



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018

Case Study

Agency Name: FCB Media
Advertiser Name: Testicular Cancer New Zealand
Gold Beacon Award Category: Charity

An Uncomfortable Topic

Despite testicular cancer being the number one cancer for 15-39 year-old Kiwi males, it was a battle to generate discussion and media coverage for something that involved genitalia. Using a humorous social media challenge, FCB Media increased understanding of the disease and the numbers of men checking themselves, and won Gold in the Charity category in the Beacon Awards.

Background

Testicular cancer is the number one cancer for 15-39 year old males in New Zealand. If not found early enough it can be fatal. Discovery relies primarily on self-detection, but only 27% actually check for it.

It had dropped off men's radar and needed to come back into the conversation. This was challenging with an audience who typically shies away from discussing their health, and media with an aversion to talking about or showing images of balls.

This aversion meant awareness of the issue was low, understanding of how to check was even lower and therefore actual checking was lower still. But the prospect of testicular cancer is frightening, so telling young men to check themselves forces them to confront something that feels out of their control and potentially life changing.

Campaign Objective

Testicular Cancer New Zealand needed the spotlight to go back on testicular cancer; to restart the conversation around it and raise awareness.

It briefed FCB Media to increase the number of men checking themselves for testicular cancer.

Campaign Overview

Exercise is one of the best ways to prevent testicular cancer, something the male audience could easily relate to, with 72% involved in sports.

To overcome the audience's fear of checking themselves, FCB Media's insight was to focus on prevention to motivate behaviour, putting men in control of preventing cancer. The strategy was to get men exercising and competing to generate talk and deepen understanding of testicular cancer.

The campaign idea was #GoBallsOut – a social media-driven exercise challenge that asked users to generate and share shapes of 'Cock & Balls'. It leveraged the audience's love of exercise, competition and schoolyard humour to spread the word through social media.

Users would walk, run, or cycle the outline of a 'Cock & Balls' on a fitness app map such as MapMyWalk or Runtastic then share their 'Cock & Balls' app screen grabs to social media to help build awareness with the hashtag #GoBallsOut, then tag and challenge their friends to do the same.

Turning these apps into content creation channels would be a world first marketing idea and was designed to cheat social media moderation blockages that had hindered previous efforts to socialise the issue.

This social mechanic meant the message came from friends/family, instead of a cancer organisation, and the challenge element leveraged the audience's competitiveness while creating easily shared content.

Media Strategy

FCB Media launched the campaign using male influencers such as Aaron Cruden to kick off the challenge in their social channels, delivering immediate talkability and legitimacy. It leveraged different social channels to encourage participation and drive action (e.g. a Facebook messenger bot to suggest 'Cock & Ball' routes, and pin drop technology on Instagram to target men in key exercise locations).

As content built, hyper-local targeting across 21 regions nationally reached the audience with suggested routes or locally created 'Cock & Ball' images. Constant reminders through PR, memes and local guerrilla activations were amplified through social channels and global PR was sought to drive further local coverage.

Anyone engaging with content was retargeted with 'edu-tainment' content that explained the cancer, how to check and directed to Testicular Cancer NZ.

Results

FCB Media's social media-driven campaign overcame moderation challenges from Facebook and Instagram to achieve a 48% increase in the number of New Zealand men checking themselves

for testicular cancer¹ with no other activity in market.

It raised awareness of the issue, reaching 86% of 13-34² year old young Kiwi men and more than +9.1 million people on Facebook and two million through Instagram³.

Despite usual media reluctance to feature imagery of genitals, the #GoBallsOut campaign received coverage locally and internationally (including Huffington Post, Reddit, Fox News, Lad Bible and the BBC) reaching 194 countries and driving an estimated earned media value of NZ\$17.8 million.

It drove engagement with the topic of testicular cancer through 33,000+ shares of Go Balls Out content, a 440% increase in unique visitors to the Testicular Cancer site and the highest volume of testicular cancer searches for 5 years⁴.

¹ Per.Ceptive Pre & Post Campaign analysis 2017

² When cross referenced our campaign unique views with Global Web Index Wave 1 2017 data

³ Using Facebook's optimal solution extension

⁴ Google Search data