

Remove The Doubt

West Yorkshire & Harrogate Cancer Alliance, OUTpatients & Mobas



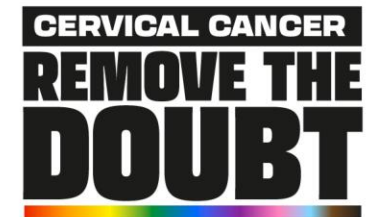
CERVICAL CANCER
REMOVE THE
DOUBT

Summary

West Yorkshire and Harrogate Cancer Alliance and OUTpatients developed a campaign to increase the awareness of signs and symptoms of cervical cancer and the importance of screening attendance, affecting the LGBTIQ+ community.

The campaign targeted the LGBTIQ+ community between 25 to 64 years old (who are in the target bracket for screening).

We developed and facilitated the delivery of qualitative co-creation workshops with our target audience, in the West Yorkshire region. The focus of these sessions was to explore barriers and experiences of cervical screening appointments, generate creative ideas collaboratively and gain feedback on initial creative options with representatives from the LGBTIQ+ community. This insight was the driver behind the development of the concept whereby we've led with hint and tips from those who have experienced cervical screening alongside person-focused photos to resonate with our audience.





BOOKING A SMEAR TEST?



~~I DOUBT~~ WE'LL DO IT.

Remove The Doubt is a cervical smear test campaign led by, and for, the LGBTIQ+ community.

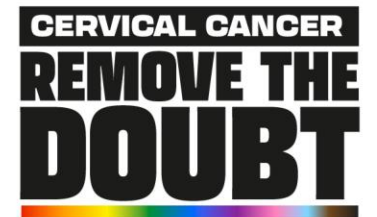


RemoveTheDoubt.co.uk

Creative concept

The campaign concept sought to take negative experiences, myths or misconceptions stopping people from booking their cervical screening, and transform them into positive, empowering and authentic communication from those within the community, to the community.


Supported by a distinctive campaign mark, the concept provided flexibility and longevity. The mark was created to rationalise the hint/tips-based headline and as a reinforcer to remind people that attending cervical screening appointments removes the doubt around cervical cancer. It carries the progress pride colours to be familiar to the LGBTIQ+ community and the colour of the 'cervical cancer' strip is driven by the campaign ambassador used within any given piece.



Digital Marketing

Campaign results

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Organic social media

Running from July 10th to September 20th, the organic social media delivered great results - it garnered a total of 7,400 impressions and 347 engagements, resulting in an impressive 4.7% engagement rate across all Meta platforms.

Impressions

7,400

Engagements

347

Engagement Rate

4.7%

Current Followers

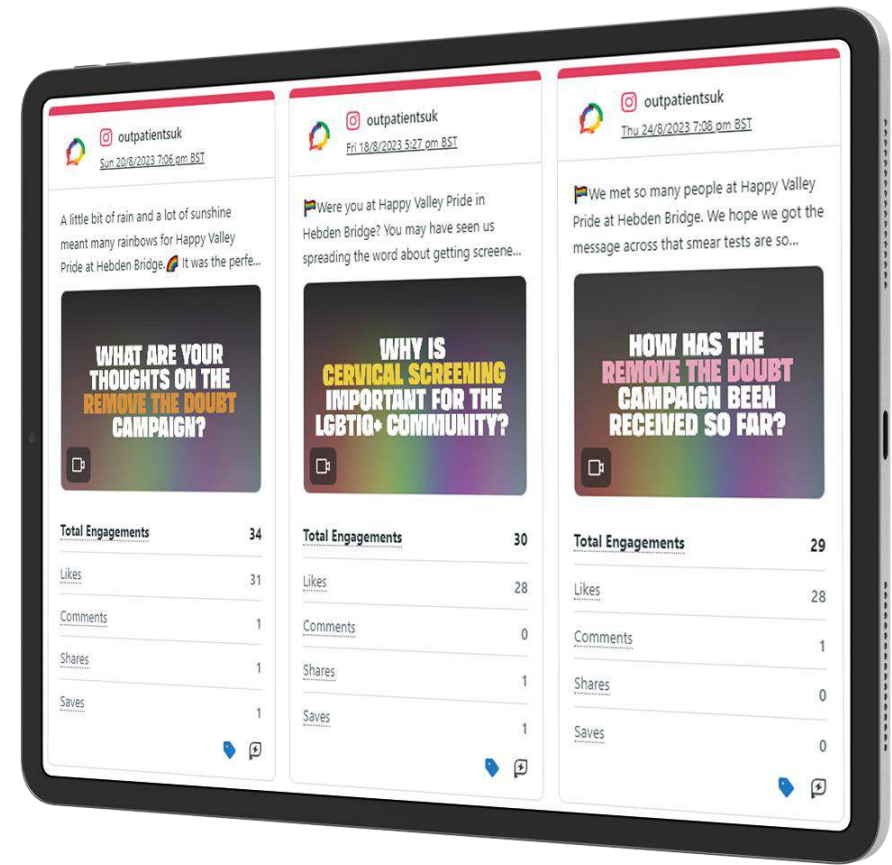
2,458

Published Posts

53

Reactions

266



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Paid social media

Our campaign showcased remarkable performance throughout its duration. Notable statistics include 33,959 individuals reached, 139,007 impressions and a 5.96% overall click-through rate (CTR), with top-performing ads achieving an outstanding 11.67% CTR.

Impressions

139,007

Clicks

8,288

Engagement Rate

5.96%

Reach

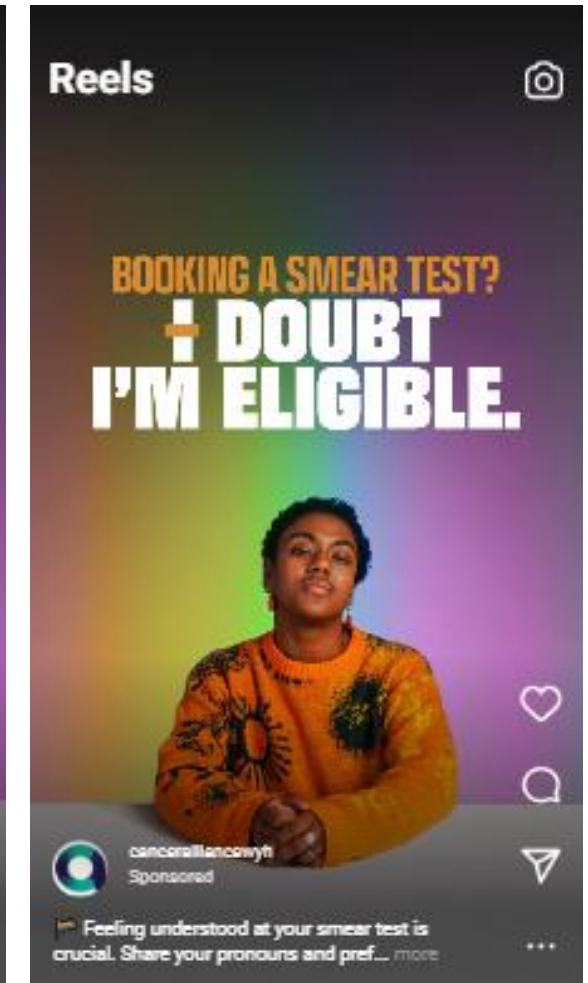
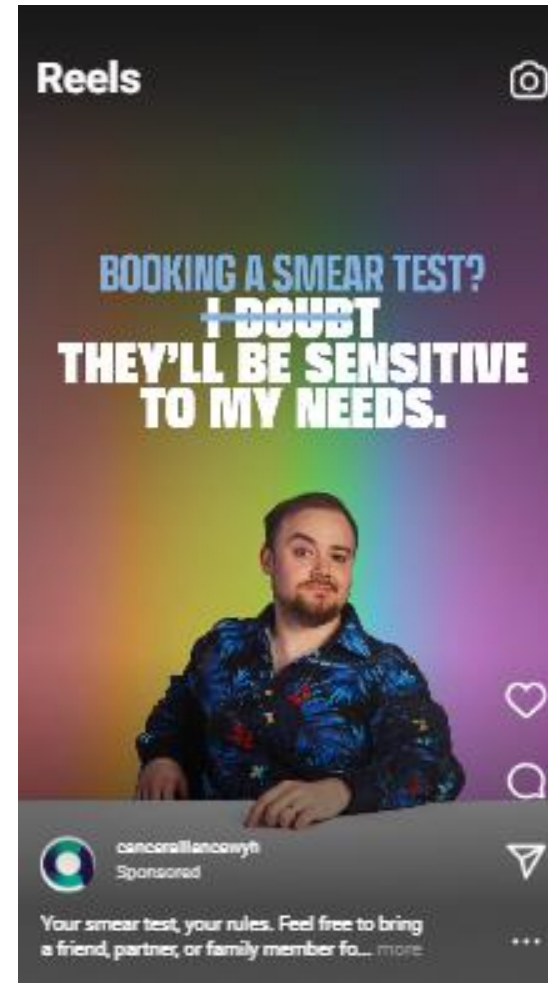
33,959

Thru-plays

10,901

CPC

£0.15




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Out of home (OOH)

Campaign results

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OOH

A variety of OOH placements were utilised across the two phases of the campaign including rail and roadside 6-sheets with the objective to help increase awareness, as well as providing additional opportunity for campaign consumption during times with higher dwell times.

PHASE ONE

Reach

389,834

Impacts

750,337

Frequency

1.9

PHASE TWO

Reach

750,433


Impacts

4,842,086

Frequency

6.4

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Happy Valley Pride

Happy Valley Pride is an Arts and Pride festival celebrating LGBTQ+ life in Hebden Bridge, West Yorkshire and surrounding areas annually in late July.

The team attended the event to open up conversations around cervical cancer, build campaign awareness and collate further hints and tips for subsequent delivery.

To support Happy Valley Pride activity, we placed additional OOH, including digital 6-sheets, rail 4-sheets and 6-sheets at Bradford Interchange station, Hebden Bridge station and Leeds and roadside 6-sheets and 48-sheets in Wakefield and Cleakheaton, which ran across 17th -30th July.



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