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2023**





# Best Use of Digital PR Including Content Creation

## MORE THAN A LUMP PODCAST



BREAST  
CANCER  
IRELAND  
researching a cure

More Than a Lump Podcast.

### Campaign

More Than A Lump, a resource podcast for Breast Cancer Ireland

### Description of Campaign

*More Than A Lump* is a podcast where guests speak about their connections to breast cancer. Conversations centre on first-hand experiences, and sharing the experiences of family members or those working to help find a cure. Each episode is utterly unique, but the one common thread is the ripple effect of impact on those that we love the most.



### Public Relations Consultant

Crichton Communications Ltd



### Client

Breast Cancer Ireland

## Background to the Campaign

BCI research, as part of a campaign to mobilize self-checking in 2021, highlighted distinct knowledge gaps in certain aspects of the disease, such as breast reconstruction, breast cancer subtypes, and updates on the latest research advancements. In addition, ongoing discourse across the charity's social media platforms also revealed a requirement to provide specific information, with expert advice, on topics such as nutrition during treatment, psychological impacts on family and friends, especially on children and partners. Real conversations around relationships, intimacy, and early menopause were also called for.

Furthermore, post-COVID, the BCI community needed to share personal stories and reflections as part of their reconnection and re-engagement with each other and with the charity.

Mindful of BCI's ongoing mandate to educate and inform a new generation of Irish women on the signs and symptoms of the disease, and recognising the need to communicate more fully and regularly with all of the charity's important stakeholders, the decision to create a unique podcast series was made. In addition to new content creation, the aim

was for the podcast to become a valuable resource into the future for those affected in any way by the disease.

Given the growth in audio platforms, BCI's Director of Comms & Engagement, Ciara Holmes, and Director of PR & External Affairs, Nicky Crichton (Crichton Communications), web developers at iPlanit and digital team at Wolfgang Digital collaborated to focus on strong content and design, quality, and creativity as they aimed to create a resource podcast, with a particular emphasis on niche and highly relevant content.

Whilst the final theme of all 30 episodes was not identified in the early days, the availability of a panel of experts including doctors, surgeons, and health specialists as well as the charity's own patient and high-profile supporters and advocates, who would provide valuable insights into the various aspects of the disease, including its diagnosis, treatment, and management, was 100% assured.

Early brainstorming identified that discussions on the physical and emotional toll that breast cancer has on individuals and their loved ones would be required and the relevant experts researched and approached.

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## **Statement of Objectives**

The *More Than a Lump* podcast was created with a clear set of objectives and goals in mind, aimed at informing and engaging the BCI community, raising awareness of breast cancer, and providing honest and valuable insights into the various aspects of the disease.

The podcast also aimed to provide clear accountability on funds raised, the aims and goals of BCI as a charity, and to educate listeners on the signs and symptoms of breast cancer.

At the launch phase of the campaign, the primary aim was to create awareness of the new podcast among the BCI community and beyond. To achieve this, a target of 1,000 downloads was set for the early phase/season 1, which was achieved within the first month of the launch.

As the campaign progressed, the podcast's objectives evolved to identify and invite the broadest spectrum of experts to provide advice and information on specific topics related to breast cancer, such as breast reconstruction, cancer subtypes, and the latest research advancements. Discussions within the podcast themselves and comments on social media drove this development of content.

The podcast also aimed to facilitate discussions on the psychological and emotional impacts of breast cancer on patients and their families, with a focus on relationships, intimacy, and menopause.

Another key objective of the podcast was to provide hope and inspiration to those going through a similar journey by featuring the personal stories of breast cancer survivors. The podcast served as a platform for survivors to share their experiences, challenges, and triumphs, providing a sense of community and support for listeners.

Throughout the campaign, the podcast's objectives remained focused on delivering high-quality, niche content that resonated with the BCI community and broader audiences.

By providing expert advice, personal stories, and valuable insights into the various aspects of breast cancer, the podcast served as a valuable resource for educating and raising awareness about breast cancer in Ireland.

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## **Programme Planning and Strategy**

Working hand in hand, BCI and Wolfgang carefully built profiles of its community through persona building, with the aim of targeting BCI advocates, women and men interested in health and wellness, and 'lookalikes' of these audiences, to ensure that we were bringing this podcast as a resource to relevant audiences, and simultaneously growing our reach as a charity.

Our team conducted numerous internal brainstorms to generate potential podcast title options, ultimately landing on the powerful and impactful name, "*More Than a Lump*" – a reference to the fact that no matter how unique a person's breast cancer experience might be, the ripple effect caused amongst those that we love the most, and the far-reaching impact that the diagnosis and treatment can have, means that the diagnosis is so much more than 'merely a lump'. The naming of the podcast was sense-checked and welcomed by a panel of our patient supporters in advance of launch.

A further benefit of the *More Than A Lump* podcast was that it was self-funded through sponsorships from Goodbody and Care Plus Pharmacies.

This decision sparked the creation of a simple but eye-catching logo in keeping with the charity's brand identity as well as the selection of engaging music, a captivating introduction script, and comprehensive website campaign design that was all strategically activated across all of our charity's channels.

Given the highly sensitive nature of the topic and the potential implications of using graphic breast imagery or language in online search results, the team approached the design process with extreme caution and attention to detail and ultimately successfully balanced the need for visual impact with the need for discretion, resulting in a set of podcast assets that were both compelling and mindful of our audience's needs.

By featuring the personal stories of breast cancer survivors, the aim of the podcast was to provide a valuable resource, hope and inspiration to those who are going through a similar journey and demonstrate accountability and transparency for donors and all stakeholders.

BCI built a new landing page on the BCI website to ensure that social media posts would link to this as well as promoting the other audio channels such as Apple, Spotify, where most podcasts are accessed.

Factors around access to relevant and interesting guests, calls to the wider BCI community to participate, as well as the decision to partner with a recommended and established podcast production team in Tall Tales, all required skill, creativity, and a certain leap of faith, given most of us were new to this evolving platform.

The decision was taken, given the nature of the topics and the need for guests to tell their story, to make each episode 30-40 minutes long. The belief was that while longer than most podcasts, the length would ensure that conversations built upon and flowed but also mindful of listener attention span.

Copywriting for each episode including an intro script, and detailed topic guides were created.

Website landing pages gave an impactful introduction to each episode and links to relevant podcast platforms to listen or view on the BCI YouTube channel as well as confirmation of the upcoming next episode and an invitation to subscribe for notification of next episode.

Photos and audiograms (videos taken from episodes to give people a glimpse of the podcast episode or an intro to each guest) were factored in to drive awareness and listener engagement.

The team worked to a strict budget with the aim of delivering a low cost per click to achieve the maximum landing page views on the BCI website and to achieve the lowest cost per landing page view.

After each episode and particularly after each season, the team reviewed the best performing assets, working to capture and utilise photos of the guests as well as identifying and editing audiograms/videos taken from episodes; giving people a glimpse of the podcast episode ahead of time with an intro to each guest aiming to drive both awareness and listener engagement.

A social advertising campaign for *#MoreThanALump* was developed and activated across all three seasons throughout 2022 and early 2023 to drive traffic to the Breast Cancer Ireland (BCI) website.

Advertising on other existing successful podcasts, clipping and socialising audiograms, as well as identifying more traditional PR opportunities and engaging influencers, were developed.

Crichton Communications engaged with high-profile supporters to help such as Jodie Wood, Georgie Crawford, James Patrice, and Josh Van Der Flier, and media outreach also led to strong launch PR coverage.

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## **Measurement**

The podcast series was a resounding success, surpassing all of BCI expectations. It achieved a total of over 6,000 downloads and the campaign achieved over 2 million impressions, reaching over 288,000 Irish users.



Based on a very modest spend, over 140.2K clicks were delivered at an extremely low CPC of €0.05. This resulted in 15.8K landing page views on the BCI website at a great cost per landing page view (CPLPV) of €0.49. The click-through rate (CTR) was also extremely strong at 6.73% overall.

This activity drove over 16.7K sessions on the BCI website from 11K users. Of these, 8.9K were new users to the site, meaning that BCI was reaching new users and engaging with them in a meaningful way.

This content delivered huge engagement for the BCI channels, resulting in over 106K engagements at a very low cost per engagement (CPE) of €0.07.

BCI's best-performing assets in these campaigns were photos of the guests and audiograms/videos taken from episodes, giving people a glimpse of the podcast episode or an introduction to each guest. These assets worked very well to drive both awareness and listener engagement.

The *More Than a Lump* podcast series also allowed BCI to enrich its relationships with key stakeholders from the medical side, including consultants, experts, and medics.

However, most importantly, **it gave BCI's important patient ambassadors a platform and a voice** – allowing them to tell their stories in a safe and comfortable environment. Aisling Hurley, CEO, who hosted all episodes (bar two), benefitted greatly from having face-to-face discussions with these and other key stakeholders. It also allowed her to incorporate a broad range of issues voiced within the community, adding a depth of valuable information for those in need. This, coupled with having chatted to some of the greatest scientific minds in the research world, led to a much clearer understanding of the advancements being made that will benefit this community hugely into the future.

The *More Than a Lump* podcast series was shortlisted in the inaugural podcast awards after only one season, further highlighting the campaign's success, and the quality of the outputs.

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