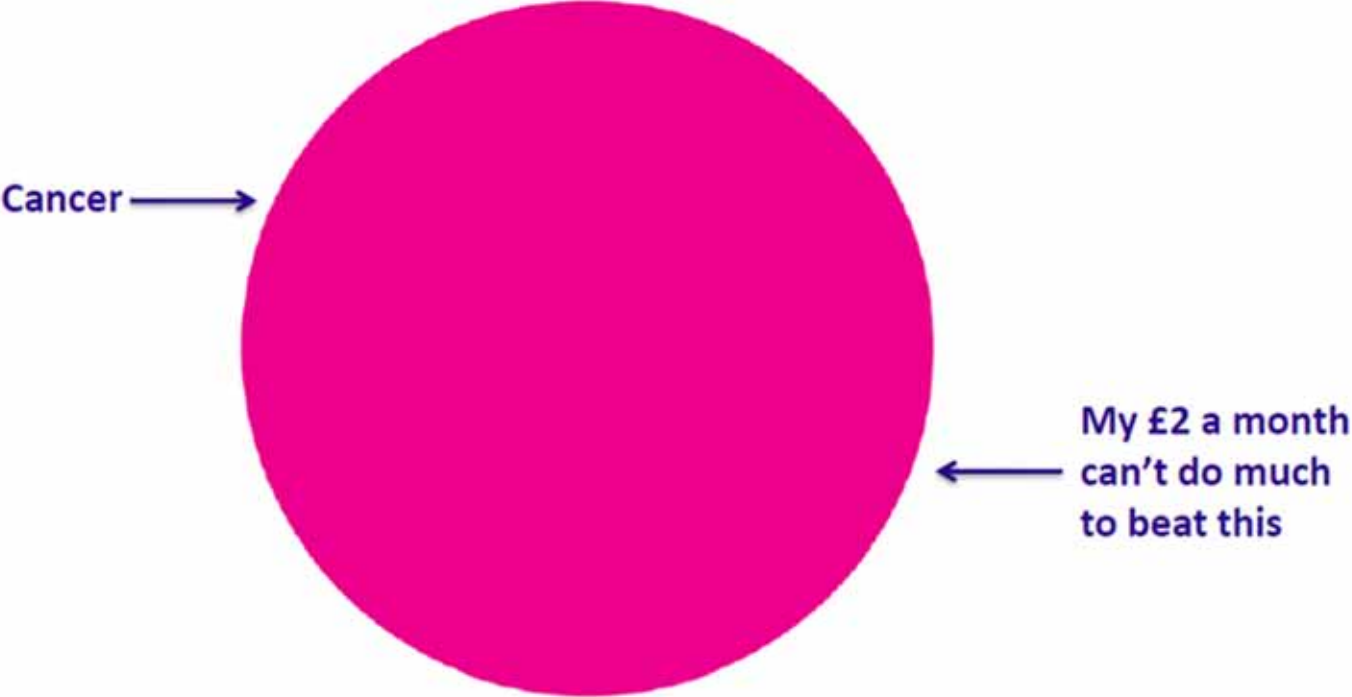


Together we will beat cancer





Brand strategy: Build belief that that Cancer will be beaten



Creative strategy

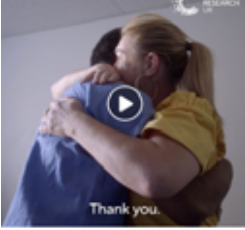


Cancer Research UK
4 May at 12:47 · 🌐

"Sue, my partner, was with me when I was told it was cancer – although we had the camera on us, I couldn't contain my emotion." In June 2018, as part of our Right Now campaign, we filmed David receiving the news that he had prostate cancer. He was given hormone injections and a course of radiotherapy, and he'd finished treatment by Christmas. David said, "It was so great to get the treatment completed by Christmas. We had a lovely time with all the family together. I still experience some side effects, but I am slowly getting there now." Research is saving lives right now – donate to help more people survive: <http://po.st/PcoSaZ>



648
Like Comment



192
Like Comment Share



Together we will beat cancer



Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666) and the Isle of Man (1103). © Cancer Research UK 2018.



Media strategy

Communicating immediacy

- How do we really show that research is working **right now**, and bring **people closer** to the **reality of cancer** and progress through innovative media that stands out and activates our CRUK Brand?
- The brief was simple. Get the public to believe that, not only will research one day beat cancer, but it's already having a real and tangible effect on treatment and prevention.

We needed to stop talking and start showing it.

The process

Bravery takes deep commitment, collaborative working... and time

- The idea was hatched at a joint brainstorm between Cancer Research UK, Anomaly & MediaCom
- A live advert was agreed to be the purest and most **immediate** representation of what CRUK does, bringing **research to life** in a **live filmed surgery**.
- The brainstorm took place in March 2016, so the process took 11 months from start to finish, with **deep collaboration** between **CRUK, Anomaly, MediaCom, Channel 4, Facebook, Clearcast & Sassy Films**



Anomaly

MEDIACOM



SASSY
SASSYFILMS.COM

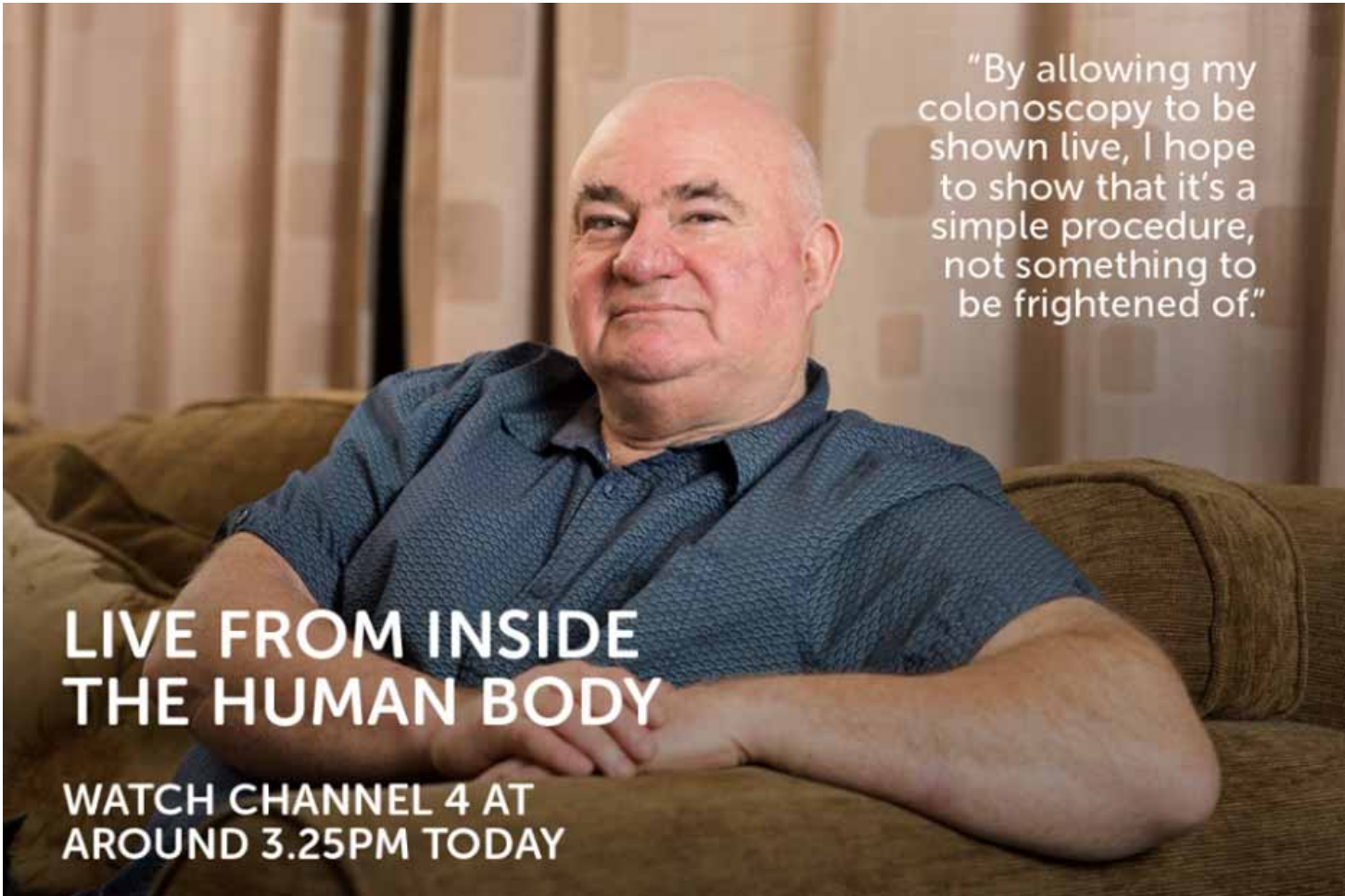




**So what does
'Communicating Immediacy'
look like?**

Live from Inside the Human Body. A Media 1st

Ad running across paid, owned & earned channels



BROADCAST LIVE FROM INSIDE THE HUMAN BODY
18TH JANUARY 15:20

Advertisement: contains graphic medical content

Driving action from the live advert

Keep watching for a **live chat with our nurses** to answer any questions you may have following our live-streamed colonoscopy...

CANCER RESEARCH UK

-17:50 HD

 **Cancer Research UK** was live. ...
Page Liked · 17 January 2017 at 23:24 · Edited · 

Live from inside the human body
Join us as we go live from inside the human body as Dr Sunil Dolwani, from University Hospital Wales, undertakes a colonoscopy to remove bowel polyps from 60-year-old patient Philip. (WARNING: live stream will include graphic medical content). Skip to 03.52 to see the video, and keep watching to hear from one of our nurses who was answering your questions.

33,086 Views

   933 286 comments 176 shares
33K views

 Like  Comment  Share

NATIONAL COVERAGE



Cancer charity advert will show procedure on live TV

Channel 4 is to broadcast the world's first TV advert live from inside the human body.

The broadcaster has teamed up with Cancer Research UK to air a live colonoscopy, while the removal of polyps, later this month.

While social networks and sharing sites have been used to promote the procedure, the live broadcast will be a first for Cancer Research UK's Fight Back campaign, designed to raise awareness of the disease.

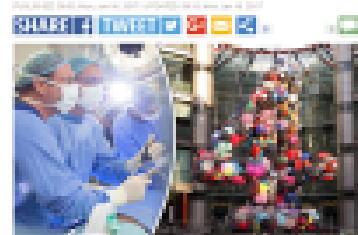
Philip McSparron's colonoscopy will be performed and filmed in Cardiff by Dr. Sand Dehaene. Mr McSparron said he hoped seeing it on live TV would show that it is not something to be scared of. "My father's bowel cancer was caught early so I don't want others there I've been through to be terrified," Mr McSparron said.

Dr Sand Dehaene will do the cancer-prevention procedure that can actually prevent cancer from developing.

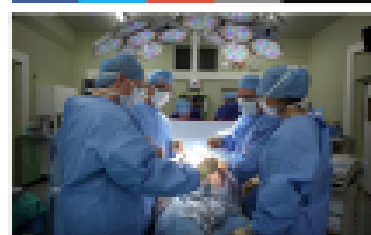
Live from the bowel: Channel 4 and Cancer Research UK to broadcast first TV ad from inside the human body



Colonoscopy to air as first live TV ad from inside body in cancer campaign



Channel 4 air world's first live TV advert from inside the human body to raise cancer awareness



Channel 4 to show live colonoscopy

Mark Symery

Colonoscopy viewers tuning into Channel 4 on Wednesday afternoon might not look away as the broadcaster airs the first live TV ad showing a range of procedures being performed inside the human body.

Channel 4 and Cancer Research UK have teamed up to air a live colonoscopy in what the two organisations say is a global broadcasting first. The second ad, which will rather inconspicuously air at 11pm during home show A Place in the Sun, will show an operation to remove two bowel polyps on patient Philip McSparron.

McSparron, who started getting regular screenings for cancer after his father's bowel cancer was caught in early 2000, said that he hoped the live broadcast of his procedure would show people that it is "not something to be frightened of".

"Hopefully people will be interested in seeing the live footage and it will encourage them to be more willing to talk about cancer and think about taking up regular screening," he said. McSparron is not being paid for appearing in the ad.

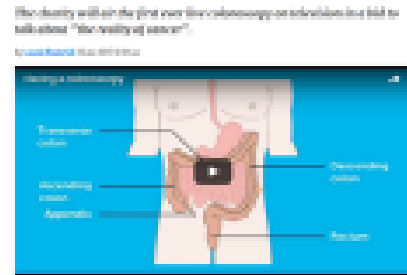
Bowel polyps are common, and can usually be removed, but cancer can form if cancer is left untreated.

Cancer Research UK hopes the procedure, in which excess tissue is identifiable while colonoscopy will be inserted into McSparron's anus, will help show the positive effect research funded in helping prevent cancer.

"The surgery will be performed by Dr Sand Dehaene of the Cardiff and Vale University Hospital, who will give a running commentary on what viewers are seeing. "I think it's important that viewers will be interested to see what happens during a colonoscopy and I'm sure that Philip's afternoon will show his procedure," he said.

The live ad from inside the body will be broadcast during live TV on the surgery has to take place within routine hospital care.

Cancer Research UK 'breaks down cancer with live colonoscopy ad'



Cancer Research UK will air a live colonoscopy during an ad break on Channel 4 on Wednesday the 'reality of cancer'.

The live second ad, titled 'Living the Realities of Cancer', will show an operation to remove two bowel polyps on patient Philip McSparron. McSparron, who started getting regular screenings for cancer after his father's bowel cancer was caught in early 2000, said that he hoped the live broadcast of his procedure would show people that it is "not something to be frightened of".

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Cancer Research UK has announced that it will air an ad showing a live colonoscopy on Wednesday. It is the first time that the procedure will be shown on television.

Cancer Research UK said that the live broadcast will show the first live colonoscopy on television. It will be broadcast on Wednesday, 11pm, and will show an operation to remove two bowel polyps on patient Philip McSparron.

Both organisations said Channel 4 has not made the cancer prevention 'a government priority'.

The surgery will be performed by Dr Sand Dehaene of the Cardiff and Vale University Hospital, who will give a running commentary on what viewers are seeing. "I think it's important that viewers will be interested to see what happens during a colonoscopy and I'm sure that Philip's afternoon will show his procedure," he said.

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body&mind

The most important thing you'll see on TV this week is a man having a colonoscopy

Dr Mark Porter

It's not just the first live TV ad from inside the human body, it's also the first live TV ad from inside the human body to show a colonoscopy. The procedure will be broadcast on Wednesday, 11pm, and will show an operation to remove two bowel polyps on patient Philip McSparron.

Both organisations said Channel 4 has not made the cancer prevention 'a government priority'.

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bi-ticker

Col and Cancer Research to air live colonoscopy in ad break

Acky Palfreman wants to replace Mary Berry on Bake Off

Wendie is 'very optimistic' about The Night Of returning



Ad shot live inside body

The first advert broadcast live inside a human body will be on Channel 4 this week.

Philip McSparron's colonoscopy and polyps removal will form Cancer Research UK's 90-second advert on Wednesday around 11pm.

Dr Sand Dehaene will do the cancer-prevention procedure at Cardiff and Vale University Hospital.

56 pieces of national coverage

Reach: 54% UK Adults* (national and regional)

Philip McSparron's colonoscopy will be broadcast live on TV as part of Cancer Research campaign



Wednesday afternoon, Channel 4 breaks new ground, airing the world's first live TV advert from inside a human body.

The advert, for Cancer Research UK, sees **Dr Sand Dehaene perform a colonoscopy** - the removal of bowel polyps - on his first patient Philip McSparron at Cardiff and Vale University Hospital.

Dehaene called viewers through exactly what was going on, explaining how removing the polyps can prevent their becoming cancerous.

Before the procedure took place, McSparron said: "By allowing my colonoscopy to be broadcast, it helps to show that it's a simple procedure, not something to be frightened of."

"I'm really happy to be involved in seeing the live footage and it will encourage them to be more willing to talk about cancer and think about taking up regular screening where allowed."



Specialists prepare procedure on Wednesday Channel 4 will be airing a procedure where removing live footage from inside the human body.

In the global broadcasting first, the "Operation Inside" advertisement will be broadcast on Wednesday, 11pm, and will show an operation to remove two bowel polyps on patient Philip McSparron. The procedure will be filmed at Cardiff and Vale University Hospital where Dr Dehaene will be explaining what viewers are looking at throughout the ad.

So why use a starring the health care through the operating episode of the live ad? "It's not just a piece of Cancer Research UK's Fight Back campaign, it's also the 'reality of life' to show that it's not something to be frightened of," he said.

McSparron, who got regular screenings for cancer after his father's bowel cancer was spotted in early 2000, said he hoped the live broadcast would show people the procedure is "not something to be frightened of".

"Hopefully people will be interested in seeing the live footage and it will encourage them to be more willing to talk about cancer and think about taking up regular screening," he said.



Channel 4 is broadcasting the first TV advert live from INSIDE a human body

Live from the bowel: Channel 4 and Cancer Research UK to broadcast first TV ad from inside the human body

Philip McSparron's colonoscopy will be performed and filmed in Cardiff by Dr. Sand Dehaene. Mr McSparron said he hoped seeing it on live TV would show that it is not something to be scared of. "My father's bowel cancer was caught early so I don't want others there I've been through to be terrified," Mr McSparron said.

Dr Sand Dehaene will do the cancer-prevention procedure that can actually prevent cancer from developing.



Channel 4 to broadcast first TV ad of live surgery

Channel 4 is to broadcast the world's first TV advert live from inside the human body.

The broadcaster has teamed up with Cancer Research UK to air a live colonoscopy, while the removal of polyps, later this month.

While social networks and sharing sites have been used to promote the procedure, the live broadcast will be a first for Cancer Research UK's Fight Back campaign, designed to raise awareness of the disease.

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Colonoscopy To Be Performed Live On TV in Cancer Awareness Advert

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Results

15th – 18th January 2017



Impact



30% increase in visits to fundraising pages of Cancer Research UK



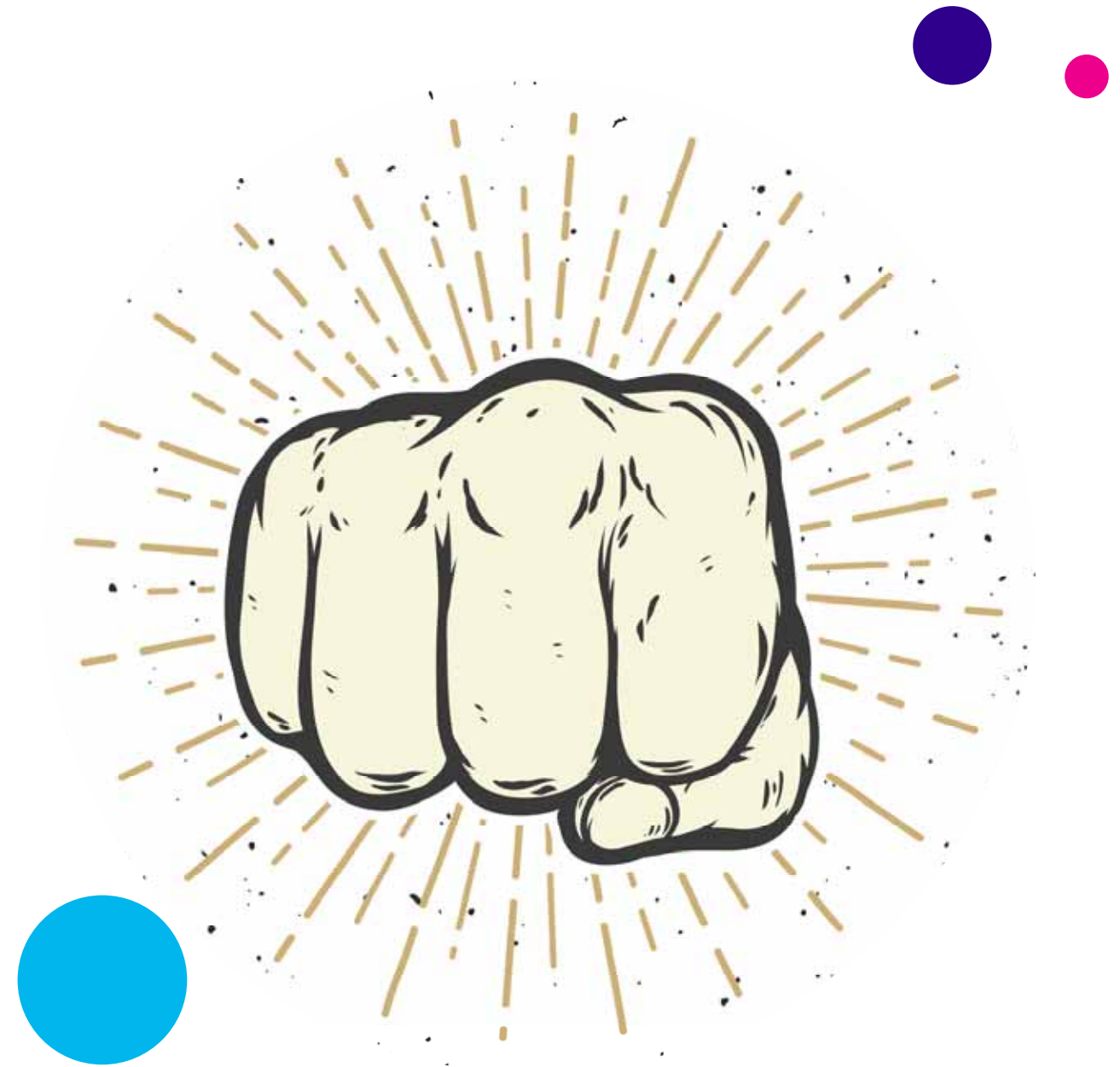
30% increase in calls to NHS Bowel Cancer helpline



4% uplift in awareness, **5% increase** in consideration to donate and **5% increase** in positive recommendation



Uplift in donations



Challenges

Commitment

It took nearly a year to get off the ground

Time

Everything needed to align with the live satellite broadcast, ad breaks and surgery timings

Risk

Patient health, surgery, permissions, Clearcast

Collaboration

Between C4 and FB (exclusivity)

Promotion

Trailing the moment to maximise opportunity and audience and channels



What would we do differently?

Put aside more money to reactively boost the moment. If you believe in **bravery** it's worth going all in.

Tighter KPIs and more actionable measures needed to prove the **impact**.

CRUK is a **victim of our own success** internal pressure to replicate, to do something else as '**big**' or '**first**'.





Thank you!