



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

OVARIAN CANCER ACTION FILM BRIEF

Together, we can shine a light on ovarian cancer – so no woman goes unheard when every moment matters.

Background

Cancer is the journey none of us wants to take, but ovarian cancer is one of the worst. It is biologically complex, and we still have so much to learn. There is no way to prevent or screen for it. It usually takes four or five visits to a doctor to get a diagnosis and several months to get into treatment, by which time it will have spread. Treatment options are limited, and in 70% of women, it reoccurs after a year.

Ovarian cancer is the eighth most common cancer for women worldwide, yet it receives disproportionately low awareness, attention and funding, leading to late diagnoses and poor outcomes. It's often confused with cervical cancer.

- The situation: Ovarian cancer is diagnosed in over 300,000 women each year and tragically goes undetected until it's advanced. Yet with awareness and early action – and very importantly, more research – we can transform outcomes and save lives.
- Why now: There's global momentum for women's health equity and a tremendous wave of scientific advances. By rallying communities and leveraging digital platforms, we can spark a movement of informed solidarity to fund more research into this under-resourced and under-researched killer.

Ovarian Cancer Action (OCA) is the leading UK ovarian cancer research charity, funding vital research to improve survival rates. OCA relies on donations to fund its research programmes.

The catalyst:

On 8 May 2025 (World Ovarian Cancer Day), Ovarian Cancer Action convened research leaders



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

and patient groups from the UK, US, Canada and Australia to form the “Ovarian Cancer Global Research Consortium”. It immediately released a US\$2m AI-driven research fund.

Next year, 2026, is the first full year for the Consortium to show the world what joined-up action coupled with the latest scientific know-how can achieve – but for this to happen, we need the world to look our way.

You can find out more about OCA and the new Ovarian Cancer Global Research Consortium via:

- <https://ovarian.org.uk/about-us/oca-impact/>
- <https://ocrahope.org/>
- <https://www.ocrf.com.au/>

The challenge

Craft a powerful, uplifting film for World Ovarian Cancer Day (8 May 2026) to amplify its impact but have longevity beyond that:

- **ignites hope:** Celebrates survivor strength and community support.
- **promotes unity:** Shows how collective care can turn fear into empowerment.
- **educate gently:** Share key stats and next steps – early detection is possible. (Add research.)
- **drives action:** Encourages viewers to learn more, donate, volunteer and share – right now.

The film should be easily adaptable for local ovarian cancer charities worldwide (UK, US, Canada, Australia, etc.) so each can localise the call to action (voices) .



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

Target audience

Primary:

Women with or at risk of ovarian cancer and the family and friends who go through it with them and are often left behind. Support these women and donate funds to continue the research.

Secondary:

Women interested in women's health and/or those who believe women's health issues need more attention. Corporate organisations, opinion leaders and governments in each country who will see this and can be influenced to offer support, fund and lend their voice to the cause.

Insight

When we come together, awareness moves from an abstract statistic to a shared promise: no woman struggles alone, and every voice matters.

Strategy

We're calling on everyone – survivors, families, friends, caregivers, healthcare champions – to unite as allies. This film will be a beacon of hope, showing how a single shared moment of understanding can inspire lifelong vigilance and support.

The solution needs:

- **global impact:** The challenge addresses a significant global health issue.



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

- **social relevance:** The focus on women's health resonates with current social trends – understudied, undertreated and underdiagnosed.

<https://www.aamc.org/news/why-we-know-so-little-about-women-s-health>

- **measurable results:** The campaign's success can be measured through increased awareness, fundraising and engagement.
- **real-world application:** The winning ideas have the potential to be implemented by OCA and other ovarian cancer charities worldwide.

Key message

Ovarian Cancer matters. Every voice uplifts us all – your attention today protects a woman's tomorrow.

Personality

- **Warm and inspiring:** Uplifting tone that celebrates life and solidarity.
- **Empowering and inclusive:** Speaks to everyone – no medical jargon, only clear, heartfelt calls.
- **Optimistic and actionable:** Balances gentle education with an urgent yet hopeful call to join forces.



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

Campaign dos and don'ts

DO:

- Do make sure this is a film that provides hope, despite the awful statistics and facts
- Do make sure this film gives hope to patients around the world and what they want and *patient inspiration*
- Do communicate that collective action will help drive success rather than pockets of action
- Do focus on research as the solution to improve survival and not on awareness of signs and symptoms of ovarian cancer.

DON'T:

- Don't use 'fight' or battle analogies in your copy.
- Don't alienate men even though this is a cancer commonly associated with women – men are the fathers, husbands, brothers, sons and friends of patients and are there from diagnosis to treatment and often death. Additionally, trans men may also experience this cancer.

Competition submission requirements

Each team will be submitting the following for the Film competition:

1. **A 60-second film** – the original film advertisement or content, exactly as it would be aired. Work that's not in English should be subtitled so that it can be understood in English.
2. **A three-part written submission** – to give more context to your work. This includes:
 - a. **Summary of the film** (150-word limit) – to summarise what happens in the advertisement. Don't comment on the brief/challenges/success of the film



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

- b. **Background** (150-word limit) – situation, brief and objectives
- c. **Strategy and insight** (250-word limit) – explain the strategy and insight behind the work, including target audience and how the ad answers the brief.including the target audience and how your film answers the brief.

[END OF BRIEF]



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

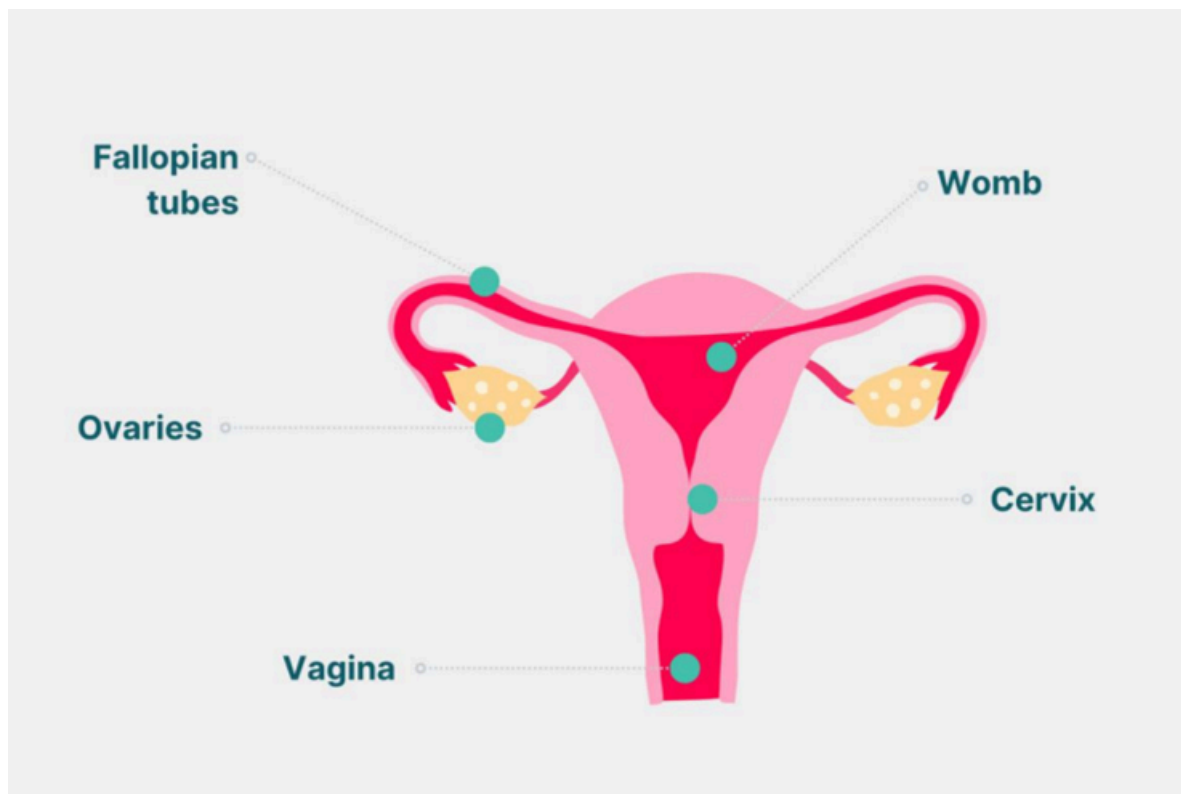
Powered by
Adobe

APPENDIX: FACT SHEET FOR OVARIAN CANCER

WHAT IS OVARIAN CANCER

Ovarian cancer starts when abnormal cells in and around the ovary and fallopian tubes grow and divide in an uncontrolled way and form a cancerous tumour (malignant). The cancerous cells grow into surrounding tissues and can spread to other parts of the body.

Ovarian cancer is the most lethal of the female cancers for which there is no reliable screening test, and every person assigned female at birth is at risk.



FIVE FACTS ABOUT OVARIAN CANCER

1. A Pap test – i.e. cervical smear test – does not detect ovarian cancer. There is no test to screen for ovarian cancer.
2. Ovarian cancer is often diagnosed at a late stage. Only 20% are diagnosed early.



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

3. Common symptoms are often confused with other, less severe illness; however, they include:
 - a. Persistent bloating (it doesn't come and go)
 - b. Pain around your tummy
 - c. Difficulty eating or feeling full more quickly and needing to urinate more frequently or urgently.
4. Diagnosing ovarian cancer before it spreads makes it more treatable, but treatments are still limited.
5. Symptom awareness might lead to a more rapid diagnosis, but research into prevention, early detection and better treatments is the only real way to improve survival.

WHO GETS IT

1. Women have a 2% chance of getting ovarian cancer in their lifetime (1 in 56).
2. Strongly linked to age: On average, over 80% ovarian cancer cases are in women over 50. Diagnosis peaks in the 70–74 age group. More than a quarter of new cases in females are aged 75 and over.
3. However, although it is much less common at a younger age, 1305 women are diagnosed under the age of 50 each year.

GLOBAL STATS

1. It's the eighth most common cancer in the world for women. By 2050, the number of women around the world diagnosed with ovarian cancer each year will rise over 55% to 503,448.
2. It's the 8th most common cause of death from cancer in the world for women. The number of women dying from ovarian cancer each year is projected to increase to 350,956 – an increase of almost 70% from 2022.
3. Five-year ovarian cancer survival rates vary between countries. In more developed countries, current rates range from 36% to 46%.
4. Overall, survival rates fall well below those for other cancers, like breast cancer, where five-year survival rates in many countries are close to 90%.
5. If we don't change the status quo, just under 12 million will be diagnosed with ovarian cancer, and a total of 8 million women will die from the disease by 2050.



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

Powered by
Adobe

6. Between 2024 and 2040, 4.5 million women will die of ovarian cancer globally. The year 2040 is the same year it's predicted that cervical cancer will be eradicated.
7. Ovarian cancer accounted for an estimated 3.7% of cases and 4.7% of cancer deaths in 2020.

Other reference points:

2019 film – [‘I Will Survive’ YouTube Ovarian Cancer Action](#) – highlighting the importance of attention and hope.