

## PRISA PRISM AWARDS 2017



**Client**

Hollard

**Agency**

Tribeca Public Relations

**Category**

Sponsorship

**Project**

Hollard Daredevil Run 2016

## OPENING STATEMENT

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Tribeca assisted Hollard to drive awareness of male cancers, specifically testicular and prostate cancer, through its internally developed and funded Daredevil Run, reinforcing that early detection and preventative testing save lives.

The four-month campaign (November 2015–February 2016) massively exceeded Hollard’s expectations, with almost 3,000 runners countrywide participating in the Run. Over R425,000 was raised for event beneficiary, CANSA, and 465 entrants had a non-invasive prostate-specific-antigen (PSA) tests.

The funds helped create the Hollard-branded MANVan. The van road-tripped to lower-income areas of SA to educate men about cancer and administer PSA tests resulting in 91 men being referred for further investigation.

***“The Daredevil Run campaign was so special not only because of the extensive media coverage—it felt like we had been on every radio station, TV channel and in every newspaper—but because of the spirit in which the media and influencers reacted. The event was embraced and supported in a way we could never have imagined. Everyone we spoke to learnt something about male cancers, and many media and influencers ran to show solidarity with the cause.” Warwick Bloom, Group Marketing, Hollard***

## CHALLENGE/OPPORTUNITY STATEMENT

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There’s much less awareness of male-specific cancers (testicular and prostate) than non-gender-specific and those that specifically affect females.

Few male cancer awareness efforts offer advice or convert to testing and are usually wedged into the highly-cluttered “Movember” space.

The annual Hollard Daredevil Run raises awareness of male cancers through a fun event with a serious message. Men of all shapes and sizes strip down to purple Speedos and run through peak-hour traffic in five SA cities. All funds raised through entry fees are donated to CANSA and entrants over 40-years can have a finger-prick test for prostate cancer.



The Run aligns with Hollard’s brand ethos of taking what they do seriously, but not taking themselves seriously. Hollard briefed Tribeca to use the Run to create awareness of male cancers, to drive messaging that early detection can save lives.

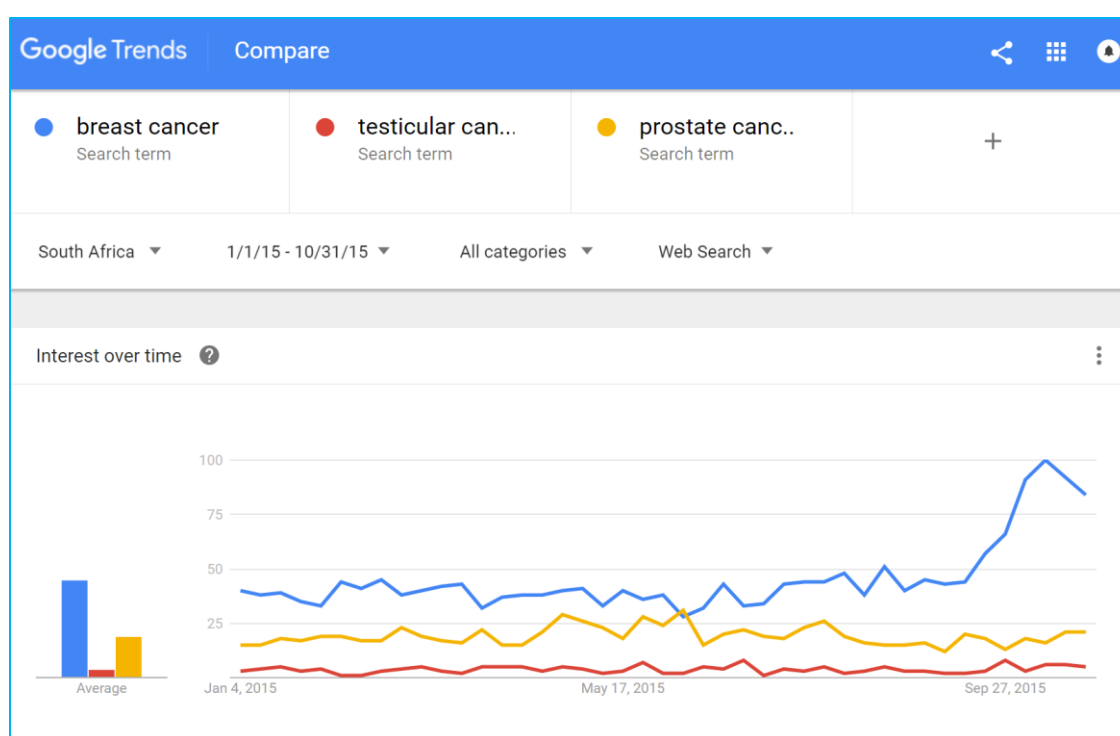
An unusual campaign element, Hollard insists all suppliers work within lean budgets to maximise funds donated to CANSA.

## RESEARCH

### Male cancer research

CANSA helped Tribeca understand male cancers:

- 1 in 8 SA men are at risk of developing cancer.
- Prostate cancer is most common, affecting 1 in 27 men. While prevalent in over 40-year-olds, all males are at risk.
- Testicular cancer mostly affects younger men aged 15–39
- Men typically avoid visiting the doctor for regular check-ups, yet early detection is key in treating male cancers.
- Google Trends compares local searches for testicular and prostate cancer to breast cancer. In the nine months prior to the campaign, male cancers lagged:



### Consumer interviews

*Former and potential/eligible participants:*

- Most said they ran because they were affected by cancer, and they'd run again.
- Most support the Run because they're at risk of cancer.
- Those who wouldn't run said running in a Speedo is a big ask.

*Male-cancer survivors:*

- Sceptical though they were, they listened to their bodies and knew they had to get checked.
- They are proof that cancer can be beaten if diagnosed early.
- They stressed that awareness of risks improves survival chances.
- Awareness is key.

*Female supporters from previous runs:*

- They encourage loved ones to get checked. Their support is key in encouraging men to participate.



### Key Insights

- Males affected by cancer were likely to participate.
- Most males are self-conscious, but will participate if friends do.
- Male cancer awareness and testing is driven by female support.

## PLANNING

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### Objectives

- Educate the public about male cancers and benefits of testing. Ensure key cancer-awareness messaging features in 70% of all coverage.
- PSA testing for 10% of eligible participants.
- Secure at least 2,000 participants, and increase runners in satellite locations by 100%.
- Raise enough funds for CANSA to purchase the MANVan to conduct PSA tests countrywide.
- Create widespread awareness of the Run via PR and social media activities: R1million AVE with 70% Hollard mentions. Secure 15 broadcast interviews. Ensure campaign hashtags trend on Run day.
- Through the Run. position Hollard as a force for good.

### Target audience

- All SA teenage boys
- All SA men aged 20+
- Runners' wives, girlfriends, families

### Key messages

1. The Run promotes male cancer awareness.
2. Prostate cancer affects 1 in 26 SA men.
3. Testicular cancer affects younger men aged 15–39
4. Early detection is key in cancer treatment.
5. Not all prostate cancer tests are invasive – the PSA test is a good risk indicator
6. Free PSA testing available to over 40s.

7. Testicular cancer can be detected through educated self-examination
8. It's easier to run in a Speedo than fight cancer.
9. The Run takes place in five cities.
10. All proceeds donated to CANSA.

### Communication channels

- *Traditional media:* Broadcast, print, online
- *Social media:* Twitter, Facebook, Instagram, influencers, loyal Daredevil ambassadors
- *Owned:* Website, direct mailers, internal communications, SMSes

### Message vehicles

- *Media:* Interviews, Q&As, press releases, features
- *Events:* Media launch, Run day
- *Digital:* Social media, ambassadors
- *Calendar-led digital campaign:* #DAREcember, #MANuarySA
- *People:* Hollardites, event partners, previous Daredevils, loyal ambassadors (Eddy Rust, John Owens, others who did interviews and activations for free)
- *Original content:* Cancer-, event- and survivor-focused

### Management consultation

- Campaign planning commenced October 2015. Hollard was involved in all stages of planning and implementation.
- Alignment and collaboration with CANSA drove further awareness.



## EXECUTION

### Four-phase strategy:

1. Media and influencer launch
2. #DAREcember and #MANuary campaigns
3. Media relations and social media activity beforead of Run day
4. Race day and post-event activity

### Media and influencer launch

- What better way to launch the Run than with Speedo-clad Hollardites, an ex-Mr SA, the Blue Bulls, and radio personality and cancer survivor, Mark Pilgrim showing their support to raise awareness of male cancers.
- Panel discussion with CANSA, Hollard, and cancer survivor Thulani Sibisi who educated guests on the Run's role in raising male cancer awareness
- In Hollard style, guests played Bubble Ball soccer as a ballsy reminder to up the ante ahead of the run.



### #DAREcember and #MANuary

- To maintain awareness over the festive period, we launched the #DAREcember and #MANuary social media campaigns.
- Men were challenged to perform daring (not dangerous) stunts in Speedos and share on social media.



### Media relations and social media activity

- **Content development:** Press releases, calendar entries, tips and hints, features, testimonials, Q&As, survival guides.
- **Media interviews:** 33 regional and national media interviews with Hollard and CANSA spokespersons, and cancer survivors.
- **Profiling:** Daredevil ambassadors, survivors supporting the Run, CANSA.
- **Identified** and worked with influential past Daredevils to increase awareness.

### Race day and post-event activity

- Media and influencers invited to cover and do the Run.
- Social media management of runners and influencers.
- Success release, captioned images, Run-day footage syndicated to news sites.
- Post-event interviews on event success.



## EVALUATION

| Objectives   | Results  |
|--|--|
| Educate the public about male cancers and early testing. Ensure key cancer-awareness messaging features in 70% of all coverage.  | Male cancer-awareness messaging in 90% of coverage, leading to increased participation and PSA testing.<br><br><b>OBJECTIVE EXCEEDED</b>   |
| PSA testing for 10% of eligible participants.  | 15% of participants over 40 took PSA tests<br><br><div data-bbox="826 607 1388 916" style="background-color: #4a4a8a; color: white; padding: 10px; border: 1px solid #4a4a8a;"> <p>“With 465 PSA tests performed, the Daredevil campaign positively impacted cancer awareness levels in South Africa.”</p> <p>- Lucy Balona, Head of Marketing and Communication, The Cancer Association of South Africa (CANSA)</p> </div><br><b>OBJECTIVE EXCEEDED</b> |
| Secure 2,000 participants, increase runners in satellite locations by 100%.  | Over 3,000 Daredevils ran, satellite events recorded over 200% more entries<br><br><b>OBJECTIVE EXCEEDED</b>   |
| Raise enough money for CANSA to purchase the MANVan, targeting 3,000 PSA tests in 10 months.   | Hollard donated R425,000.00 towards CANSA’s MANVan.<br><br>Between March–December 2016, 4,226 screening tests were completed in the MANVan - 101 abnormalities detected, and 91 men referred – awareness saves lives!<br><br><b>OBJECTIVE EXCEEDED</b>   |
| Create widespread awareness of the Hollard Daredevil Run using traditional PR and social media activities:<br><br>Generate R1million in AVE coverage, 70% Hollard mentions<br><br>Secure 15 broadcast interviews<br><br>Ensure campaign hashtags trend on race day | Generated an AVE of R4,080,649.33 including three front page spreads. Hollard mentioned in 92% of media coverage<br><br>33 broadcast interviews<br><br>#DaredevilRun2016 and #DaredevilRun trended on Run Day<br><br><b>OBJECTIVES EXCEEDED</b>  |



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| Through the Run, position Hollard as a force for good. | 100% favourable with male cancer-awareness messaging in 95% of coverage<br><br><b>OBJECTIVE EXCEEDED</b> |
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