



Men and Melanoma - The Unexposed Target

Ogilvy Public Relations Worldwide and Bristol-Myers Squibb, Jan 1, 2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Consumer Services

< BR>Melanoma is the deadliest form of skin cancer, claiming the life of one American every hour, with men being almost twice as likely to die as women. To educate men and the American public about melanoma and the importance of getting screened, leading melanoma groups teamed up with former Pittsburgh Steelers' football coach Bill Cowher and NFL teams in areas with high melanoma incidence and mortality rates to launch *Melanoma Exposed*[™]: *Screen. Protect. Know. Tell.* with support from Bristol-Myers Squibb. Through national media and localized events, *Melanoma Exposed* offered free skin cancer screenings, educated about melanoma and, ultimately, accelerated early detection – year-round.

Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

Full Text: **SITUATION ANALYSIS**

Although there are many types of skin cancers, melanoma – which is caused by the overgrowth of a type of skin cell (melanocyte) – is the deadliest form, claiming the life of one American every hour. Men are almost twice as likely to die from melanoma as women. If caught early and treated properly, melanoma is most often curable. Despite rising incidence levels, many educational efforts focused primarily on skin cancer in general, bringing awareness to the public only during the summer with discussions centered on overexposure to UV rays. There was also no unified and organized movement among main melanoma cancer advocacy groups to elevate awareness of the disease. Media even ranked melanoma low on its national agenda compared to other cancers.

Bristol-Myers Squibb (BMS) saw an opportunity to reach the public with important health messages on melanoma and a strong call to action. While most skin cancer campaigns are launched in the summer, we knew we had to be creative about engaging the public year-round.

With the support of Ogilvy PR, BMS partnered with leading advocacy groups — to create one unified and organized movement. Ogilvy PR collaborated with Ogilvy HealthWorld and Redworks to create a signature campaign to increase melanoma awareness, encourage a more active role in skin health and accelerate early detection – year-round.

OBJECTIVES

To raise awareness of melanoma and increase early detection, campaign objectives included:

- **Elevate the profile of melanoma**, via strategic communications, as one of the most aggressive forms of cancer once it spreads, but is treatable when caught early. Awareness would be measured by: knowledge base of people who got screened, key

message penetration, social and traditional media impressions and visits to our campaign website.

- **Impact public behavior** – encourage individuals to take a more active role in their skin health and get screened. Behavior change would be measured through screening event exit surveys, which looked at intended actions people will take around improving their skin health habits, and a benchmark survey – fielded before and after the campaign, which measured people’s perceptions, beliefs, attitudes and behaviors regarding melanoma.
- **Drive early detection of melanoma** by offering free skin cancer screenings at key events throughout the U.S.

RESEARCH

The team conducted online focus groups and a quantitative online survey (3,442 adults) to benchmark public perceptions, knowledge and understanding of skin health and melanoma. Findings showed that Americans’ current skin care practices fell short, and knowledge of melanoma was limited, particularly among men. Our publicity survey, fielded among 2,500 adults, echoed similar findings of an untapped target audience: **Only 9% of men consider melanoma a health concern**; yet, they are at higher risk of dying from the disease.

Our survey showed that men would respond and have an emotional link to a melanoma awareness campaign if channeled through their passion for sports. The team conducted desk and primary research, social media listening and a media audit to better understand correlations between professional athletics and melanoma rates. Findings showed that not only is the NFL the most popular professional sport in the U.S., but a number of NFL sports figures had melanoma or skin cancer, such as former Philadelphia Eagles Defensive Coordinator Jimmy Johnson, Baltimore Ravens Offensive Coordinator Cam Cameron and former NY Giants Quarterback Phil Simms.

These insights informed our strategy and creative to develop a campaign leveraging men’s interest in football to expose the dangers of melanoma year-round and provide educational information about the disease among this high-risk group. BMS wished to develop a multi-year campaign, focusing on select markets during Year 1. We chose markets that had high melanoma incidence rates and risk factors (e.g., areas with high UV radiation levels, higher elevation levels, etc.) where we knew our campaign messages could truly make a difference.

Target Audience: Our campaign chose to focus primarily on men (45+) because:

- They are almost twice as likely to die from melanoma as women;
- Other campaigns focused on women, while men were really the ones most at risk;
- Research showed *more than half* had never been screened by a doctor.

Despite poor past behavior, men are looking for healthy changes – a majority (75%) of men 45+ say they are looking for new ways to live a healthier life.

We also knew that our target audience was online. Research indicated that 46% of people 45+ are on Facebook (43% of men are on Facebook overall). And when it comes to gaming, there are 55 million social gamers in the U.S. – about half of those who tuned in to watch the Super Bowl in 2012. Half of these social gamers were men with an average age of 43 years.

PLANNING

The three Ogilvy disciplines joined forces to offer insights into effectively reaching men about the dangers of melanoma. Ogilvy PR oversaw the project, taking the lead on the materials development and partnership efforts – forming partnerships with leading advocacy groups, NFL teams and former Pittsburgh Steelers’ Coach Bill Cowher. Ogilvy HealthWorld led the digital efforts, creating an engaging online platform and a one-of-a kind educational game. Redworks

helped develop the campaign's branding, which brought together all the different elements. Our strategies were:

Branding the Campaign. [Melanoma Exposed: Screen. Protect. Know. Tell.](#) was chosen to emphasize a football game plan. The tagline is an acronym for "spot", an easy-to-remember call to action: get Screened, Protect yourself from the sun, KnOw your risks and Tell others to protect against melanoma.

Engaging the Right Partners. We partnered with four leading advocacy groups: Melanoma Research Foundation, Melanoma International Foundation, Skin Cancer Foundation and Melanoma Research Alliance to serve as our campaign advocacy alliance. We also partnered with four NFL teams in targeted markets for Year 1 – the NY Giants, Miami Dolphins, Denver Broncos and Baltimore Ravens – as each team had a connection to melanoma or skin cancer in some way. Our NFL partnerships help make what is commonly referred to as a "summer issue" a year-round topic.

Finding our Spokesperson. Teaming up with Coach Cowher, whose wife passed away from melanoma, enhanced the campaign messaging by adding a genuine tie. As a CBS analyst, Coach Cowher resonated well with our target as a respected and authoritative figure.

Integration with Digital and Media Agencies. The team leveraged social media – an integrated website and online football game – to reach men and those who influence them.

EXECUTION

The campaign launched in May, timed to Melanoma Awareness Month, and included the following:

Influential Spokespeople: Each NFL team identified spokespeople to raise awareness of melanoma at a local level. For example, Cam Cameron, who had melanoma in his late 20s, served as our Ravens spokesperson; Legendary QB Phil Simms, a skin cancer survivor, starred in a Giants-sponsored PSA. Nationally, Coach Cowher shared his personal story in broadcast and print PSAs.

Destination: We used the Internet to offer visitors the "Coach's Challenge," urging them to visit an interactive website where video provided education and guided visitors to local screenings. The "Forward Pass" allowed Facebook users to alert their friends to the melanoma risk in their state. The football-themed "Goalpost Avenue" game drew in players with friendly competition, then rewarded with better knowledge about melanoma.

Screenings & Grassroots Activation: We created an environment at highly-attended NFL events where all of our campaign elements came together. Fans received full-body and spot check screenings and learned how to spot melanoma from a doctor, in the privacy of a mobile exam room. We also developed a customized, interactive waiting room where fans could visit our campaign website, read our educational materials and hear Coach Cowher's PSA while waiting to be screened.

Social Media/WOM: The team leveraged the NFL's extensive digital reach with its fan base via Facebook posts, Twitter updates and online banner ads. Fans were encouraged to check-in on FourSquare at our events and visit YouTube to hear Coach Cowher's story.

EVALUATION

Objective 1: Elevate profile of melanoma:

- After attending our events, **81%** of respondents reported being more knowledgeable about melanoma;
- Reached **42mm** people through NFL digital entities, such as Facebook and Twitter. Each post about the campaign on an NFL team's Facebook page resulted in hundreds of fans

sharing their personal stories about melanoma/skin cancer. These posts were a top driver to our campaign website.

- Garnered **176mm** media impressions; **100%** key message penetration, including a **33-interview** SMT (average garners 20 interviews);
- Drove 40K+ unique visitors to MelanomaExposed.com where 50% played Goalpost Avenue and over 1,000 utilized the AAD tool to locate dermatologists locally;
- National PSA garnered 70mm impressions (tripling our goal), appearing in top-tier broadcast/magazine outlets such as *Time* magazine, *Oprah Magazine*, CNN's "CNN Newsroom", "The Doctors", CBS's "Early Show" and "Access Hollywood".

Objective 2: Impact public behavior:

- Before the events, (50%) reportedly never went to a doctor for a screening; after attending our events, the **majority said they would likely go to a doctor for a screening (74%)** and **recommend screenings to friends/family (86%)**.

Objective 3: Drive early detection of melanoma:

- The U.S. population is about 311 million; approximately 70,000 are diagnosed with melanoma each year. This is .02% of the population per year. The campaign screened 1,800 people; 500 of these people were referred on to see their dermatologist because of suspicious moles. Of these, 26 were unconfirmed melanoma – 1.4% of the screened population. After eight screenings, we are over-indexing against the national average of .02% incidence.

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