























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

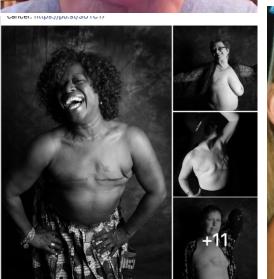
- Stories with an inspiring, uplifting or cheeky vibe
- Over coming adversity and a sense of hope
- Short, rough selfie-style videos















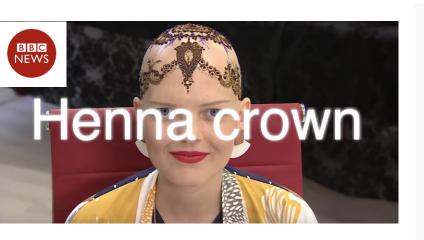




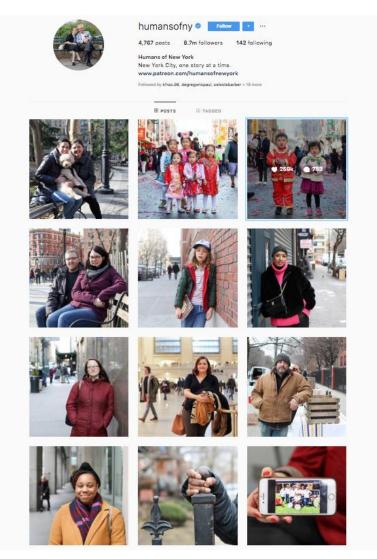




2. We looked for inspiration outside the charity sector













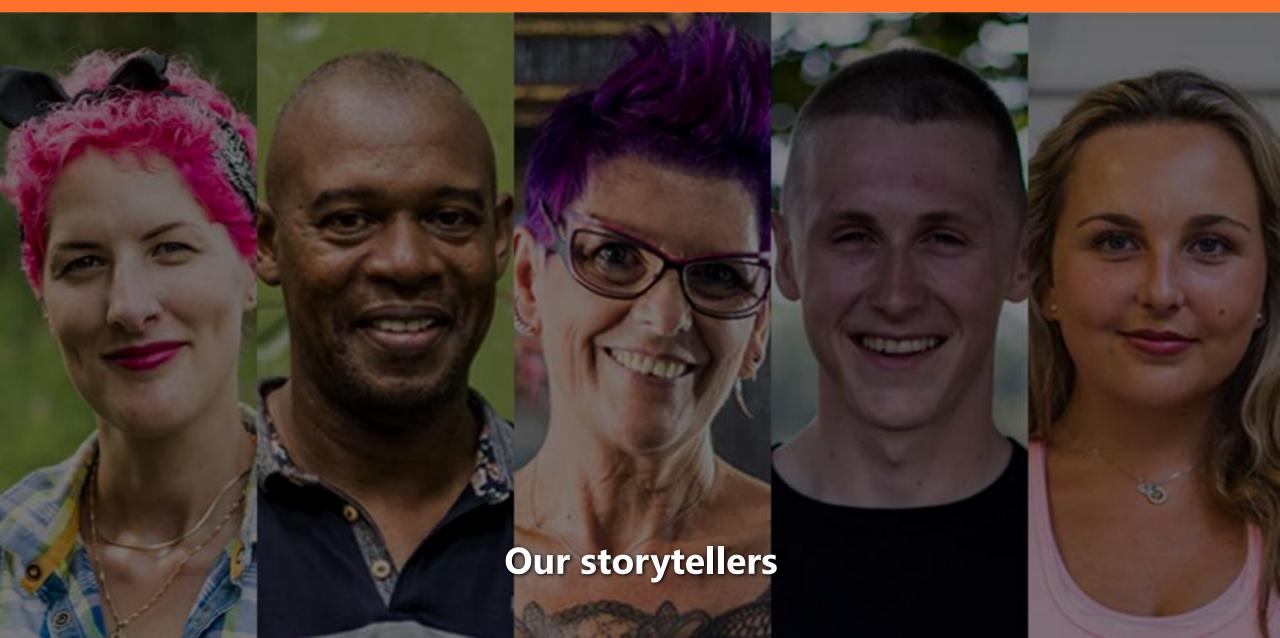
3. We collaborated

- 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

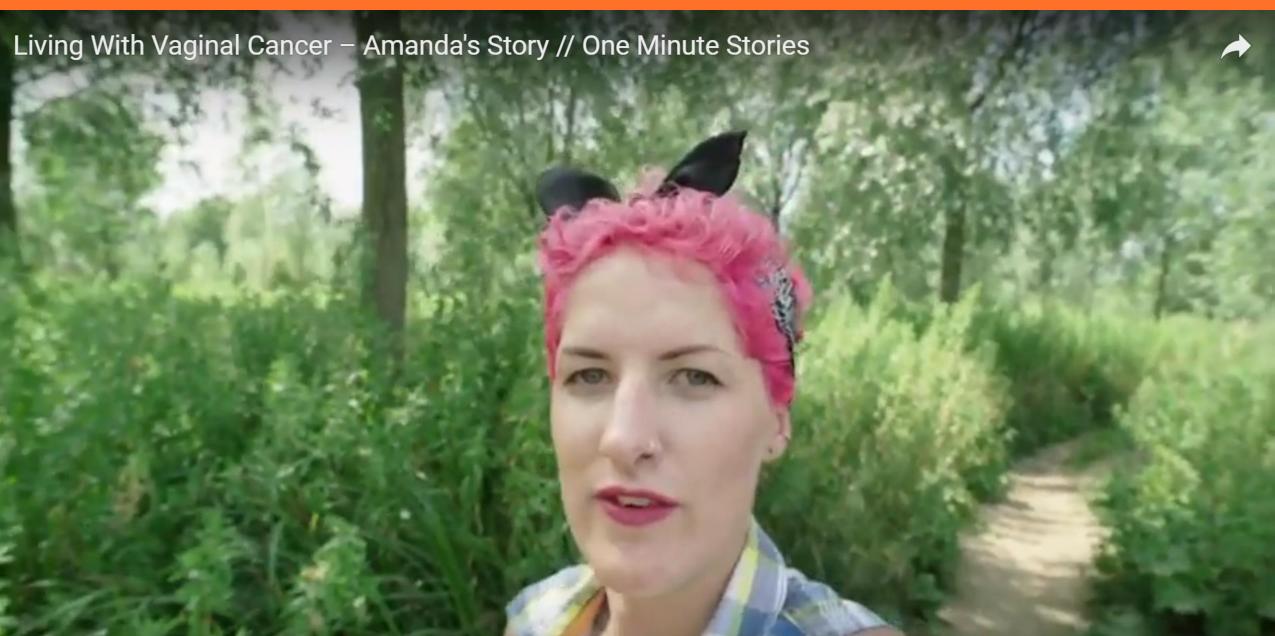
















4. We were agile

- 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?



Social

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.





Summary

in

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

When Holly Allen Was Told She Had Cancer, She Sought Solace In The Gym -The Results Are Staggering



us? Something you ate, lived and breathed, and that never, for a second, felt like

For 21-year-old Holly Allen, that 'something' was dance. Her dream; to show off her



Female Health



Wigan Today | Wigan Observer Wigan Post

MEMS TRANSPORT CRIME EDUCATION BUSINESS POLITICS ENVIRONMENT HEALTH COMMUNITY NOR MORE -

Wigan survivor speaks out to support Stand Up To Cancer



000

Courageous Sue Cook was determined to take back control of her body



Gemma Anderson You are amazing, such a beautiful inspirational woman VI was too embarrassed to go for a smear test and when I eventually did go I found I had cervical cancer. We need more awareness of gynecological cancers and not be afraid or embarrassed to talk about it.



Victoria Louise Ridgley Same as me vaginal cancer age 34 when diagnosed now 35 and incurable. Could find hardly any info on this rare cancer , well done you for raising aweness over this rare cancer.

Sue turns scars into an incredible work of art

BY GAYNOR CLARKE

"Now instead of seeing ugly scars I see this beautiful pat-

Courageous Sue Cook was deermined to take back control of her body after a gruelling outtle with breast cancer. The mum-of-four was diag-

nosed with an aggressive form of the disease in 2008 and derided to have a mastectomy. But she decided to turn her cars into "something beautiful" by having a large tattoo on

Now the 64-year-old has and Stand Up To Cancer. spoken about her experience and shared her tattoo-in an nspiring short film encouriging people to Stand Up To

It shows Sue at her home in Holy Trinity Tattoo Studio in affected." Standish, where she had her

paign by Cancer Research UK and was told she would need to and Channel 4, the video will start treatment straight away. be shared online to support fund-raising efforts.

vas determined to stand up to it in my own way. I'm so grate-therapy to shrink the tumours ful for the treatment I've re- as they were too big to remove

"It's thanks "Istarted with a small surgically at first." to research I'm tattoo on my wrist to stillstanding.so see if I could cope, so I was gruelling Iwant to do eve- started the process of and made me rything I can to ensure no-one's my canvas' life is cut short

everyone in Wigan to join me could face eating anything at "Research is cancer's

number one enemy. "Raising vital funds for lifesaving treatments is a great way to get payback on the disease for people like me and all Wrighington and returning to our loved ones who have been

Sue said: "Cancer has had grateful that I didn't have to a huge impact on my life but I make any decisions for myself. "I had immediate chemo-

very sick. Despite anti-sickness injections,

"That's why I'm calling on of every three weeks when I all and even then, all I fancied were cream crackers, beetroot and tomatoes - the rest of the time I just had water.

months either in bed or on the

"I hadn't been overweight before, but I lost about two-

was, I was glad I went through Sue said: "She didn't give it as it worked and once I'd reme any options and I was covered I was ready for sur-

my during which the whole of my right breast was removed and I had a full clearance of my

"After surgery I had daily months of Herceptin.

"Because I'm adopted I don't have any family medical

medical team and I discussed the prospect of having a prophylactic mastectomy of my other breast once my body was

'I wasn't bothered by the "Basically I spent six idea of not having any breasts but I did worry about my husband and how he would feel.

Of course his response, as

is the face of national Stand Up To Cancer campaign



Amanda Kirk Capewell I have cancer of the Vulva another cancer no one wants to talk about ! Thank you for your inspirational

Like · Reply · 20w

Virginia Dionysiou What a good thing you're doing, I agree this should be spoken about more openly to lessen the fear women face and to show them there is life after cancer if caught early enough 🙏

Hughes pete.hughes@oxfordmail.co.uk

Pete

A DIDCOT woman who was diagnosed with rare and aggressive vaginal cancer is now 'living on three-month cycles'.

Amanda Hayes was just 28 when she was told she had a 10cm tumour, which then spread to her lungs.
Now the beauty therapist has

starred in a short film as part of Channel 4's annual Stand Up To Cancer campaign this week to raise awareness of the little-known form of the disease.

Ms Hayes, now 30, first knew something was wrong in November 2016 when she started getting onstant pains in her stomach. She was given various tests, in-

cluding pregnancy tests. At first her GP thought she might have IBS, then was told she could have

She recalled: "On New Year's Eve I was in so much pain that I could barely move and suffered

rare tumour joins Stand Up To Cancer she began a punishing course of chemotherapy, radiotherapy and brachytherapy - inserting radio-active material directly into the

Nikki Caig What an inspirational young

woman!!

Amanda Hayes, who is standing up to cancer after battling a vaginal tumour and cancer in her lungs

BATTLE: Beautician diagnosed with

'I am now living on

three-month cycles'

Like · Reply · 19w

affected area.

Just days after being told the treatment had worked at a threemonth post-treatment scan, she was told the cancer had spread to both her lungs and she began another course of chemotherapy and radiotherapy.

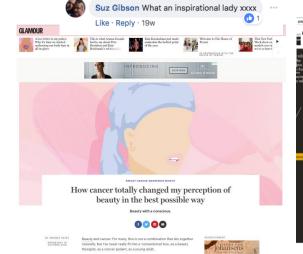
She said: "It was heart breaking to hear that cancer had spread, especially after all my treat

In May this year, just a month before her 30th bir thday, she was given the news that she had No Evidence of Disease - NED.

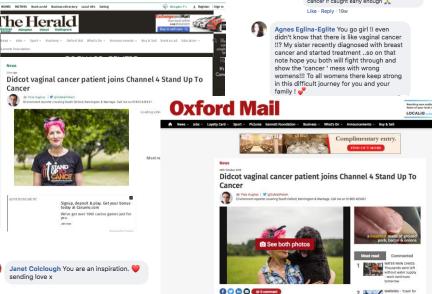
Despite that, she says, she 'knows the cancer will return' She explained: "Although I'm currently NED that doesn't mean I'm in remission or will ever get

that 'all clear'. "I am living my life in three month cycles as that is when Iam scanned to check for any chang-es, but I feel grateful that I am here and for the excellent treat ment that I am setting."

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





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





breast cancer, resulting in her having a double mastectomy. This #WorldCancerDay,

we want to #StandUpToCancer for people

Add a comment...

like Sue.





more about Amanda's story, visit: http://po.st/ulglle





