

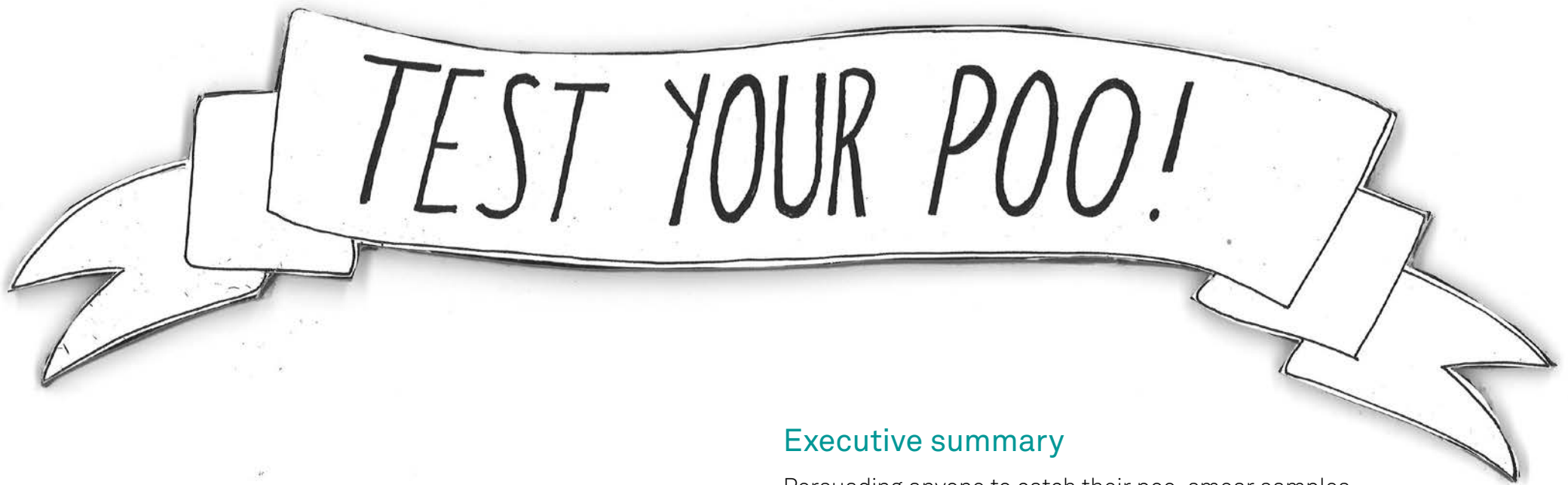


# DON'T TAKE A CHANCE, TAKE THE TEST.

**CATEGORY:**  
2.4 Integrated Marketing

**AUTHORS:**  
Thea McGovern  
Diane Primrose





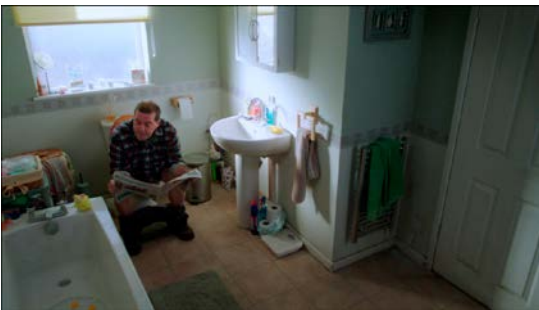
## Executive summary

Persuading anyone to catch their poo, smear samples on a cardboard test kit and send that off in the post – would be a tough marketing challenge.

But getting men over 50 in the most deprived areas of Scotland to do it? That's a challenge that would make even the most experienced marketer shudder.

By using humour as a Trojan horse to explain the lifesaving potential of the bowel cancer screening test the Scottish Government created a fully integrated social marketing campaign that got people talking openly about bowel health and led to an extra 50,000 additional screening kits being completed.

**An extra 50,000 additional screening kits being completed.**



# AMBITION AND CLARITY OF OBJECTIVES

# AMBITION AND CLARITY OF OBJECTIVES

Bowel cancer is the third most common cancer in Scotland with 4,000 people diagnosed a year. And risk increases with age<sup>i</sup>.

Sadly around only 18%<sup>ii</sup> of bowel cancers are diagnosed at the earliest stage. Which is a great pity when you consider you are far more likely to survive beyond five years if its detected at stage 1 compared to stage 4<sup>iii</sup>. Detecting it early however is tricky, even for a qualified health professional, as the early symptoms are often hidden.

But that's where the rather amazing bowel cancer screening test comes in. By detecting hidden blood in your poo – the test massively improves your chances of detecting bowel cancer while it's still at an early stage and curable.



The test is posted-out to all 50-74 year olds in Scotland once every two years. People take samples from three different bowel motions, seal these under flaps on a test card and then post it off for analysis.

The problem was, almost half of all eligible people simply weren't doing the test – a figure which plummets to around three in ten amongst men in the most deprived areas (who are actually more likely to develop bowel cancer)<sup>iv</sup>.

The Scottish Government's behaviour change objectives were to:

- Persuade more eligible people to complete the test when invited.
- Encourage people who'd missed a recent test, or made a mistake, to request a replacement.
- Reduce the health inequality gap by increasing the proportion of people in deprived areas completing the test (particularly men).
- Contribute to the NHS HEAT target of increasing the proportion of people diagnosed and treated in the first stage of breast, bowel and lung cancer by 25% by the end of 2015.

# DEFINING THE SOCIAL MARKETING OBJECTIVES

Insight-gathering with our core audience of men, 50+ in deprived areas revealed four social marketing objectives;

1. Make bowel cancer and bowel cancer screening more relevant – based on how common bowel cancer is, and the test's ability to find hidden symptoms early.
2. Create a climate of hope, (not fear), around the screening test – based on nine out of ten people being treated successfully when it's found early.
3. Boost people's confidence in their ability to do the test and overcome key practical challenges.
4. Make talking about bowel health and screening much more of a cultural norm.

These tasks made good sense on paper. But research confirmed what a tough audience we had: stoic and fatalistic about their health; pessimistic about cancer; and resentful of being told what to do by people in authority.

**"I don't care how many times you try to tell me, I'm never ever gonnae dae it and it's my choice. Pure and simple!"**

**"It just went straight in the bin. I just couldn't face it...I live on my own and I just thought if that came back and there was something wrong with it – I couldn't handle it."**

**"I just put it in the bin. I thought it was unhygienic..."**

Simply serving this audience 'the facts' wasn't going to work. The bowel cancer screening test already came with clear factual information which clearly wasn't enough.

Our core marketing challenge was to find a way of smuggling persuasive facts under our audience's 'hard man' defences and disarm their emotional shields.

# STRATEGIC THINKING AND EFFECTIVE MARKETING PLANNING

# DISCOVERING OUR TROJAN HORSE: HUMOUR

Observing the male banter in our insight-gathering focus groups, we had an inkling that humour might be a good way to get under the defences of our core audience. Creative testing backed this hypothesis up.'

Our research stimulus included a TV concept featuring a man on the loo being confronted by a hidden 'Glasgow hard man' voice and persuaded (using some surprisingly colloquial Scots language) to take the test.

This proved spot-on with our target audience. The surprising humour worked as a Trojan horse – successfully delivering key messages to this incredibly tough and resistant audience. Humour also punctured the social stigma around bowel cancer and a surprisingly funny advert gave men permission to have a bit of banter down the pub about 'the poo test'.

## HOW ONE FUNNY AD BECAME THE FOUNDATION OF AN INTEGRATED CAMPAIGN STRATEGY

Realising the power of humour to unlock the issue with our tough target audience we built an integrated channel strategy that could capitalise on this insight.

	Pre-contemplation	Contemplation	Preparation	Action	Maintenance / Influence
Desired outcome	This is more relevant to me than I realised	The benefits outweigh the unpleasant nature of the test	I'm confident I can do the test	Straightforward to do	That was worthwhile / I'd encourage others to do the same
Channel	PR case studies of similar age/ background  Surprisingly humorous TV and Radio  Surprisingly humorous yet informative conversations with field staff	TV, Radio, Press & Poster giving consistent motivations  Online/Social 'nudge' from younger family  PR case studies that relate to them  Field marketing conversations about benefits of taking the test and risks of not	Radio, Press & Poster – explaining you can call for a replacement test  Field marketing giving practical tips and tools to make doing the test easier.  'How to do the test' film online and used at field marketing	Screening test literature  'How to do the test' online film	Online/Social – showing support and nudging others via "The poo song"

1. Research showed our resistant audience spanned a range of behaviour change stages. A mixture of channels was required to ensure we could tackle each one of these effectively. Different channels were allocated different lead roles as above:
2. We identified how each channel could reach our core audience as efficiently as possible. This included recognising the limitations of bought media, and mapping areas of multiple deprivation and low test return rates in order to send trained field teams into hard-to-reach areas and generate PR attention in these locations.
3. We worked out how the Trojan horse of humour could be used to best advantage in each channel. E.g. to encourage roadshow interactions, in some locations we placed hidden sound chips under shopping centre benches to give unsuspecting shoppers their own 'hidden voice' experience.
4. Importantly, we identified where to draw the line on humour. In PR, for example – we decided to focus on compelling case studies of people who'd been successfully treated as a result of returning the test. Overlaying humour would have trivialised these powerful stories.

ORIGINALITY, CREATIVITY,  
EXECUTION AND IMPLEMENTATION



# TV

TV set the overall tone for the campaign – helped by the inimitable comic vocal talents of Ford Kiernan. The status of TV as a medium also helped convey the importance of the test.



## 'Invisible Man'

This ad starts with a fifty year-old bloke coming into his bathroom. He's carrying a newspaper under his arm. He drops his trousers, sits down on the loo and turns to the back page of the paper. At this point, we hear a voice, which sounds like it's coming from somewhere in the room. The voice says,

*"Afternoon."*

The guy on the toilet freezes. He looks around nervously, but there's no-one there. Then we hear the voice again.

*"I widnae bother looking for me, pal. You cannae see me."*

*Just like you cannae always see Bowel Cancer – the third most common cancer in Scotland."*

Our guy looks baffled. The voice continues,

*"It could be living up your back close and you don't even realise it."*

Our guy looks shocked – he doesn't like the sound of that. The voice says,

*"So the best way to find out is to dae a screening test – right here that's right on the cludgie. Find it early and 9 out of 10 people beat it. So you gonny dae it then?"*

The guy on the toilet nods. Finally, the voice says,

*"Good idea, big chap. I'll let you crack on then, eh? So tae speak..."*

The guy on the loo looks determined, as if he's made his mind up to do it. We see him pick up a bowel cancer screening test from the bathroom window ledge. Some words appear on screen, which say,

**Bowel cancer. Don't take a chance. Take the test.**

NHS and Healthier Scotland logos appear on screen along with [bowelscreeningtest.org](http://bowelscreeningtest.org)



# RADIO

Radio extended the hidden voice idea, playing to the strengths of radio making the listener the person being addressed. Radio promotions and DJ talk-ups helped demonstrate the topic wasn't taboo.

The radio ads were integrated into partnership activity with football clubs playing the ads for free over the stadium tannoy at half-time (the traditional time for a mid-game dash to the loo).

## 'Big Davie'

We hear the same voice we heard on the TV ad. He talks to us.

**Male voice:** HOW YOU DOING!...ME AGAIN.

HAVE YOU DONE YOUR BOWEL CANCER SCREENING TEST YET?

HOW NO?

BOWEL CANCER'S LIKE MA PAL BIG DAVIE – IT TURNS UP AT YOUR BACK DOOR WHEN YOU'RE NO EXPECTIN' IT.

SO THE BEST WAY TO FIND IT IS TO DAE A WEE HOME SCREENING TEST – ON THE OLD PORCELAIN PALACE...

**FVO:** EVERYONE BETWEEN 50 AND 74 IS SENT A HOME SCREENING TEST EVERY TWO YEARS.

IF YOU HAVEN'T COMPLETED ONE IN THE LAST TWO YEARS YOU CAN ASK ABOUT GETTING ONE.

JUST CALL 0800 0121 833.

BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST.

**Male voice:** AYE. WHIT SHE SAID. I'LL LEAVE YOU TO THE JOB IN HAND THEN. SO TE SPEAK...

## 'Jacksie'

We hear the same voice we heard on the TV ad. He talks to us.

**Male voice:** Y'ALRIGHT PAL? AYE YOU,

HAVIN' A WEE SINGSONG IN THE CAR, EH?

SO YOU'RE ON YER TOD THEN?

YE SURE?

DON'T BOTHER LOOKING, YOU CANNAE SEE ME.

JUST LIKE YOU CANNAE ALWAYS SEE BOWEL CANCER – THE THIRD MOST COMMON CANCER IN SCOTLAND.

IT COULD BE PARKED UP YOUR JACKSIE RIGHT NOW AND YOU WIDNAE HAVE A SCOOPY.

SO THE BEST WAY TO FIND OOT IS TO DO A HOME SCREENING TEST.

EVERYBODY 50 TO 74 GETS ONE.

AND IF IT'S FOUND EARLY, 9 OUT OF 10 PEOPLE BEAT IT.

RIGHT, I'M OFF TO SEE A MAN ABOUT A DOG.

**FVO:** BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST.

## 'Lavie'

We hear the same voice we heard on the TV ad. He talks to us.

**Male voice:** HOW YOU DOING?... AYE, YOU!

NAE POINT LOOKIN' PAL, YOU CANNAE SEE ME.

JUS' LIKE YOU CANNAE ALWAYS SEE BOWEL CANCER, THE THIRD MOST COMMON CANCER IN SCOTLAND.

...BUT AH CAN SEE YOU...

AN' AH CAN SEE YOU'RE THE KIND OF PERSON THAT'S GONNY DAE THE BOWEL CANCER SCREENING TEST WHEN IT DROPS THROUGH THAT LETTERBOX

EVERYBODY 50 TO 74 GETS ONE.

AND THE GOOD NEWS IS YOU DAE IT FAE HAME... AYE, IN THE LAVVY...

IF IT'S FOUND EARLY, MORE THAN 9 OUT OF 10 FOLK GIE IT A GOOD HIDING.

SO, NEXT TIME YOU'RE TESTING THE PLUMBING, DON'T JUST SIT THERE, EH?

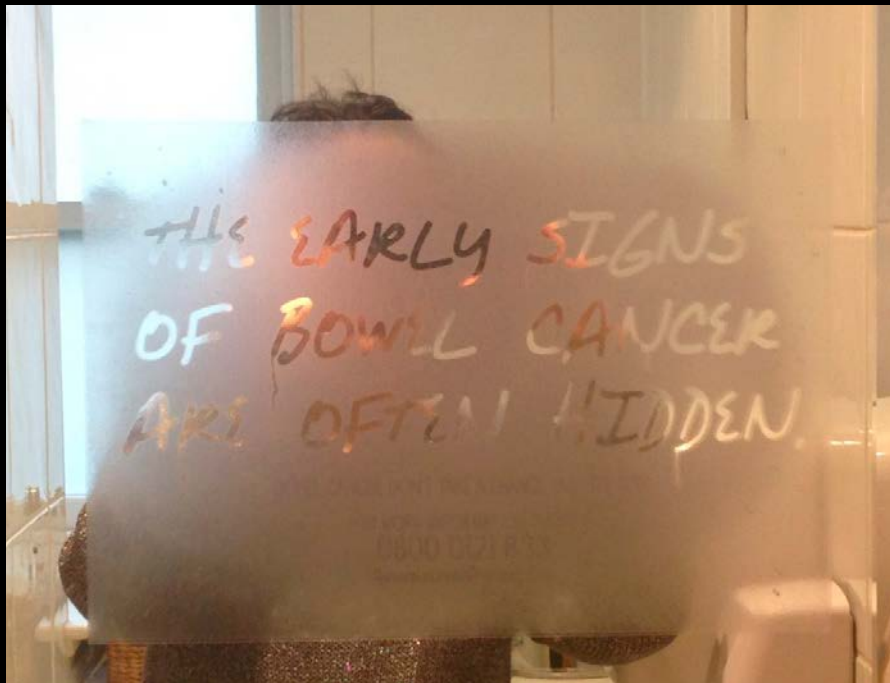
THINK OF ME...

**FVO:** BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST.

# PRESS AND AMBIENT

Designed to provide clear factual support to TV and radio, tackling the 'contemplation' stage of behaviour change, each execution covered one of the key motivations to take the test.

Washroom activity included mirror vinyls, which looked like messages written in steam, targeted the audience when they were in a 'relevant' environment.



9 OUT OF 10 PEOPLE BEAT BOWEL CANCER WHEN IT'S FOUND EARLY.

Bowel cancer is the third most common cancer in Scotland. But even your doctor can't see it in its early stages. So the best way to find it is to do a home screening test. Everyone 50 to 74 is sent one every two years. If you haven't done one in the last two years you can ask about getting one by calling 0800 0121 833 or visit [bowelscreeningtest.org](http://bowelscreeningtest.org)

NHS SCOTLAND BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST. healthier scotland

THE EARLY SIGNS OF BOWEL CANCER ARE OFTEN HIDDEN.

BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST.

NHS SCOTLAND 0800 0121 833 BOWELSCREENINGTEST.ORG healthier scotland

Creative was refreshed in 2014 to focus more specifically on the 'curable' message.

SHOW BOWEL CANCER THE DOOR.

When you find bowel cancer early it can often be cured. But because the early signs are usually hidden, the best way to find it is to do a simple home screening test. Everyone aged 50-74 is sent one, every two years. If you haven't done one for two years you can get one by calling 0800 0121 833 or visit [bowelscreeningtest.org](http://bowelscreeningtest.org)

BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST.

NHS SCOTLAND healthier scotland

CATCH BOWEL CANCER WITH ITS TROUSERS DOWN.

When you find bowel cancer early it can often be cured. But because the early signs are usually hidden, the best way to find it is to do a simple home screening test. Everyone aged 50-74 is sent one, every two years. So don't just sit there. If you haven't done one for two years you can get one by calling 0800 0121 833 or visit [bowelscreeningtest.org](http://bowelscreeningtest.org)

BOWEL CANCER. DON'T TAKE A CHANCE. TAKE THE TEST.

NHS SCOTLAND healthier scotland

# FIELD MARKETING

A roadshow visited locations profiled for high levels of deprivation and high shopper footfall. The stand integrated visually with above the line creative. To initiate face-to-face conversations on this tough topic, trained staff gave away humorous 'products for change' such as fake books (entitled 'How to get flush')

which people could use to conceal the screening test discretely at home. These books are now being piloted for use in around 18 GP practices across Scotland showing how marketing ideas were not just integrated across channels – but integrated with service delivery.



94 Days



70k engagements



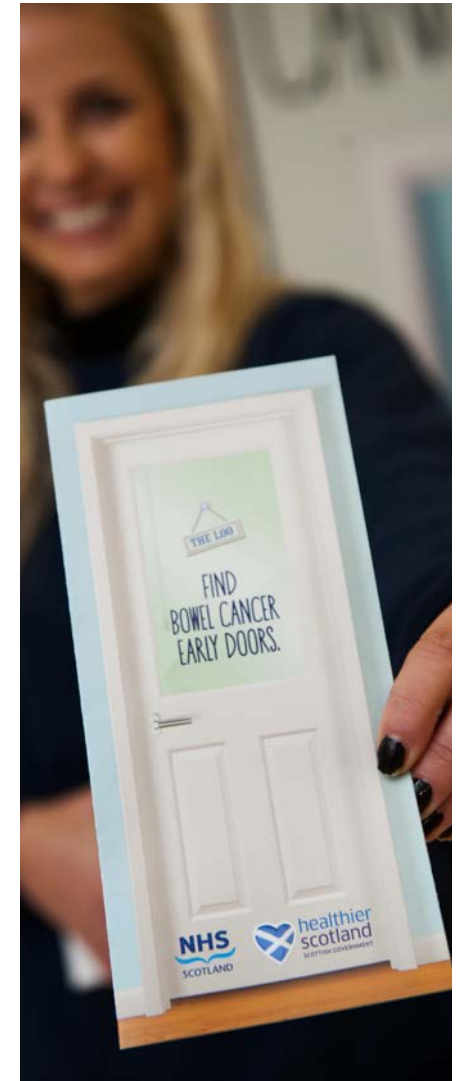
45k leaflets provided



23 community  
influencer events



55 days placing campaign  
materials in local businesses  
relevant to the core audience





# FIELD MARKETING

Concealed sound chips replicated the 'hidden voice' from the TV advert, surprising people around shopping



centres. People were then invited to the roadshow stand for more information.



"I have seen the advert, it's great, really made me think"



"I've heard the advert, it's really effective and it does get you talking"



"I'm 74 and this is the first time I am going to do the test. I've had it sitting in my bathroom for a month and I've been unable to face doing it. Having spoken to you I feel much more confident about using the kit."



"I've been putting off doing the test for years and binning them when they come through the post. I have a lot of blood coming out my back end, I don't read very well and thought the test was much more difficult than it actually is."

## Dunfermline Press

News » Roundup » Articles »

### VIDEO: Surprise for Kingsgate shoppers!

Published: 1 Apr 2013 16:40

5 comments

DUNFERMLINE was the first city to host anew ambient advertising pilot from the Scottish Government's 'Detect Cancer Early' campaign, which saw shoppers greeted with advice from Still Game actor Ford Kiernan as they sat on benches outside Debenhams.

THE Scottish Government's 'Detect Cancer Early' campaign visited the Kingsgate shopping centre in Dunfermline last week to raise awareness of bowel cancer and highlight the benefits of its bowel screening programme.

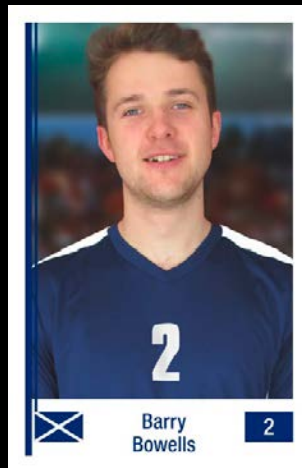
Dunfermline was the first city to host the new ambient advertising pilot, which saw shoppers greeted with advice from Still Game actor Ford Kiernan as they sat on benches outside Debenhams.



# PARTNERSHIP MARKETING

Partnerships targeted lifestyle and employer partners relevant to the core audience. Continuing the tactic of using

humour for screening messages staff gave-out funny wallet-sized football cards to initiate face-to-face conversations.



500 Belhaven and Punch Taverns



9 SPFL clubs including Celtic, Dundee United, Kilmarnock, Hibs and Hearts



23 Local Authorities



1606 Newsagents



Piloted 17 "Influencer" sessions with 3 NHS Boards (Glasgow NE, Glasgow South and Tayside)



Major Employers: 66 (accessing over 2000 sites nationwide)



Over 64,000 communications items distributed to / by partners





# DIGITAL AND SOCIAL MEDIA

Identifying an opportunity to get young people to 'nudge' older relatives to take the test, a funny animated ditty was developed and seeded on social media to get families talking about the test.

With its joyfully irreverent lyrics, "The Poo Song" was so successful online (over 96,000 views on YouTube), that it was integrated into the roadshows and

adapted to become a nationwide radio campaign – expanding and integrating the 'nudge' strategy.



OLDER FOLK IN YOUR FAMILY NEED TO WATCH THEIR BOWELS

CANCER CAN BE SNEAKY LIKE A NINJA ON THE PROWL

SO LISTEN TO THIS SONG AND GET IT IN THEIR HEAD.

TO MAKE SURE THAT THEY DON'T END UP DEAD.

(Chorus)

TELL YOUR MUM, TELL YOUR DAD,  
TELL YOUR SECOND UNCLE VLAD.

THERE'S NO NEED TO BE SAD, IT MIGHT NOT BE SO BAD.

WHEN THEY'RE NEXT ON THE LOO,  
TELL THEM WHAT TO DO SPIN YOURSELF  
AROUND AND TEST YOUR LATEST POO.

TEST YOUR POO, TEST YOUR POO,  
TEST YOUR POO, TEST YOUR POO.  
SPIN YOURSELF AROUND AND TEST  
YOUR LATEST POO. etc



**Ricky Cadden** via Google+ · 1 year ago  
OMG, this is seriously probably my new favorite video, and it's got a great message, too! (SFW)

Reply · 1 · 1 · 1



**Don Schindler** · 1 year ago  
Awesome.

Reply · 1 · 1 · 1



**Ross McClymont** @Beagle2 · Oct 16  
Great way to raise awareness of a tricky subject. Memorable and gets the message across. [youtube.com/watch?v=fy6KBs...](https://www.youtube.com/watch?v=fy6KBs...) #testyourpoo #bowelcancer

View media



Harry Burns follows  
**Rachael Swann** @dr\_rach\_swann · Oct 16  
Nearly crashed my car when I heard this on @1025Clyde1 but such a vital message! #testyourpoo peeps! (If ur >50) [youtube.com/embed/UrWA\\_p8H...](https://www.youtube.com/embed/UrWA_p8H...)

View media



**Esther Harding** @estherharding · Oct 22  
The Poo Song: [youtu.be/UrWA\\_p8H6WY](https://youtu.be/UrWA_p8H6WY) - very important to test your poo. If detected early enough bowel cancer can be cured.

View media



**Detect Cancer Early**

April 17, 2013 · 1

It's Nudge Day on Friday! Why not watch our Poo Song to get some inspiration to nudge your family members aged between 50-74 to do the bowel screening test. #thepoosong. [https://www.youtube.com/watch?v=UrWA\\_p8H6WY](https://www.youtube.com/watch?v=UrWA_p8H6WY)



**The Poo Song**

Here's a little ditty called 'The Poo Song' telling all older folk to test their poo. <http://bowelscreeningtest.org> 9 out of 10 people survive bowel cancer i...

YOUTUBE.COM

Like · Comment · Share · 57 · 9 · 13

**Mashable**

"This may be the catchiest song you've ever heard about poo."

**YouTube**

95,000 views  
297 shares

PR

On the strength of the advertising campaign, Consolidated PR persuaded a wide range of high profile figures to support and help normalise this previously taboo topic.





# SCALE AND EVIDENCE OF RESULTS

# SCALE AND EVIDENCE OF RESULTS

Persuading middle aged men in the most deprived areas of Scotland to test their own poo was a phenomenally tough challenge. But the results have been amazing.

## 1. More kits are being returned<sup>vi</sup>

On average, **4,300 more bowel screening kits have been returned every month** in 2014 compared to pre-campaign, (+10%). That means an **extra 50,000 people** returned a test in 2014.

## 2. More replacement kits are being requested<sup>vii</sup>

Average monthly requests for replacement kits have increased by 80.6%. That's **over 1,000 additional requests every month** compared to pre-campaign.

## 3. The health inequality gap is being reduced

Kit returns from people in the most deprived quartile of Scotland have increased from **41.6% to 43.6%** (2009-11 compared to 2011-13)<sup>viii</sup>.

Participation by men in the most deprived areas has increased from **38.9% to 41.7%** (2009-11 compared to 2011-13)<sup>ix</sup>.

**The largest increase in replacement requests has been from the most deprived areas<sup>x</sup>.**

# THE ROLE OF INTEGRATED SOCIAL MARKETING

Campaign recognition was high across different channels: for TV (87%), radio (26%) and print (21%).

Tracking showed a strong 'campaign effect' with **over a third of people aged 45+, C2DE having seen more than one campaign element**.

Most importantly tracking clearly showed that people who'd seen/heard the campaign demonstrated much more positive views (compared to those who hadn't seen the campaign) on key statements such as:

- "when detected early most people survive bowel cancer"
- "you could have bowel cancer and not even know it as the early stages often have no symptoms"
- "The best way to detect bowel cancer early is to use the home screening kit"

And the impact of advertising is being felt on the ground:

*"Before Detect Cancer Early the topic of bowel cancer was a hard thing to raise. Our staff and volunteers would struggle to engage the public on the importance of knowing their body, bowel habits and taking part in screening. Since the campaign, people are talking openly to us, asking questions and telling us about their experiences. It's helped normalise what was an otherwise difficult topic."*

**Emma Anderson,  
Bowel Cancer UK**

*"The bold approach of Detect Cancer Early has helped break down barriers people face when it comes to talking about 'down there' and resulted in even more bowel screening kits being requested and returned than ever before. It's fair to say that Scotland has taken several strides in the last three years towards making bowel screening a social norm."*

**Professor Robert Steele,  
Director of the Scottish Bowel  
Screening Programme**

# THE BOTTOM LINE (SORRY...)

Many advertising campaigns rely on claimed behaviour as proof of effectiveness.

People claiming they did something.

People claiming to be more motivated to do something in the future.

But the theme of the 2015 Star Awards is "Proof Prevails".

And with bowel cancer screening we can show hard proof of behaviour change because we know exactly how many kits are being sent, returned and requested.

The number of average monthly replacement screening kit requests is up 80.6%, and an additional 50,000 tests were returned between Jan and Dec 2014, compared to Feb 2012 to Jan 2013 (pre campaign)<sup>xi</sup>.

As proof of integrated marketing effectiveness, that's pretty good.

## REFERENCES

- i ISD Cancer Statistics; <http://www.isdscotland.org/Health-Topics/Cancer/Cancer-Statistics/Colorectal/>
- ii ISD Detect Cancer Early Staging Data: <http://www.isdscotland.org/Health-Topics/Cancer/Publications/2014-02-25/2014-02-25-DetectCancerEarly-Report.pdf>
- iii Five-year relative survival (%) by stage, Adults Aged 15-99, former Anglia Cancer Network
- iv ISD Bowel Screening Statistics: <http://www.isdscotland.org/Health-Topics/Cancer/Publications/>
- v TNS, Bowel Cancer Creative Development Research.
- vi Bowel Screening Programme. Monthly average Jan to Dec 2014 compared to monthly average Feb 2012 to Jan 2013 (pre campaign). Non-validated, unpublished management information. Test returns recorded growth ahead of growth in invitations during the comparison period.
- vii As above.
- viii ISD Bowel Screening Statistics 2009-2011 and 2011-13: <http://www.isdscotland.org/Health-Topics/Cancer/Publications/>
- ix As above.
- x As point iv.
- xi As v above.