

# 2017 ENTRY FORM

(Note: word count 2,500)

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| <b>Entry ID:</b>                    | <b>01862</b>   |
| <b>Entry Title:</b>                 | Go Balls Out   |
| <b>Client:</b>                      | Testicular Cancer NZ   |
| <b>Product:</b>                     | Testicular Cancer NZ   |
| <b>First Media Appearance Date:</b> | 2 <sup>nd</sup> of April 2017 to 30 <sup>th</sup> of April 2017  |
| <b>Category:</b>                    | I – Limited budget. Less than \$100k   |
| <b>Category Description:</b>        | Campaigns with a total production and media spend of \$100,000 or less. It must be a stand-alone campaign as opposed to a single execution of a larger campaign. This category is all about achieving a lot for a little. Judges are looking for strategic thinking, creative work and results that show how to convert a modest budget into a significant commercial result. Note: the budget limit of \$100,000 must include the cost of any promotional prizes or incentives. |

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|-----------------|----------------------|
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**1. Case Summary (0%)**

Please write a brief summary of the case study and results not exceeding 90 words.

Testicular Cancer had dropped off 15-39 New Zealand men's radar. This could be potentially fatal. We needed to get it back into conversation. A challenging task with an audience who typically shy away from discussing their health.

Using a humorous exercise challenge we started a conversation whilst giving Kiwis an easy way to do something to prevent testicular cancer in a non-threatening manner.

The campaign captivated our audience generating a PR media value of 1:280 ROI, a 48% increase in checking for Testicular Cancer and even saving a life.

**2. What was the challenge and what were the objectives? (10%)**

What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign?

Testicular cancer is the #1 cancer for 15-39 year old males. Though most of our audience are aware of it there is a lack of understanding of how to check yourself (only 42%) and then actually doing it (only 27%)<sup>1</sup>. It is also simply not on our audiences' radar with other cancers such as bowel and prostate having at least 3x more Google searches in New Zealand each month than testicular cancer<sup>2</sup>.

This is because testicular cancer is one of the most treatable cancers for men and so doesn't have the 'fear factor' that other cancers hold. Our audience had slowly relegated it to something they need not concern themselves with. We needed to re-engage our audience with this 'harmless cancer' because if not found early, like other cancers, it can be fatal.

Our challenge was harder than expected as men are extremely uncomfortable talking about serious

<sup>1</sup> Perceptive Research study 2017

<sup>2</sup> Google Search Data. <https://trends.google.com/trends/>

medical issues like this – demonstrated by there being less than 30 comments on social media about testicular cancer in the month prior to the campaign<sup>3</sup>.

Men with a strong sense of masculinity, like New Zealanders<sup>4</sup>, are also “more likely to ignore medical problems, or at least put off dealing with them, than women”, according to Rutgers psychologists<sup>5</sup>. This meant we had a significant task to not only engage our audience but change their behaviour.

Added to this our audience of New Zealand males 15-39 is increasingly challenging to reach with decreasing media usage across all traditional platforms – only 22.7% of our audience are high to heavy users of TV in contrast to 61% using social networks<sup>6</sup>.

And finally we had a very limited budget to achieve the reach we needed for success.

Our Objectives therefore were to:

- **Prevent testicular cancer by ensuring people know how to check for it and then actually check**  
(Measured by Pre and Post Campaign analysis) In order to save lives we needed people to check for testicular cancer to catch it early enough.
- **Increase conversations about testicular cancer**  
(Measured by share of conversation analysis) We needed to get people talking about testicular cancer in the same volume as the big ones: prostate and bowel cancer. We wanted to increase mentions by 200%.
- **Drive engagement with Testicular Cancer NZ**  
(Measured by a +25% increase in website traffic) Increase the number of people contacting Testicular Cancer NZ to get advice, support or information.
- **Create awareness of our campaign**  
(Measured by achieving more than 25% of awareness within our target audience) As a new campaign we had to start from scratch. Not easy with our limited budget.
- **Create positive word of mouth**

<sup>3</sup> Measured through Crimson Hexagon, a social media listening tool

<sup>4</sup> According to Otago University gender studies lecturer Dr Chris Brickell  
[https://natlib.govt.nz/records/31942614?search%5Bi%5D%5Bis\\_catalog\\_record%5D=false&search%5Bi%5D%5Bsubject%5D=Social+history&search%5Bi%5D%5Busage%5D=All+rights+reserved&search%5Bpath%5D=items](https://natlib.govt.nz/records/31942614?search%5Bi%5D%5Bis_catalog_record%5D=false&search%5Bi%5D%5Bsubject%5D=Social+history&search%5Bi%5D%5Busage%5D=All+rights+reserved&search%5Bpath%5D=items)

<sup>5</sup> <http://journals.sagepub.com/doi/abs/10.1177/1359105314551623?journalCode=hpqa>

<sup>6</sup> Global Web Index, Wave 1 data 2017

(Measured by sentiment analysis) Our young audience is heavily influenced by each other. We needed to create positive word of mouth about the campaign to encourage participation.

### 3. What was the strategic thinking that inspired your big idea? (15%)

What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set?

With testicular cancer being so treatable if caught early enough the message seemed obvious – tell young men to go and check for testicular cancer and inform them how.

But young New Zealand men don't want to hear medical advice; and certainly not from a little known charity talking about checking their genitals.

We needed an idea that would create intrigue and social buzz to cut through generations of staunchness. Given our meagre budget that idea would, at the same time, have to generate exponential coverage beyond what we could buy.

Our research and workshops revealed four key insights:

- Men don't take their health seriously. We couldn't take a serious, rational approach to our communications; it just wasn't going to be heard. Our New Zealand Cultural Codes<sup>7</sup> analysis showed our audience are all about having a laugh with mates, not discussing their health.
- The C-word makes people nervous. We needed to find a way not to scare them, and therefore they'd switch off, before we even got our foot in the door.
- Young men are highly influenced by their peers. Research<sup>8</sup> showed young men are way more susceptible to peer pressure than older audiences.
- Young men are digital platform butterflies. Our audience flit from Facebook to LinkedIn, from YouTube to Instagram in an instant. If they didn't want the content or it didn't fit the platform they would switch off and we'd lose them.

#### The Strategic Insight

<sup>7</sup> Practica Group Study 2014 (a company of Anthropologists based in Chicago and NYC)

<sup>8</sup> Study 'Age Differences in Resistance to Peer Influence'. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2779518/>

Desk research uncovered a little known fact: exercise is one of the best and easiest things you can do to help prevent testicular cancer<sup>9</sup>. However less than 30% of our audience knew this<sup>10</sup>. As sport is something most New Zealanders could identify with (72% of our audience actively take part in sport<sup>11</sup>) we felt that creating a link between sport and testicular cancer was a positive way of getting it back into the public arena whilst also getting people to do something to prevent it.

Therefore we developed a simple five point strategy:

1. **Link sport and cancer prevention.** Sport is an easy way to get Kiwi men to talk about a topic they'd normally find scary.
2. **Use humour** to capture our audience's hearts and minds. Humour is key to engaging our New Zealand audience and overcoming their trepidations about their health.
3. **A novel approach** that people would notice amongst the content clutter covering our audience's digital screens. Something that would get talked about to earn us incremental organic reach.
4. **Let others tell our story** because if it only came from us the message would be dismissed. We needed peer influencers to support our message and build a ground swell of positive affirmation for the campaign.
5. **Make it easy.** If our audience found it challenging to engage in the campaign or the behaviour change they were simply going to fall at the first hurdle.

#### 4. What was your big idea? (10%)

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the broadest sense, ie., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline.

Get walking and talking to prevent Testicular Cancer.

#### 5. What was the creative execution and how did it bring the big idea to life? (15%)

Describe the creative work that delivered the big idea.

<sup>9</sup> Physical activity and cancer prevention – data from epidemiological studies (PMID: 14600545) <http://europepmc.org/abstract/med/14600545>

<sup>10</sup> Per.Ceptive pre and post campaign research 2017

<sup>11</sup> Per.Ceptive pre and post campaign research 2017

#GoBallsOut. A social media led exercise challenge that used the shape of a Cock & Balls – something young men have happily drawn since they could hold a pencil – to put testicular cancer on the map. Literally.

With 92% of our males owning a smart phone, and 90% using Facebook, Instagram or Messenger<sup>12</sup>, social and mobile were the ideal channels. We asked people all over the country to:

- Walk, run, cycle, etc the outline of a “Cock & Balls” on a map using a fitness app such as Strava, MapMyWalk, and Runtastic.
- Build awareness of #GoBallsOut by posting their “Cock & Balls” app screen grabs to any social media channel – Facebook, Instagram, LinkedIn, Twitter, it didn’t matter.
- Use the hashtag #GoBallsOut, and tag and challenge two or more friends to do their own.

This clever social mechanic got young guys to be the campaign. This meant the message was not communicated from a little known charity but from a friend or family member whom you were more likely to listen to<sup>13</sup>.

The challenge element allowed us to exponentially amplify the campaign by playing off New Zealand men’s innate competitive nature.

To lower barriers to involvement we created a Facebook messenger bot that used a library of curated user generated Cock & Ball (UGCB) walks to recommend routes to people who struggled to find one nearby they could walk, run or cycle.

Finally we used those UGCBs in geo-targeted mobile display ads to offer people inspiration in their local area, thereby increasing relevance and ease.

## 6. What was the communications strategy? (10%)

Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience.

We knew that cock and ball images were going to be quite confronting for both New Zealanders and the press. Therefore getting coverage using such a controversial image was going to be a challenge, despite it being used for a good cause.

Not an easy task when you have such a limited budget and little chance of changing hearts and

<sup>12</sup> Global Web Index, Wave 1 Data, 2017

<sup>13</sup> 90% of buyers trust peer recommendations, only 14% trust advertising. Eric Qualman, socialnomics. <https://socialnomics.net/erik-qualman/>

minds through the traditional approach of expensive sustained above the line media.

We created a four step communications strategy:

**Launch: Drive awareness quickly**

- Used Facebook insights to identify a 'hit-list' of local and global pages/influencers relevant to our audience to launch the campaign and deliver immediate talkability and legitimacy. This ensured New Zealanders felt more comfortable talking about the topic as their heroes, like Aaron Cruden, were discussing it on social and PR channels.
- Got influencers and the general public talking about the campaign meaning the typically stuffy New Zealand press were forced to cover the campaign as it was in the public interest, thereby generating greater awareness for us.
- Promote the GoBallsOut exercise challenge across social media and display. This was more challenging than first thought with Facebook and Instagram's content decency guidelines. This was solved using our clever graphical map approach.

**Inform: How to join in the challenge**

- Support action by delivering easy-to-follow 'info-tainment' content explaining how to get involved through relevant social channels.

**Inspire: Take part in the challenge**

- Used hyper-local targeting across 21 NZ regions through social channels, display and native content to ensure our audience were targeted with relevant routes to walk.
- Target young men in key locations such as universities through Instagram pin drop technology to reduce media dollar wastage.
- Remove barriers to entry through a Messenger chat bot that uses UGCB routes, created by our audience, to recommend local runs.
- Constant reminders through PR, memes and local guerrilla activations that were amplified through social channels.

**Educate: Encourage self-checking**

- Encourage checking your genitals for testicular cancer using short form 'edu-tainment' social video content that encouraged share-ability.

List all consumer communications touch points used in this campaign.

- Facebook
- Facebook Messenger

- Instagram
- Twitter
- YouTube
- Reddit
- Website
- Digital Display (Desktop and Mobile)
- Posters with Partners (Les Mills)
- Coupons (Les Mills)
- Sign posts and chalk outlines in areas of exercise (parks, etc)
- Grab One deal (Jetts)
- OOH posters (bars, gyms)
- Radio adlibs
- Yahoo Native
- BuzzFeed
- Health TV – University of Canterbury

**7. What was the spend? (0%)**  
 Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

|              |             |
|--------------|-------------|
| Media Spend: | \$43,500NZD |
|--------------|-------------|

Outline the media spend in relation to competition and versus last year:

There was no spend by Testicular Cancer NZ in April 2016.

There are no specific competitors to Testicular Cancer NZ as they only focus on testicular cancer; however the spend from other NZ cancer charities include:

Child Cancer Foundation = \$1,000  
 Leukaemia & Blood Foundation = \$10,000  
 NZ Breast Cancer Foundation = \$1,872,000

Other sizeable spends from charities include:

Green Peace NZ = \$119,000  
 The Salvation Army = \$240,000  
 SAFE Appeal = \$122,000

|                            |             |
|----------------------------|-------------|
| Creative Production Spend: | \$20,000NZD |
|----------------------------|-------------|



**8. What other marketing efforts were used in conjunction with this campaign? (0%)**

List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

There were no other marketing communications in market from Testicular Cancer NZ at the time of this campaign.

**9. What were the results? (40%)**

Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results and outline the return on investment.

In this section the judges will be looking to see a clear cause and effect between the communication activity and business performance overtime and why it is a stand out effectiveness case study in this specific category. They will be awarding points on the following basis:

Overall achievement against objectives (10%)

Clear demonstration of long-term success beyond 6 months (5%)

Convincing proof that the results were a direct consequence of your campaign (15%)

Return on investment. This should be measured ideally in terms of additional profit earned or revenue generated. (10%)

The campaign got people up and down the country walking and talking for Testicular Cancer NZ. We brought testicular cancer back in to people's minds, increased the number of people actively preventing it through exercise and encouraged our audience to regularly check themselves.

**Objective: Increase conversations about testicular cancer.**

Within a day the campaign was trending on Mashable and the BBC. Over the following days we secured editorial coverage on The independent, Huffington Post, Reddit, Fox News, Lad Bible, and hundreds more, reaching 194 countries through over 400 editorial mentions. With so many New Zealanders consuming international news<sup>14</sup> this meant we managed to dramatically increase awareness opportunities within our limited budget.

Increased social media conversations about testicular cancer by more than 7,866% from March 2017 to April 2017 across Facebook, Twitter and Instagram<sup>15</sup>.

**Objective: Drive engagement with testicular cancer NZ**

We increased unique visitor traffic to the Testicular Cancer NZ website by 440% and new visitors by

<sup>14</sup> 24% of New Zealanders have seen an online article, video or news story from the BBC and 13% from The Huffington Post in the last 30 days, Global Web Index Data.

<sup>15</sup> Crimson Hexagon, social media listing tool, 2017. Facebook individual data unavailable due to it being a closed platform. Data from Testicular Cancer Facebook page

116% during the campaign period.

Search interest peaked, delivering the highest volume of searches for testicular cancer in the past 5 years<sup>16</sup>. During the campaign period there was a 55% increase in search compared to the month prior and an 88% increase from the previous year<sup>17</sup>.

In the launch week search levels for testicular cancer were higher than bowel (+11%) or prostate (+16%) cancer. We had put testicular cancer back on people's radar again.

**Objective: Create awareness of the Go Balls Out campaign**

In New Zealand alone we reached 86% of 13-34<sup>18</sup> year old young kiwi men through our Facebook and Instagram paid media.

We achieved over 4.3 Million views of our video content, at a cost per view of just \$0.001.

The campaign was so successful it extended beyond New Zealand with over 9.1 million people reached on Facebook alone with a further unique 2 million people reached through Instagram<sup>19</sup> and the audience network. This benefited us in two ways: it legitimised the campaign for our New Zealand audience as well as Facebook's algorithm increasing the content's visibility as it was so popular.

Over 33,000 shares of Go Balls Out content, making Go Balls Out the most shared Testicular Cancer NZ awareness campaign ever - even with such a limited budget.

**Objective: Create positive word of mouth about the campaign**

Achieved 92% positive or neutral sentiment around the #GoBallsOut campaign with 70% of New Zealand social content posted expressing the emotion of Joy<sup>20</sup>.

**Objective: Prevent testicular cancer by ensuring people know how to check for it and then check**

17% increase in knowledge of how to check for testicular cancer pre and post campaign<sup>21</sup>.

48% increase in people checking themselves for Testicular cancer before and after the campaign<sup>22</sup>.

<sup>16</sup> Google Search data

<sup>17</sup> Google Search data

<sup>18</sup> When cross referenced our campaign unique views with Global Web Index Wave 1 2017 data

<sup>19</sup> Using Facebook's optimal solution extension

<sup>20</sup> Crimson Hexagon Social Media Listening tool, 2017 data

<sup>21</sup> Per.Ceptive Pre & Post Campaign analysis 2017

<sup>22</sup> Per.Ceptive Pre & Post Campaign analysis 2017

Pre and post campaign research showed our target had a 71% increase in awareness that exercise helped prevent testicular cancer<sup>23</sup>.

**This was all achieved with no other Testicular Cancer NZ communications in market at the time.**

Thereby showing that the results were a direct result of the GoBallsOut campaign despite the limited budget.

**A sustainable idea**

With testicular cancer week happening every April this is an idea, like Movember, that can be used every year to constantly remind people to check themselves for testicular cancer, whilst raising awareness for Testicular Cancer NZ.

**Evaluating ROI**

Media usually avoid imagery with genitals but because everyone was talking about it... they were forced to cover it. Over 260 Million opportunities to see earned coverage resulting in an earned media value of \$17.8 Million!<sup>24</sup>

In other words it delivered a PR Media value of 1:280 ROI<sup>25</sup>.

Testicular Cancer NZ was also contacted by a young man who found symptoms thanks to the campaign, and is now receiving further help. Based on the value of a life as defined by the US Environmental Protection Agency's 2011 study, which is still held up as the standard six years later, a life is worth \$9.1million USD (or \$11,872,099 NZD)<sup>26</sup>. This uses Professor W. Kip Viscusi's<sup>27</sup> methodology of 'cost-benefit analysis' to determine the statistical value of a life<sup>28</sup>.

Using this metric the campaign has delivered a return on investment of 18,696%.

This has been calculated by total return (1 life x \$11,872,099 = \$11,872,099) divided by total investment (\$63,500 = \$20,000 creative production + \$43,500 media).

This leads to an ROI of 1:187.

**TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):**

2492

<sup>23</sup> Per.Ceptive Pre & Post Campaign analysis 2017

<sup>24</sup> Calculated as: Article Space x # of articles x 3 = PR Media Value.

<sup>25</sup> Calculated as: Campaign Cost divided by PR Media Value x 100.

<sup>26</sup> 2011 USD to NZD exchange rate: <http://www.x-rates.com/average/?from=USD&to=NZD&amount=9100000&year=2011>

<sup>27</sup> Professor W. Kip Viscusi is a professor of economics at Vanderbilt University USA

<sup>28</sup> This methodology of calculating ROI was used in the 2011 Gold Winning EFFIE: Surf Life Australia by Banjo Advertising