



# YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

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## OVARIAN CANCER ACTION MEDIA BRIEF

*Make the cancer no one sees impossible to ignore.*

### Background

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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 and patient groups from the UK, US, Canada and Australia to form the "Ovarian Cancer Global



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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

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**Develop a globally scalable media idea that forces ovarian cancer into the mainstream.**

The campaign must:

- launch 8 May 2026 in multiple markets (UK, US, Canada, Australia, and beyond).
- ignite a movement – give women, families, and allies a voice loud enough to shift the disease from a fringe topic to a headline issue.
- provide a springboard to action – advocacy, donation and sign-ups with research directing the solution and a clear measurement path.
- be easy for local charities to plug and play with minimal budget, while laddering up to a unified global story.

The proposed budget for this campaign is £100k - £200k. Consider ideas that can take off on earned media.



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## Target audience

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Group	Why they matter	Desired action
<b>Primary</b> – women living with or at risk of ovarian cancer, plus the families who walk the journey with them	Their stories turn statistics into urgency and legitimacy.	Share their experience, become campaign faces, mobilise local networks.
<b>Secondary</b> – citizens, influencers, healthcare leaders, policymakers and corporate partners	They control attention, budgets and policy.	Amplify, donate, lobby, offer media space or tech muscle.

## Insight

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Ovarian cancer is **hidden** in more ways than one:

- *Physically* (the ovaries sit deep inside the body) and *socially* (symptoms mimic everyday discomforts such as IBS, so women downplay them, and the current low mortality rates mean that it is not the most positive cancer to support).

What kills isn't only the tumour – it's the **invisibility**.

- When something remains out of sight and out of mind. This has resulted in it slipping



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out of the current wave of scientific progress.

## Strategy

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- Turn “hidden to visible” into an organising principle: Every media decision should reveal what ovarian cancer conceals – from symptoms and systemic gaps to the progress and hope that research unlocks. This principle ensures we not only dramatise the problem but also spotlight the solutions.
- Use visibility as a tool to drive action – showing both the injustice and the innovation.
- Earned reach first, paid support second.
- Plan the idea so the medium itself becomes a headline journalists will write about.
- Define a clear path from first sighting → social sharing → press amplification → donation or sign-up.
- Global idea, local plug and play.

## Key message

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*If it's hidden, it can't be addressed/tackled.*

Bring ovarian cancer into view, and you bring hope. Fund the research that turns visibility into survival.



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## Personality

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- **Relentlessly hopeful** - “we will change this”
- **Straight talking** - use plain language - no euphemisms
- **Ingenuous disruptor** - prefers questions and provocations over lectures
- **Respectful ally** - centres patients’ voices, avoids blame or fearmongering.

## Campaign dos and don’ts

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### **DO:**

- **Do** focus on the positives that have been and can be created by investing in science and research – not signs and symptoms of ovarian cancer.
- **Do** acknowledge the challenge – this is not a skipping-off-into-the-sunset moment.

### **DON’T:**

- **Don’t** use battle metaphors (“fight”, “war”, “battle”).
- **Don’t** lean on nudity or shock for shock’s sake – visibility must serve insight.
- **Don’t** move people by focusing on guilt or sympathy.

**Food for thought:** You can use the ‘symbols/assets’ of ovarian cancer as part of the media solution. For example, teal ribbon is used worldwide, and teal is the brand colour—similar to how the pink ribbon is for breast cancer, just not as well known.



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## Competition submission requirements

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Teams are asked to create an innovative media strategy that answers the brief. Teams must demonstrate how they intend to use selected media channels, how they will encourage engagement, how they will make use of emerging media, and how they will unearth consumer insights to drive the most compelling communication strategy.

1. **A PDF presentation** – no more than 10 slides, describing your creative campaign.
2. **A digital presentation image** – a visual overview of your work, concisely summarising the brief
3. **A four-part written submission** – to give more context to your work. This includes:
  - a. **Background** (150-word limit) – situation, brief and objectives
  - b. **Creative idea and insight** (150-word limit) – research and data gathering
  - c. **Strategy** (150-word limit) – target audience (consumer demographic / individuals organisations), media planning and approach
  - d. **Execution** (150-word limit) – explain the implementation, media channels and
  - e. integration, timeline, and scale.

**[END OF BRIEF]**



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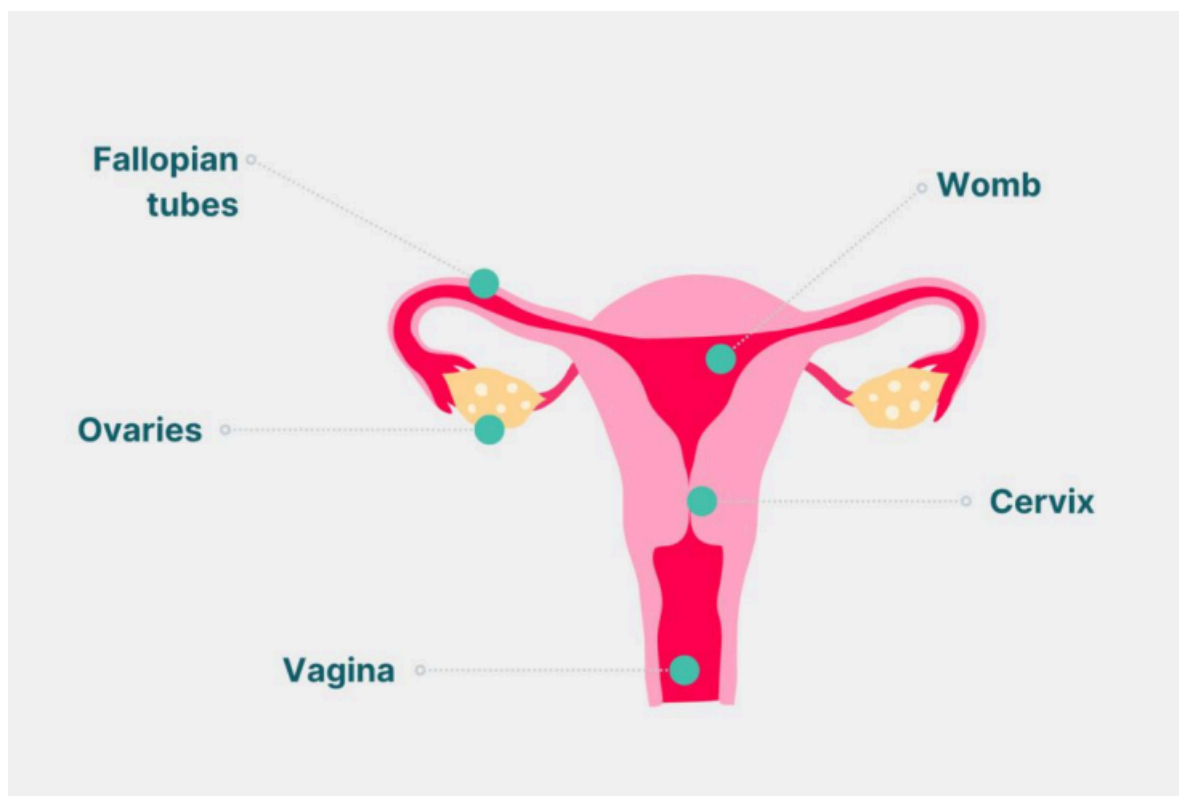
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## APPENDIX: FACT SHEET FOR OVARIAN CANCER

### 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.



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2. Ovarian cancer is often diagnosed at a late stage. Only 20% are diagnosed early.
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





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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.
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.