



2016 APAC Effie® Awards Gold

“Breast Cream”

Category: Small Budget – Products
Client: NZ Breast Cancer Foundation / Skinfood
Lead Agency: Colenso BBDO / Proximity

Market Background

In NZ, Breast Cancer is the most common form of cancer with numbers of cases on the rise.

State of Brand’s Business

Every year in October the whole world, including New Zealand, turns pink to raise funds and awareness for Breast Cancer Foundations. People buy ‘pink’ products and donate to support vital research and support for women living with breast cancer. However the simple, potentially life saving, behaviour of self-checking remains low. At the end of October it’s all too easy for women to mentally divorce themselves from the problem, adopting the fatal mentality “It won’t happen to me”. Despite high breast cancer awareness, 70% of New Zealand women don’t check themselves regularly and 60% of young women don’t know the signs of breast cancer beyond a lump. [1]

We know how difficult it is to change people’s behaviour. Yet, the simple act of checking your breasts can make a whole lot of difference to detecting breast cancers early and increase the chances of surviving the disease. We wanted to do more than just another awareness campaign – we wanted to do something tangible that would help change womens behaviour and save lives.

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Strategic Challenge

We made the strategic decision that we would not just make another awareness campaign that tugged at the heartstrings. To drive the behaviour change we wanted to effect we needed to subvert the entire way that people spoke to women about this issue. We needed to find a way to integrate this potentially life saving behaviour into their routine in a way that felt unobtrusive and natural.

Health related messaging is amongst the most ignored [1]– everyone has a natural, inbuilt tendency to think 'that won't be me'. But the number of women dying every year from treatable breast cancer tells a different story.

At a time when the whole world turns Pink for a month, it would be easy to presume that awareness across the other 12 months remains high and that women are aware of the potential life saving benefits of 'getting to know their own normal', i.e., self checking their breasts and looking for any changes. The stark reality however is that they simply don't.

It was against this challenge that our campaign was set – could we create something that would not only cut through and effect real change, but would continue to do so across the year rather than just for the month when Breast Cancer.

Objectives

Our objectives were simple - to get women over the age of 20 to take responsibility for their own breast health in a positive and informed way, to help them pick up any signs of breast cancer early by:

- 1) Changing the conversation around breast cancer – help people to feel more able to talk about it and to help spread awareness to loved ones.
- 2) Changing the behaviour of young NZ women; get them considering their breast health all year round (not just in October) by increasing those who were checking themselves regularly.

We felt that to truly have a strong impact on these KPI's, to create a life saving behavior change, we could not just go down the route of the traditional breast cancer awareness campaign – we needed something that disrupted the category.

Insight

We discovered through research [1] that there are many reasons why women don't check their breasts – they don't know how, they forget and critically they feel surprisingly uncomfortable touching their own breasts. This insight, how uncomfortable women felt, was the key insight that unlocked the way forward. We wanted to find a way to make checking yourself familiar and non-threatening habit that could potentially save your life

To do this we changed the entire game by stepping outside of health related messaging and into the world of beauty. On average, a woman's beauty routine includes cleansers, moisturisers and make up – it's a routine that most women are very familiar and comfortable with. When you consider the time and effort put into these endeavours, it felt possible to target women with a small but important addition. Breast Cream – the moisturiser that can help you fight cancer.

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This was an enormous strategic leap – from a brief that initially asked us for a standard, 1 month awareness campaign asking women to remember to check themselves more often, to an entirely new product that could tap into existing self-care routines giving them a tangible way to make self-checking a regular habit.

We knew however that we that we didn't have the legitimacy required to enter the beauty world – we would need the help of experts if we were to create something that was both powerful and desirable. This is where the partnership we forged with Skinfood would prove so crucial. It was no small commitment on their part (they had to remove an existing SKU to make room for Breast Cream). However, they saw the power of the idea, that this could become an enormous force for good:

"As soon as we heard about the idea, we wanted to be involved. Such a simple thought, that could turn into action, that could save lives. Also we'd had a member of staff diagnosed with breast cancer around this time so it was personal." – Alex Gage-Brown, GM, Skinfood

With Skinfood ensuring that all products are free of nasty chemicals/parabens, they're the perfect fit to help make Breast Cream a reality.

The Big Idea

Breast Cream; a simple moisturiser that can fight cancer and save lives by changing women's behaviour when it comes to checking their breasts regularly.

Bringing the Idea to Life

Our product was the idea and key element in the campaign creative. Its distinctive yet fashionable packaging was our lead creative execution. All of our creative from the product itself to the supporting creative that followed, aimed to overturn people's expectations of charity campaigns by tapping into the beauty industry.

The packaging needed to sit comfortably in any woman's bathroom. No matter how powerful the idea, the product would fall down if it wasn't something women wanted to have on display, whilst also acting as a daily reminder of the life saving benefits of checking your breasts. The pack was our advertising message, the product a potential lifesaver. The leaflet inside contained comprehensive information on signs and symptoms to look for, ensuring there was an educational message within every pack.

On top of all that, it also needed to help us achieve distribution within the hugely competitive world of NZ supermarkets, whilst standing out in the cluttered beauty aisle. Our supporting creative looked to drive cut-through by subverting beauty advertising norms

Supporting campaign creative was aimed at driving awareness of the product but not in a way you'd expect from a charity. Our launch creative content was a provocative video showing a woman using the product in a way that was empowering and beautiful. It helped normalise the behaviour, making it look like a natural part of her beauty routine. The end revealed she was in fact demonstrating this new life saving routine.

This was shared across Facebook and Instagram with additional social content (the look and feel of which was taken from the film.) A follow up print execution utilised a 100 year old woman with the strapline "Finally a cream that gives you wrinkles" carrying the empowering message that early cancer detection vastly improves survival rates.

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We took an approach more relevant and on point for our younger target audience in keeping with the innovative nature of Breast Cream. Everything we did was designed to be positive, empowering and non-threatening. We didn't fear monger, we didn't ask for money; we instead asked for action.

Getting Breast Cream noticed

With low levels of paid media support, most of our focus was on driving PR and awareness whilst also achieving nationwide distribution (the campaign couldn't work if NZ could not easily buy the product!) By creating a product that had a stylish, noticeable design that would look at home amongst any woman's beauty products, we created a real, tangible reminder that you would see everyday – that checking your breasts could save your life.

Whether women bought our product or not, the entire campaign was aimed at driving home the message that 'getting to know your own normal' through regular self-checking could save your life. Given the clever way we borrowed from the beauty category to subvert charity norms we felt there was a core, influential audience that we could tap into to help get our product in front of the country. Beauty bloggers and journalists.

The power of beauty bloggers

We approached NZ's most influential, socially connected female beauty bloggers. They loved the idea and were keen to take it on and share with their audiences. The chance to combine their love of beauty products with the chance to save lives was a powerful proposition for them to talk about.

Their write ups, video reviews and recommendations allowed us to reach young New Zealand women in a way that no Breast Cancer campaign had before. We used the people that these young women turn to for beauty and fashion advice to deliver an even more important message. This advocacy is crucial in normalising a new and potentially uncomfortable behaviour.

Getting on shelf

When it came to negotiating distribution within supermarkets, the power and reach of this connected audience gave us the leverage we needed to convince the gatekeepers to range our product on shelves. Considering distribution of new products is usually based on media spend, of which we had virtually none, this alone was a major triumph.

Communication Touch Points

TV	Interactive/Online	<input checked="" type="checkbox"/> Packaging
<input type="checkbox"/> Spots	<input type="checkbox"/> Display Ads	<input checked="" type="checkbox"/> Product Design
<input type="checkbox"/> Branded Content	<input type="checkbox"/> Brand Website/Microsite	<input type="checkbox"/> Trade Shows

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<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Mobile/Tablet Optimised Website	<input type="checkbox"/> Sponsorship
<input type="checkbox"/> Product Placement	<input type="checkbox"/> Digital Video	Retail Experience
<input type="checkbox"/> Interactive TV / Video on Demand	<input type="checkbox"/> Video Skins/Bugs	<input type="checkbox"/> POP
Radio	<input type="checkbox"/> Podcasts	<input type="checkbox"/> In-Store Video
<input type="checkbox"/> Spots	<input type="checkbox"/> Gaming	<input type="checkbox"/> In-Store Merchandising
<input type="checkbox"/> Merchandizing	<input type="checkbox"/> Contests	<input type="checkbox"/> Retailtainment
<input type="checkbox"/> Programme/Content	<input type="checkbox"/> Geo-based Ads	<input type="checkbox"/> Store within a Store
Print	<input type="checkbox"/> Other	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Trade/Professional	<input checked="" type="checkbox"/> Social Media	<input type="checkbox"/> Other
<input type="checkbox"/> Newspaper - Print	<input type="checkbox"/> Mobile/Tablet	<input type="checkbox"/> Sales Promotion
<input type="checkbox"/> Newspaper - Digital	<input type="checkbox"/> App	Professional Engagement
<input checked="" type="checkbox"/> Magazine - Print	<input type="checkbox"/> In-App or In-Game Ad	<input type="checkbox"/> In-Office
<input type="checkbox"/> Magazine - Digital	<input type="checkbox"/> Messaging / Editorial / Content	<input type="checkbox"/> Congresses
<input type="checkbox"/> Custom Publication	<input type="checkbox"/> Display Ad	<input type="checkbox"/> Detail/E-Detail/Interactive Visual Aids (IVAs)
Direct	<input type="checkbox"/> Location-based Communications / Real Time Marketing	<input type="checkbox"/> Closed Loop Marketing (CLM)
<input type="checkbox"/> Mail	<input type="checkbox"/> Other	<input type="checkbox"/> Continuing Engagement
<input type="checkbox"/> Email	Consumer Involvement / User Generated	<input type="checkbox"/> Informational/ Documentary Video
<input type="checkbox"/> PR	<input type="checkbox"/> WOM	Point of Care (POC)
Guerrilla	<input checked="" type="checkbox"/> Consumer Generated	<input type="checkbox"/> Wallboards
<input type="checkbox"/> Street Teams	<input type="checkbox"/> Viral	<input type="checkbox"/> Video (HAN, Accent Health)
<input type="checkbox"/> Tagging	OOH	<input type="checkbox"/> Brochures
<input type="checkbox"/> Wraps	<input type="checkbox"/> Airport	<input type="checkbox"/> Cover wraps
<input type="checkbox"/> Buzz Marketing	<input type="checkbox"/> Transit	<input type="checkbox"/> Electronic Check-In
<input type="checkbox"/> Ambient Media	<input type="checkbox"/> Billboard	<input type="checkbox"/> Other
<input type="checkbox"/> Sampling/Trial	<input type="checkbox"/> Place Based	<input type="checkbox"/> Internal Marketing
<input type="checkbox"/> Events	<input type="checkbox"/> Other	<input type="checkbox"/> Other
<input type="checkbox"/> Cinema	<input type="checkbox"/> Branded Content	

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<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Search Engine Marketing (SEM/SEO)	
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Paid Media Expenditures

Current Year:		Year Prior:	
<input type="checkbox"/> Not Applicable		<input checked="" type="checkbox"/> Not Applicable	
<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M	<input type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M
<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M	<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M
<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M	<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M
<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over	<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over

Compared to other competitors in this category, this budget is:

Less About the same More Not Applicable

Compared to overall spend on the brand in prior year, the budget this year is:

Less About the same More Not Applicable

Owned Media and Sponsorship

Both Skinfoods and NZBCF shared on their own digital channels - website, Facebook & Instagram.

Other Marketing Components

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Leveraging Distribution
<input type="checkbox"/> Couponing	<input type="checkbox"/> Other marketing for the brand, running at the same time this effort
<input type="checkbox"/> CRM/Loyalty Programmes	<input type="checkbox"/> Pricing Changes
<input type="checkbox"/> Giveaways/Sampling	<input type="checkbox"/> Other

Results

Eight months on from the launch of Breast Cream we have seen research results into behaviour change are nothing short of phenomenal - we have had a clear, measurable and lasting impact upon the behavior of NZ women in a way that we know will drive early detection and help save lives!

Objective 1: Change the behaviour of young NZ women and get them considering their breast health all year round (not just in October), have them checking themselves regularly.

Results: Achieved. 60% of respondents surveyed who were aware of, had bought or had used Breast Cream were under 35 and we saw unprecedented shifts in their behaviour change - **an amazing 54% of respondents who had bought Breast Cream reported that they now check their breasts more often.** [1]

Also of note is that the impact of the campaign was not limited just to those who had purchased the product. **Amongst those who were merely 'aware' of the campaign, 27% of respondents reported that they are checking their breasts more often as a result of Breast Cream.** [2] Whilst most Breast Cancer awareness campaigns last one month, eight months on from launch Breast Cream is doing the hardest of jobs, changing the ingrained behaviours of women across New Zealand.

"This product actually got me rubbing and feeling around my breast area, which to be honest I wouldn't do before." [3] *"I didn't check at all before buying the Breast Cream...this should be in every woman's beauty regime"* [4]

Objective 2: Change the conversation around breast cancer – help people to feel more able to talk about it and to help spread awareness to their loved ones.

Results: Achieved. Whilst this is only the beginning of a long-term behaviour change project, Breast Cream is already starting to shift the conversation around breast cancer from awareness to action, helping to normalise a new and potentially uncomfortable behaviour. By creating a beauty product, an audience that would normally switch off to a traditional breast cancer awareness campaign is actively spreading the NZBCF's message.

They are doing this in their own words and in a way that's relevant to them. **27% of people surveyed stated they have talked to family and friends about breast cancer and the importance of checking yourself as a result of seeing, hearing about or using the Breast Cream.** [5]

"Breast Cream was the catalyst that made me think about checking my breasts more often and talking more openly about breast cancer." [6] - *"It gives you the permission to talk to your friends and family about checking yourself."* [7]

Results beyond our objectives Given the innovative nature of the campaign, there are a number of results that we would have never been initially set, yet are very strong supporting evidence of the campaigns success.

Result: Achieving significant distribution for the Breast Cream product. We secured shelf space in over **85% of stores** across New Zealand's four leading grocery retailers. [8]

Result: Creating significant buzz/attention for our Breast Cream product within key online influencers in the health and beauty space. It was promoted/reviewed extensively by beauty bloggers and everyday users on beauty forums, **scoring an average product rating of 4.9/5.** We've also garnered the attention of journalists, bloggers and fashion writers around the world, featuring in titles such as Vogue, Glamour, Cosmopolitan and dozens of high ranking, independent blogs. This love for the product has so far helped us reach their audience of over 2.5 million New Zealand consumers, with a further 5 million people reached globally (a total campaign reach of 7.5 million).

Result: 100% of our first production run of 10,000 units has been sold – further product is on its way and 75% of people that have used Breast Cream are 'likely' or 'highly likely' to purchase again. [9]

Result: Creating a global platform that will have a much bigger effect than in NZ alone. The global PR has led directly to an approach from the Canadian Breast Cancer Foundation to roll it out in Canada this October (with over 5,000 distributors in place.) What's more, in association with Skinfood, we are now in advanced negotiations to roll out the product worldwide with requests for distribution from the U.S., Europe and China. By the start of 2016 Breast Cream could be available in over 25,000 locations worldwide. This would not only create a sustainable revenue stream for Breast Cancer charities internationally but also would take our effective, new message platform of 'check yourself' to women globally.

Result: Created high levels of earned media value through PR coverage. Breast Cream reached over 7.5 million people, across social, press, digital and broadcast channels. According to Ecommerce, a conservative measure of calculating earned reach value is 3 pence/impression [10] (current conversion rate = NZ \$0.07) **\$0.07 (NZ \$) x 7,500,000 = \$525,000**

Return on Investment: The 10,000 units sold raised \$30,000 for the NZBCF. When you take the earned media value in combination with the raised funds, (\$525,000 + 30,000) you get a **\$555,000** value with a campaign cost of **\$50,000**, meaning **\$11 returned for every \$1 spent** – an enormous return on investment for any charity.

While we can't attribute a direct ROI in terms of lives saved, we know that Breast Cream is having a real and lasting impact upon woman's behaviour. If just one life has been saved because a cancer, that otherwise would have gone untreated, was detected early then this campaign has paid for itself many thousands of times over (the US Government valued the average human life at \$4.4 million.) [11]

With the W.H.O. estimating that 400,000 [12] lives a year could be saved by the early detection and treatment of breast cancer, and Breast Cream set to roll out globally, the impact and legacy of this campaign is one that could save thousands of lives.

[1] NZBCF Research conducted in association with Skinfood & key influencers involved in the Breast Cream campaign n=445 women aged 18+

[2] Colmar Brunton Omnijet July 2015, n=559 women aged 18+

[3] Respondant to NZBCF Survey – Name Withheld

[4] Respondant to NZBCF Survey – Names Withheld

[5] NZBCF Research conducted in association with Skinfood & key influencers involved in the Breast Cream campaign n=445 women aged 18+

[6] Respondant to NZBCF Survey – Names Withheld

[7] Respondant to NZBCF Survey – Names Withheld

[8] Skinfood distribution data

[9] NZBCF Research conducted in association with Skinfood & key influencers involved in the Breast Cream campaign n=445 women aged 18+

[10] Ecommerce – Building a commercial framework for earned media value: a four step process, 2014

[11] Guidance on Treatment of the Economic Value of a Statistical Life – US State Department, 2015

[12] World Health Organisation research study - <http://www.worldwidebreastcancer.com/breast-cancer-statistics-worldwide/>

Other Factors that Drove Results

We launched during the annual 'Breast Cancer Awareness Month' but all behavior change results were taken 6 months later.

Country Case Ran In

New Zealand only.

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