



A bold new approach to video storytelling for Stand Up To Cancer

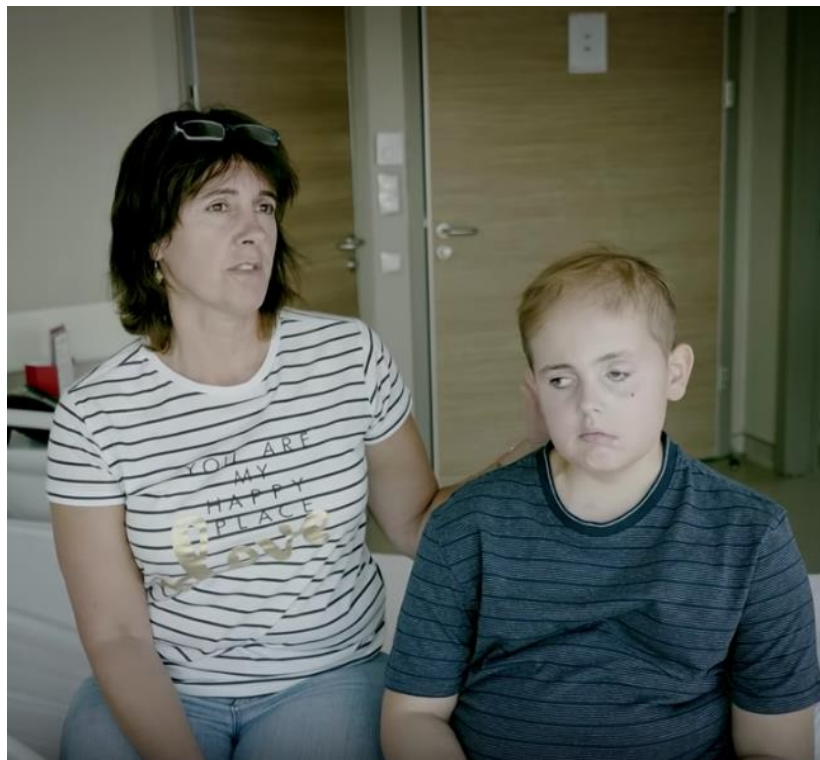
Laura Morgan – Content Strategy Manager



Our video storytelling so far...

TV Appeal films

- Created in partnership with Channel 4.
- Highly emotional and powerful films shown during TV programming.
- Big budget and beautifully shot.
- Focus on the devastating experiences of people going through treatment for cancer.
- Very successful at achieving their goal: to motivate TV audiences to donate in the moment.



Our video storytelling so far...

Social-first patient stories - 2017

- Sharing the experiences of Mark, Lottie and Tash.
- 4-minute films, with 30 - 40 second versions for Stand Up To Cancer's social channels
- Filmed in a studio
- Very raw and direct, tackling topics like testicular cancer, losing a parent and facial disfiguration following treatment.
- The goal was to engage audiences outside of campaign, when TV programming wasn't on.
- Didn't perform as expected across our channels



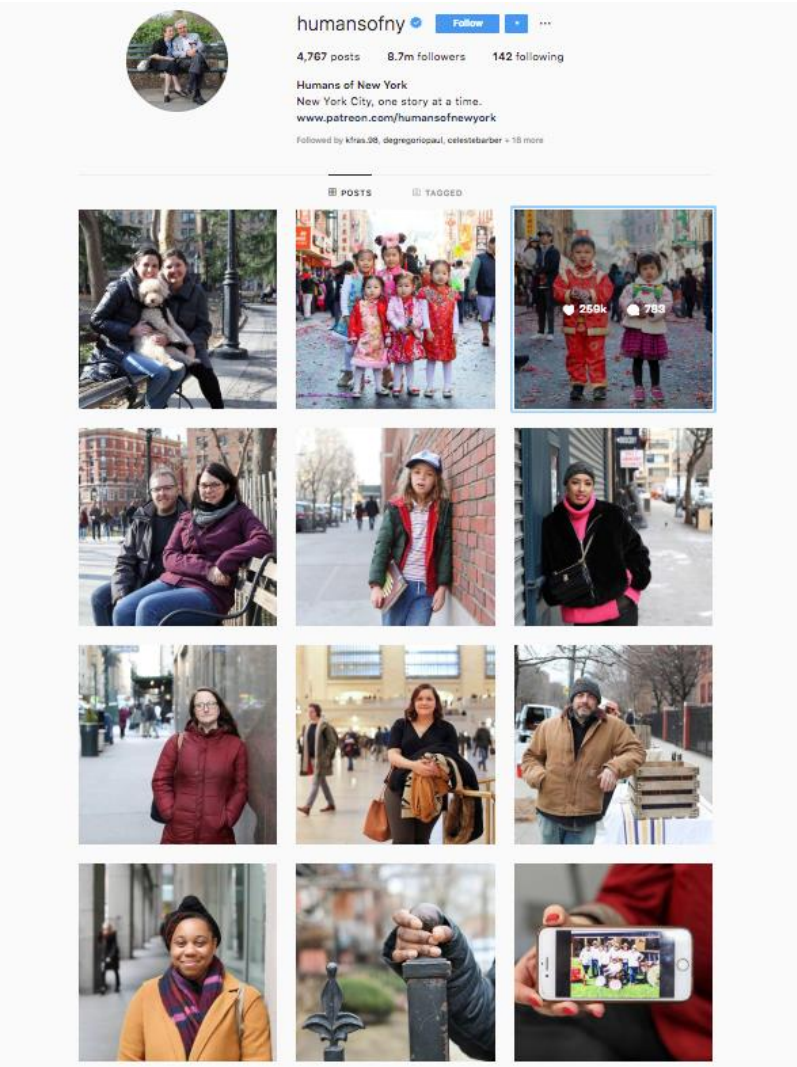
Our new approach

1. We identified what stories performed well with our audience

- Stories with an inspiring, uplifting or cheeky vibe
- Over coming adversity and a sense of hope
- Short, rough selfie-style videos

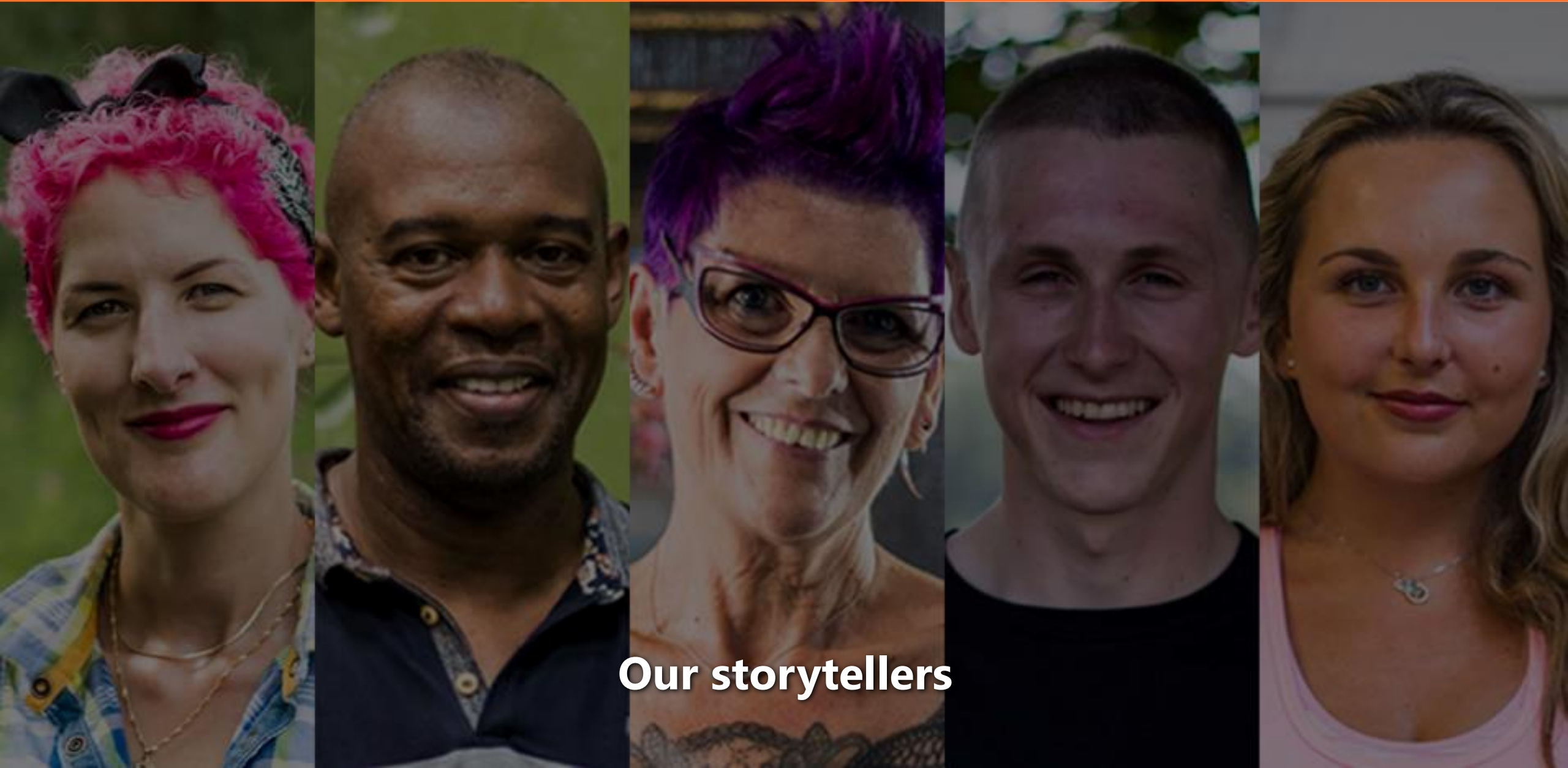


2. We looked for inspiration outside the charity sector

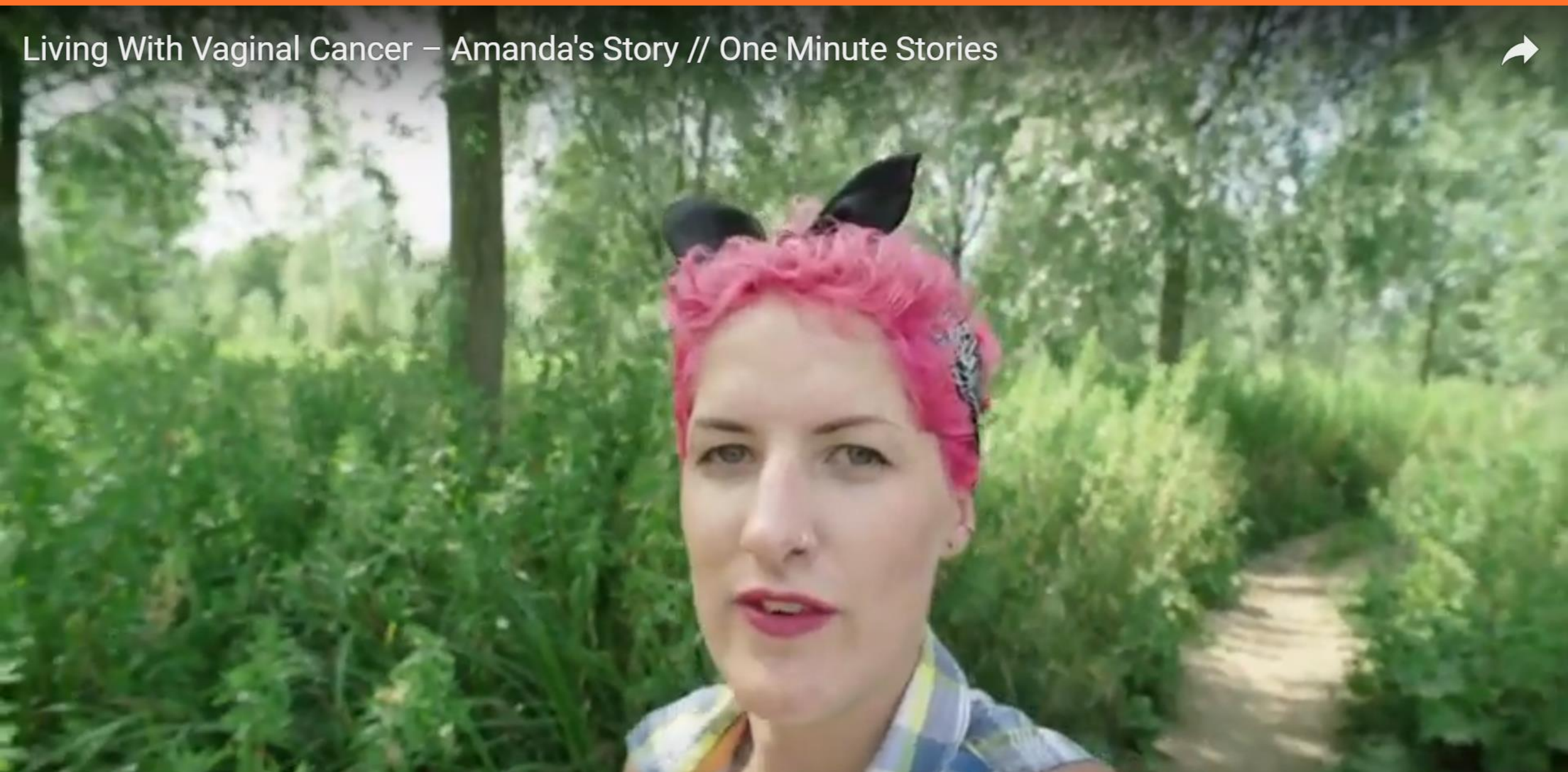


3. We collaborated

- I created a working group with the Cancer Research PR, Social Media and Media Volunteer Liaison Team
- We were able to find out case studies quickly and make decisions as a group
- We aligned the story angles with the PR team
- Everyone felt like we were working towards a common goal
- Feedback on the final videos was also done as a group



Living With Vaginal Cancer – Amanda's Story // One Minute Stories



4. We were agile


- We didn't take a blanket approach to sharing the videos and putting media spend behind them
- We tailored our targeting depending on the video and how it performed organically
- We took learnings from the previous video
- We trial combined placement across paid Instagram and Facebook later in the campaign

Was it worth it?

It was.

- 2m reach across Facebook & Instagram – paid and organic
- 1 m views – paid and organic
- 900k organic reach
- 350k organic views
- 32k interactions
- Outperformed Stand Up To Cancer organic average (reach, views, interactions)
- Results similar to larger, main brand multichannel Cancer Research UK campaign with much more spend behind it.



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CASE STUDIES

Stand Up To Cancer’s storytelling social video campaign reaches 2m




Cancer Research UK’s annual fundraising campaign Stand Up To Cancer reaches 2m people on Facebook and Instagram with its positive, but frank, video stories of cancer patients and survivors, raising awareness of the cause and encouraging discussion.


Related

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SHARE





Summary

Cancer Research UK’s annual fundraising event Stand Up To Cancer shared **video stories** of cancer patients and survivors in a social-first campaign to

Stand Up To Cancer: a joint campaign by Cancer Research

In summary

Find out what
content works
for your
audience

Look wide for
creative
inspiration

Collaborate

Be agile

... And we're still working with our storytellers.



standup2canceruk • Following

standup2canceruk "I'm supporting #WorldCancerDay because the thousands of people who come together across the world and unite on this single day, make a difference to people like me." Sue had breast cancer, resulting in her having a double mastectomy. This #WorldCancerDay, we want to #StandUpToCancer for people like Sue.

Like Comment Share

Liked by bullitcook and 366 others

1 DAY AGO

Add a comment...



Cancer Research UK
Page Liked · 4 February ·

When he was 45, Steve was diagnosed with bowel cancer. Fortunately, his cancer was caught early and had not yet spread. He is now celebrating six years free from cancer and has big plans for 2019. "I'm planning a trip to Japan to celebrate my second chance at life. I'm also rebuilding my personal fitness. I've bought a new bike and I'm participating in a sponsored bike ride." Steve is using his ex... See more

19K 835 comments 1.2K shares

Like Comment Share

Most relevant

Nicola Lane Well done you I'm 4 weeks free of cervical cancer xx
Like Reply 3d 77

6 replies

Cathy Nell I was diagnosed in 2017 2 years this month I was 57 went to my doctor pain in lower back a constipated x
Write a comment...

Stand Up To Cancer UK
24 December 2018 ·

Here's a special Christmas message from Amanda, who shared her cancer story in one of our patient films earlier this year. 🌟 Watch until the end for a special appearance from a festive furry friend! To find out more about Amanda's story, visit: <http://po.st/ulgile>

