

Project brief

Project name	Cannes Young Lions Competition 2013 - Print		
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Background

What we do

Macmillan Cancer Support improves the lives of people affected by cancer. We are a **source of support**: providing practical, medical, emotional and financial support. We are a **force for change**: listening to people affected by cancer and working together for better cancer care.

Our brand idea and values

Macmillan is a **life force** for everyone affected by cancer. This brand idea underpins and drives what we do. It encompasses the idea of **energy** and a **team** to effect change for people affected by cancer. **Our values are:** **We are personal, We demand better, We are practical experts, We are open and We inspire others.**

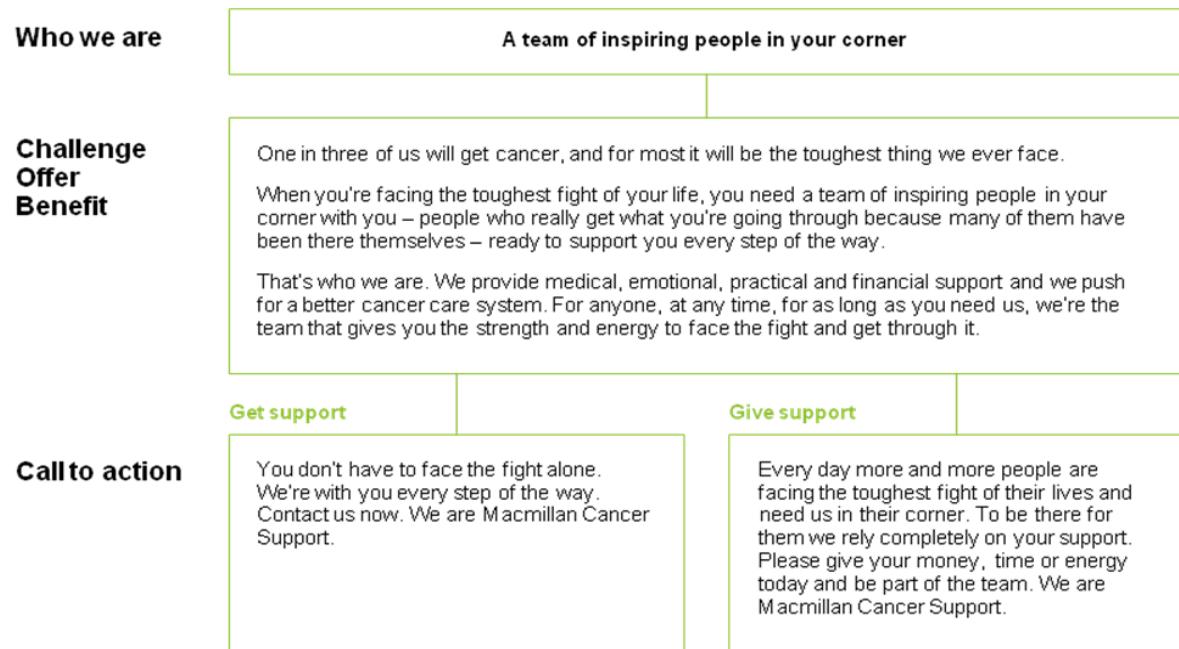
The Macmillan brand has been transformed in the past seven years, kick-started by our 2006 rebrand. Our brand has enabled us to reach far more people – particularly those affected by cancer – deepen relationships and dramatically increase our influence. It has powered our growth in income and influence and protected us in a tough economic climate. And happily, throughout this growth, we have maintained our position as one of the most trusted charities in the UK with the vast majority of customers having overwhelmingly positive perceptions of us.

Our space in the market

We want to own the '**living with cancer**' space in the market. By this we mean from the moment someone suspects they have cancer right through to whatever their outcome is – including living after cancer and dealing with the long-term, often significant, consequences of treatment and surgery, as well as dying of the disease. With growing prevalence of cancer – there are currently over 2 million people in the UK with cancer, there will be 4 million by 2030 (due to better treatments and an ageing population) - the need for Macmillan's support will only grow.

Our brand proposition

In 2011 we developed a new brand proposition to help us articulate the challenge people living with cancer face, our offer to them and its benefits. It articulates that we recognise people get support from, as well as giving support to, Macmillan. It helps us to communicate our purpose in the world in a more compelling and consistent way.



The Challenge

For a 100 years Macmillan has been a national, UK charity. However, it is increasingly important that we are relevant beyond the UK. As service delivery changes and technology allows, we are engaging with an increasing number of English-speaking people from overseas. For example, 30 per cent of those registered on our online support community, 24 per cent of visitors to our website and 22 per cent of those accessing our cancer information pages are from outside of the UK.

We also have self-management tools such as our genetic risk assessment tool Opera which are relevant worldwide. We are also developing services with corporate partners such as Skype and Boots, who have international reach and we want to appeal to other global companies who may partner with us in providing services in future. There will also be international companies and wealthy individuals who, in time, could support us financially – both ex-patriot communities and international audiences who directly benefit from our support.

Campaign Objectives

The objective is to create a print ad campaign which will raise awareness of the high-quality cancer information available on our website and our vibrant online community of people supporting each other through their cancer experiences. **Our primary objective is to create an international advertising campaign to raise awareness of these services amongst English-speaking audiences. The campaign needs to work across international boundaries with the aim of growing our audiences in these priority markets: US, Canada, Australia, and amongst English-speakers worldwide.**

Primary Audience

People diagnosed with cancer who live outside the UK.

What do they currently think?

If they know about us at all, they will probably only be aware of our Macmillan nurses. They are likely to be unaware of the range of digital services available.

Call to action

You can find a wealth of trusted cancer information and a community of people who understand what you're going through at www.macmillan.org.uk

Tone of voice and brand identity

Our tone of voice is clear, simple and easy to understand. It is personal, inspiring, straightforward and active. It is conversational, not corporate.

Our brand identity guidelines can be found here:

<http://be.macmillan.org.uk/AboutOurBrand/Howwelook/Home.aspx> but we are happy for you to explore how to stretch and flex our guidelines if it will help us to reach an international audience more effectively.

Mandatory Inclusions

Macmillan Cancer Support logo and website address www.macmillan.org.uk

Good luck!