

Agency Tongue
Advertiser Cure Brain Cancer
Entry Title Cure Brain Cancer – Don't Let Them Fight It Alone
Category for this Entry Government or Not For Profit and Cause Related Marketing
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Directions appearing with each question must not to be deleted from the completed case; they serve as a guide for both entrants and judges. Complete entry form in - Type face: black font; 10pt minimum. All data must include a specific, verifiable source. Refer to the Effie "How to Enter" booklet for guidelines on properly sourcing your data. Data without a source will result in entry disqualification. Answer every question or indicate "not applicable" and define your target audience in the entry. Any unanswered question will result in entry disqualification.

Executive Summary (Please Attach the Executive Summary to the front of the entry so the judges can read this first)

An Executive Summary of no more than 100 words is also required (not included in page count).

The problem for Cure Brain Cancer Foundation was that, despite a 95-98% mortality rate, awareness of brain cancer was disproportionate to other cancer types. We needed people to wake up to one of the most significant threats – brain cancer.

We told an insight-driven story featuring children doing the unthinkable – performing brain surgery on other sick kids.

Our integrated campaign had one lofty goal, to raise awareness by 25%. Our campaign smashed this KPI delivering 70% uplift in awareness. Additionally, our campaign increased donation rates by 128%, subscribers by 44%, and XXXXXXXXXXXX.

1. Total Campaign Expenditure

What was your total expenditure including development, media, production, agency fees and any other costs? Including production and value of donated media and non-traditional paid media.

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2. What was the strategic communications challenge?

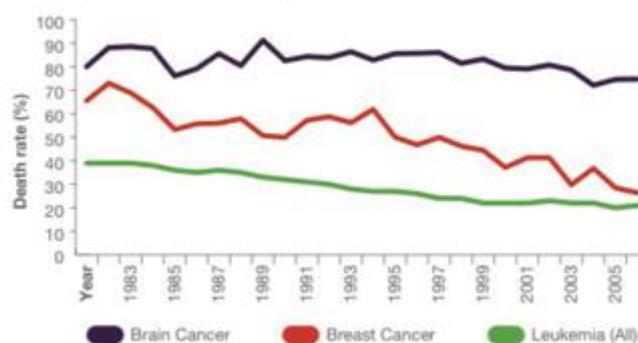
What was going on in your category? Provide information on the category, marketplace, organisation, environment, target audience and the circumstances that created your challenge and your response to it.

Cure Brain Cancer Foundation is the largest dedicated fundraiser for brain cancer research in Australia, established by neurosurgeon Dr. Charlie Teo in 2001.

The level of brain cancer awareness, research and funding are disproportionate to other cancer types. For example, breast cancer has five times more research projects underway and 17 times more funding, when brain cancer has a mortality rate 400% higher.

While other cancers like breast and prostate have had medical accelerations in treatment due to high awareness and funding and in turn a decrease in mortality rates, brain cancer has stayed the same rate (95-98%) for almost 30 years.

Mortality rate by cancer type 1980-2007



Source: Australian Institute of Health & Welfare, ACIM Books, December 2012

We dug a little deeper and discovered brain cancer was the number one disease that kills children¹ in Australia. Knowing that parents will do anything for their children, particularly for their health and safety, we knew this would be the perfect trigger to stir our audience into action.

The problem for Cure Brain Cancer Foundation was they needed more funding to support their research programs into improving survival rates and finding a cure for the disease. But before we could attract more public funding we needed to drive one single message to create mass awareness.

Our challenge was to wake up Australians to the threat of brain cancer. We needed to deliver a fact they couldn't ignore – brain cancer kills more children than any other disease.

3. What were your objectives? State specific goals.

Your entry is expected to include compelling data including behavioural objectives and results. Only in rare instances are the judges likely to award an entry that only demonstrates attitudinal changes. Provide a % or # for all goals. If you do not have

¹ *Australian Bureau of Statistics (2010 – 2014), 3303.0 Causes of Death, Australia (2008 – 2012), 'Table 1.3: Underlying cause of death, Selected causes by age at death, numbers and rates, Australia (2008 – 2012) Source link

a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in the context of your category, etc. You must provide benchmark and context for your goals versus year prior and in context of competitive landscape and category.

As a new statistic, we knew awareness that brain cancer kills more children than any other disease would be incredibly low. Cure Brain Cancer Foundation conducted a *prompted*, multiple-choice questionnaire, and only 1 in 10 people surveyed were convinced that brain cancer was the number one disease that killed children. Our KPI was to increase this benchmark of awareness (10%) by 25%. This was to be measured by an Omnibus survey to gauge the results before and after the campaign.

Prior to the campaign, based on the current rate of funding, Cure Brain Cancer Foundation projected it could take 50 years to increase survival rates and find a cure to brain cancer. It was our belief if we increased awareness enough we could accelerate this process.

4. What was your strategy – and how did you get there?

What was your strategy? Was it driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the strategy addressed the challenge.

The team at Tongue knew the statistics were hard-hitting. We understood parents were unaware that brain cancer kills more children than any other disease.² However, we also knew we had to dig deeper to understand the true impact of a child suffering from brain cancer and bring this story to the nation.

We went to the bedside of patients and into the homes of their families. We even spent a full day in the operating theatre with Dr. Charlie Teo while he performed brain surgery on a child patient.

We gained a lot of insight from this ethnographic research, but the breakthrough really came when we discovered how these child patients (we now know them as ‘brain cancer warriors’) were fighting back against the disease – due to lack of funding they were taking matters into their own hands:

- Outreach on their own social channels for funding and support
- Filming and creating their own viral content
- Running fundraising drives within their community
- Donating their own bodies to research
- Erin Griffin, an 13 year girl, took it all the way to U.S. Congress (she died a year later at 14 years old)

These kids were literally fighting this disease by themselves.

5. What was your big idea?

What was the idea that drove your effort?

The idea should not be your execution or tagline. **State in 25 WORDS OR LESS.**

An arresting campaign featuring children doing the work of brain surgeons and fighting this terrible disease on their own, just like in real life.

6. How did you bring the idea to life?

Describe and provide rationale for your communications **strategy** that brings the idea to life. Explain how your idea addresses your challenge. Describe the channels selected/why selected? How did your **creative and media strategies** work together? In not more than three A4 pages show sufficient creative examples to enable the judges to understand the campaign. These pages can be additional to the eight A4 page written entry.

² ² Australian Bureau of Statistics (2010 – 2014), 3303.0 Causes of Death, Australia (2008 – 2012), 'Table 1.3: Underlying cause of death, Selected causes by age at death, numbers and rates, Australia (2008 – 2012) [Source link](#)



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Tongue (Strategy, Idea and Creative) together with Cure Brain Cancer Foundation, Edelman (PR) and ZO (Media) brought our campaign to life through a six-week integrated campaign from August to October 2014.

We gained access to integrated media through CSA support and took the message to TV, cinema, PR, print, OOH, radio, social, activation, guerilla, and online.

TV & cinema gave us the emotional impact we needed to shake people out of their ignorance. We produced 60 and 30 second TVCs featuring a 6-year-old child cast as the brain surgeon, operating on a fellow child with brain cancer.

In radio, we re-told the story around the buzzing sound of our child's craniotome drill.

In print and OOH, we reinforced our message with stirring images of our child brain surgeon at work in the operating theatre.

Through guerilla marketing we armed children to amplify their fight with kid-sized t-shirts that read "trust me, I'm a brain surgeon". These weren't just un-ignorable mobile billboards; they also became a valuable fundraising source.

In PR, we unleashed Cure Brain Cancer founder and world-renowned brain surgeon Charlie Teo, who took the message to broadcast media through the likes of The Today Show, Sunrise, Channel 7 News, Daily Telegraph, The Daily Mail, News.com.au, Herald Sun, Canberra Times and over 11 unique pieces of radio coverage, or 42 radio pieces with syndication included.

We rebuilt the existing Cure Brain Cancer Foundation's website to create a page for information, stories of child victims and optimised the page for donations. We also targeted parenting websites and blogs with rich media banners to draw people to the website as well as through targeted social posts.

We also wanted to give parents a way to actively participate in the fight against brain cancer, so we supported the annual *Walk4BrainCancer* activity, where people take to their feet across Australia to spread the campaign message and raise funds.

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TVC

BRAIN CANCER KILLS MORE CHILDREN THAN ANY OTHER DISEASE.

Don't let them fight it alone.

Cure Brain Cancer FOUNDATION

Don't let them fight it alone.

JOIN THE FIGHT

Digital Banner

Brain cancer kills more children than any other disease.

DON'T LET THEM FIGHT IT ALONE.

Cure Brain Cancer FOUNDATION

Donate now at curebraincancer.org.au or call 1300 362 965

DON'T LET THEM FIGHT IT ALONE.

Brain cancer kills more children than any other disease.

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Print Ads

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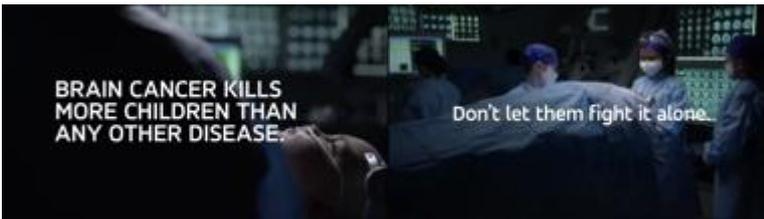
DONATE



Join The Fight

There are many ways you can join the fight for a cure. Strike a pose and post a picture, share the video or message with your friends, sign a petition or get to your feet and [Walk4BrainCancer](#) - see below for the options.

Campaign Hub



Donate now at curebraincancer.org.au or call 1300 362 965

Digital OOH



Neurosurgeon Charlie Teo on Sunrise Segment



Guerrilla T-shirt & Walk 4 Brain Cancer

7. How do you know your campaign was successful?



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Detail why you consider your effort a success. **Refer to your objectives** (results must relate directly to your objectives in (3) – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioural metrics. Did your effort drive in-market results? Did it drive awareness and consumer behaviour change? Use charts and data whenever possible. Explain what x% means in your category. For confidential information proof of performance may be indexed if desired. Demonstrate the correlation between activity and outcomes.

Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service.

With 10% of the population aware of the fact brain cancer kills more children than any other disease, we needed to create a 25% uplift in awareness. We smashed our KPI and delivered a 70% increase in awareness (3,129,700 people /17% of the population).

Media owners got right behind the cause, donating a total of XXXX in CSA media. PR drove a further 59 media stories which generated 41 million impressions across TV, radio, print and digital.

Even though it wasn't an objective, the campaign drove 14,154 people (+44%) to the registered supporter base, and a 400% increase in web visits. Our awareness campaign was so successful it even translated to a significant uplift in fundraising. The average value of donations increased from XXX to XXXXXX, consequently raising XXXXX during the campaign period.

While fundraising was not the primary objective we delivered a fundraising ROI of XXXXXXXXXXXXXXXXXXXX

But it didn't stop there, never in the history of Cure Brain Cancer Foundation has anyone pledged a bequest donation. Off the back of our campaign, we inspired the first four bequest donations. The highlight was an older parent who donated XXXXX personally – He stated specifically that he picked up the phone and donated right after seeing our TV ad.

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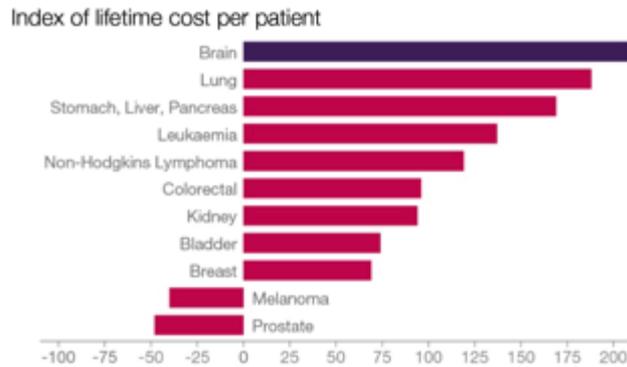
8. Did it achieve a positive ROI?

Social Return on Investment (SROI) is an increasingly common measurement in the social, government and NFP sectors. It aims to place a monetary value on the social impact (the benefit) of an activity and compares this with the cost incurred in creating that benefit. No set formula has yet been established to estimate the SROI of a campaign, but judges will award additional marks to entrants who make an honest attempt to evaluate the return. (Note – most studies to date are for the entire programme, not just the marketing elements).

The Effies committee encourages entrants in this category to read the following papers developed by Social Ventures Australia.

<http://svaconsultingquarterly.com/2012/07/11/investing-in-impact-lessons-learnt-applying-sroi-in-australia/>
<http://svaconsultingquarterly.com/2014/03/14/shared-measurement-easier-than-you-think/>

According to the Cancer Council of Australia, brain cancer is one of the most costly cancers per person. Total economic cost to society is \$1,891,900 per person. Since brain cancer kills over 1,200 children each year, the total cost to society is more than \$2 billion (\$2,270,280,000) per year for children alone.



Source: The Cost of Cancer NSW– report by Access Economics, Australia wide

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9. Convince us that the result was not due to other factors.

You must explain in your entry the effect of any other potentially relevant factors such as press coverage, economic conditions, weather etc. You should acknowledge and estimate the role played by other factors and you should advise if the communications program led to other benefits accruing, additional to those originally intended. Advertising rarely works in isolation but the judges need to be convinced that your campaign had a major impact on results.

Other cancer streams had a larger and growing share of voice and our campaign was the only campaign for brain cancer in 2014. The prompted awareness of brain cancer kills more children than any other disease was 10% prior to the campaign and by the end of our campaign had risen to 17% (and uplift of 70%).

While it was not our primary objective to drive fundraising, we can acknowledge perhaps the online stories of real life children suffering from brain cancer played a role in motivating people to do something about it – to donate. However, our success at driving awareness is what got parents to the Cure Brain Cancer website in the first place.

It was our ‘Don’t Let Them Fight It Alone’ campaign that turned the tide.

[This campaign and its end results were between August 2014 and October 2014, not taking into account the recent activity around #beaniesforbraincancer]

10. Do you think there are any lessons to be learned from this case about advertising effectiveness or measurement?

Judges will give additional marks to exceptional ideas, exceptional results and to cases that teach us something about how advertising works. A big idea is worth more than a lesser idea. A case that adds to our knowledge about advertising effectiveness or measurement deserves additional marks. These marks are open to the discretion of the judges. This is the “I wish I’d been responsible for that” factor. Reward great ideas, great results, originality, innovative measurement techniques. Penalise poorly written cases. High scores here will be the cases we want marketing students to be inspired by; the cases we can learn something from; the cases we want to showcase to the world.

Imagine the feeling of knowing that an idea could one day play a significant role in saving the lives and future lives of people around the world.



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Our 'Don't Let Them Fight It Alone' campaign was a big idea that dramatised the real stories of children facing (and fighting) a terrifying disease alone. This idea armed us with something that could stir the hearts of parents (and all Australians) – including media publishers, agencies, and broadcasters.

Sometimes people can forget the impact of a truly powerful idea.

Ideas can make a positive difference and in this case, maybe even change the world.



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PAYMENT

ABN – 84 140 893 152

TAX INVOICE/RECEIPT

COST:

TCC & AANA Members: Entries Received By 23 April 2015	\$ 950 + GST (\$1,045) per entry
TCC & AANA Members: Extended Deadline 7 May 2015	\$1,250 + GST (\$1,375) per entry
Non-Members: Entries Received By 23 April 2015	\$1,750 + GST (\$1,925) per entry
Non-Members: Extended Deadline 7 May 2015	\$2,050 +GST (\$2,255) per entry

PAYMENT OPTIONS:

Cheque:

Cheques to be made payable to and mailed to:

The Communications Council
PO Box Q1389,
QVB Post Office, NSW 1230.

Credit Card:

If paying by credit card please complete the details below and mail or fax this form to The Communications Council, **Fax: (02) 8297 3801**.

Please charge \$ _____ to Visa MasterCard American Express

Card Number: _____ Expiry: __ / __

Name on Card: _____

Signature: _____

Direct Deposit:

BSB – 032 000 Account Number – 51 5553 Reference – Effie Entry + Agency Name

Remittance advice must be emailed to jo@communicationscouncil.org.au or faxed to (02) 8297 3801, attention to Jo Libline

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AGENCY AND ADVERTISER AUTHORISATION

SIGNATURE FOR ENTRY BY COMPANY OFFICERS

We certify on behalf of:

Tim Sexton (Agency CEO) and Catherine Stace (Client Company CEO) that the information submitted for the attached campaign is a true and accurate portrayal of the objectives and results of that campaign.

We also certify that the campaign has not been found in breach of any advertising or marketing codes or in breach of any law within the Australian jurisdiction.

We acknowledge that the case study of this campaign may be published by The Communications Council or with the authorisation of The Communications Council, but that we will have the opportunity to remove such information from that case study that we regard as market sensitive or confidential.

Signature of Officer of Agency

Title: Managing Partner
Company: Tongue
Date: 15th April 2015

Signature of Officer of Client Company

Title: Chief Executive Officer
Company: Cure Brain Cancer Foundation
Date: 15th April 2015