Campaign Report April 2019

# MyBest10Seconds
Objective of the Campaign

• Develop a Pan-European social media campaign that raised awareness of CRC screening amongst over 50 year olds

• Demystify CRC screening process and increase understanding that it is quick, easy and normal to do

• Develop a highly engaging online video concept to sit at the heart of the campaign

• Incorporate a hard-hitting call to action that directly encourages people to find out more about testing options in their country
There were 3 broad strands to the media activity using the “My Best 10 Seconds” campaign films:

- **Paid for media**
  - Paid for placement in targeted Facebook newsfeeds and YouTube pre-roll

- **Influencer marketing**
  - An influencer outreach campaign was conducted from the UK

- **Country team promotional activities**
  - Each country team was supplied with a Social Media Toolkit, to help engage influencers in their region
  - The take-up and effectiveness of this activity is not known at this stage and has not been included in the report so far
Paid for Media Plan

- The budget was allocated to Facebook and You Tube
  - A small scale test was also performed on Instagram

- 50+ men and women were targeted, with a bias towards women

- On YouTube a series of additional targeting variables were also used to further target the ads: Healthcare, health conditions and cancer related topics
How the Ads Appeared
Facebook Results
Facebook delivered over 2 million impressions

*(Facebook Ads defines impressions as the number of times an ad was viewed)*

<table>
<thead>
<tr>
<th>Language</th>
<th>10 Second Views</th>
<th>100% Video Views</th>
<th>Link Clicks</th>
<th>Link Click Through Rate</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slovak</td>
<td>35,028</td>
<td>8,463</td>
<td>3,306</td>
<td>2.12%</td>
<td>156,194</td>
</tr>
<tr>
<td>French</td>
<td>110,341</td>
<td>14,865</td>
<td>4,712</td>
<td>1.04%</td>
<td>455,065</td>
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<tr>
<td>Portuguese</td>
<td>75,580</td>
<td>14,022</td>
<td>4,507</td>
<td>1.47%</td>
<td>307,232</td>
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<tr>
<td>Italian</td>
<td>149,630</td>
<td>32,785</td>
<td>8,897</td>
<td>1.47%</td>
<td>612,465</td>
</tr>
<tr>
<td>Spanish</td>
<td>140,945</td>
<td>29,106</td>
<td>8,237</td>
<td>1.33%</td>
<td>617,697</td>
</tr>
<tr>
<td>Finnish</td>
<td>16,366</td>
<td>3,171</td>
<td>1,384</td>
<td>1.80%</td>
<td>76,881</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>527,690</strong></td>
<td><strong>118,145</strong></td>
<td><strong>31,133</strong></td>
<td><strong>1.40%</strong></td>
<td><strong>2,225,534</strong></td>
</tr>
</tbody>
</table>
Of all the channels used in the Campaign
Facebook is by far the best performing

- Facebook secured an exceptionally strong Click Through Rate above 1.4%, well above the Health Industry Average of 0.83%
- Facebook created very high levels of Awareness, generating over 2 Million Impressions & over 500,000 10 Second Video Views.
- Facebook has proven to be a very inexpensive way to generate high levels of awareness.
- Over a 20% of people who engaged with the Video watched it to completion.
- Females were more likely to engage with the advert – making up 87% of the 10 Second Views.
- People in Slovakia were most likely to click on an Advert link, however Italy & Portugal delivered impressive Click Through Rates at a much higher volume.
- Post engagement was high across the campaign – particularly so in Spain & Portugal.
- Instagram was also tested as part of the Facebook activity, but it performs less well. With Instagram 47% of Impressions led to a 10 Second Video View. 81% of people who saw the Ad on Facebook followed on by watching at least 10 seconds.
YouTube Results
You Tube remains a useful channel to have in the mix because it delivers high quality engagements but it’s never going to be as efficient as Facebook

- YouTube Click Through Rate across the campaign was an impressive 0.61% showing us that a large portion of our audience were engaged with the creative and wanted additional information.
- Whilst not as cheap as Facebook, YouTube has also proven to be an inexpensive channel at driving awareness
- Pre-Roll was more popular with male audiences and received 54,656 views whilst females contributed to 48,986 of the views. 6,650 of the views were unknown Gender.
- Males were also more likely to engage with Ads on Pre-Roll with a 0.65% Click Through Rate whilst females had a Click Through Rate of 0.58%
- Females however, were marginally more likely to view the video (despite being less likely to click through) with a view rate of 21.26% whereas male audiences had a view rate of 21.07%.
Overall the shorter format ads were more efficient

- The shorter video content on Facebook generated higher Click Through Rates than the longer versions. With the shorter Ad’s receiving an average 1.59% Click Through Rate whilst longer form content had a Click Through Rate of 0.83%
- The shorter video featuring the Baby and Grandparent proved most successful with an average Click Through Rate of 1.73% across all Social Media Campaign activity.
- Average Video watch time across all campaigns was 00:08 (28.33% of the Video), for future campaigns we recommend including the Call To Action text to appear around this duration of the video.
Social media influencers are challenging to engage around colorectal cancer

- 93 potential influencers were identified by the outreach team and approached.

- Many did not respond, despite financial incentives. Almost all of them are very image conscious, and we suspect they did not want to associate themselves with colorectal cancer.

- Nevertheless, we did have a number of successes with influencers, which are outlined on the pages that follow.
Results

• We were able to get coverage in Spain, Finland, Slovakia, France and Italy
• 2 social posts secured to over 170k followers and fans
• 3 pieces of coverage secured to over 57k monthly unique visitors
• Post by Spanish model Juan Yanes received 3,755 likes at https://www.instagram.com/p/BvbpVQ0nTI7
• 5 additional social shares of coverage reaching over 53k followers.
Spain: Juan Yanes

Likes: 3,755
followers: 134k

Juan Yanes (@juanyanesgb) compartió una foto de él mismo en el desierto con el texto: "Chicóis, os habéis parado alguna vez a pensar cuáles son los 10 segundos más felices de vuestra vida? Un periodo tan corto de tiempo puede ser algo muy importante. Mis mejores 10 segundos son aquellos que no planeas, que surgen, como aquel que ilustra esta foto, donde no pensaba en nada más que en qué comenzaba el mejor verano de mi vida, el del año 2017, el que más había anhelado por ser un año muy difícil. 10 segundos fáciles, 10 segundos son lo que necesitas para detectar los primeros signos del Cáncer colorrectal, a través de una prueba muy sencilla y que puede salvar tu vida.

Marzo es el mes de Cáncer colorrectal.

3,755 likes
7 días ago
Share Your Best 10 Seconds for Colorectal Cancer Awareness Month

by Editorial Team | March 20, 2019 5:44 pm | Health, News, Sponsored content

https://finlandtoday.fi/share-your-best-10-seconds-for-colorectal-cancer-awareness-month
Slovakia – Stevo Martinovic

stevomartinovic: Jazdenie na koni v dolingu v Kremnici bolo pre ma šiestené a nebezpečné (v stromoch sa mohla ukrývať puma). Bez som sice vystrašený, ale zrovnašť. Keď sme sa z 2000 m n.m. vyvstreteli na do koní na vrchol 3600 m n.m. ich som najviacšu úroveň. A odtiaľom čase viem, že to bolo najlepšieho 10 sekúnd v mojom živote. Troch sekúnd môže zmieniť vše. Pokiaľ máte viac ako 50 rokov, chodte k doktorovi a stredu sa na rakovinu hrudního strelu. Tvať to boli 10 sekúnd, ale tých 10 sekúnd vôbec môže začasť život. #mybest10seconds #ecam2019 #narcemiasiacinformovanaostarakovnichchrbtrekrevaskoneciska

https://www.instagram.com/p/BvQ4BMvAt9J
France: C’est quoi ce bruit MONTHLY UNIQUE VISITORS: 23k

Les 10 plus belles secondes

Tenir un blog, c’est avoir l’occasion d’aborder de nombreux sujets. Aujourd’hui, c’est loin d’être le plus glamour de ma vie.

Mlle, la trêvenue avancée (trop) qui dit beaucoup (trop) de gros mots, qui dort (trop) de un mois qui arrive de 18, on discute de la vie, on voyage, on test, on rit un peu mais surtout on s’élève et on profite de la vie ! Famille, Lifestyle, travel,...

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https://cestquoicebruit.com/famille/__trashed
Additional Social Shares
Mondo Italia News: Twitter

FOLLOWERS: 3.3k

https://twitter.com/mondoitalianews/status/1108715930635419649
C’est Quoi Ce Bruit - Facebook

FOLLOWERS: 24.2k

https://www.facebook.com/cestquoicebruit/posts/2319586978088003
C’est Quoi Ce Bruit - Twitter

FOLLOWERS: 4.6k

https://twitter.com/Milie_MW/status/1110455496580964352
C’est Quoi Ce Bruit - Instagram

https://www.instagram.com/p/BvewiBMnHMz
Stevo Martinovic - Facebook

FOLLOWERS: 10.3k

https://www.facebook.com/watch/?v=433864914027570
Press Activity

• “Colorectal cancer can save more than 130,000 lives annually” sent directly to 1,350 Cancer, Healthcare, Public Health and Medical Media contacts in the target countries which achieved a high click through rate of 5.3%

• Also posted to Presswire site and to Press Google News site

• Syndicated also to: AcquireMedia Newsedge; NewsNow; Dow Jones Factiva; Lexis Nexus, Thomson Reuters and Comtex and also posted to the Presswire Twitter feed
There’s scope to improve the user journey

• The campaign microsite experienced a high bounce* rate during the campaign
• There are a number of probable factors behind this:
  – Limited creative or messaging synergy between the campaign and the microsite
  – Many visitors will be looking for specific information about screening in their country and how to get screened, and it was difficult for us to provide this
  – The home page contains a lot of information. Site visitors may have qualified as ‘bounce’ they may have found this page useful and engaging,

*A bounce is someone who visits the website but does not interact with it eg. Clicking on a button, or going through to another page. They may have in fact stayed on the site for some time reading content
Conclusions

• The My Best 10 Seconds films produced for this campaign have been incredibly effective in creating engagement and click throughs. The short form films were the most effective
• Facebook has been the most effective medium. Achieving an 81% impression to view rate, against an industry average of 25%
• Women are more responsive to the campaign and deserve greater focus in future
• Influencer marketing is highly challenging in this arena, and should be considered in future as county team specific activity, rather than a centralised paid for exercise
• The campaign response overall has indicated that there is a major opportunity to have a marked effect on the uptake of screening with the creative strategy we have adopted and an adjusted media strategy
• To optimise the campaign further we recommend developing a microsite that’s more visually integrated with the campaign creative, and leads visitors directly to the kind of information they’re going to be seeking as a result of the ad
• There is still considerable untapped potential in each of the markets that formed part of the campaign