

WORLD'S BIGGEST  
COFFEE MORNING


# MACMILLAN CANCER SUPPORT

INSIGHTS CASE STUDY

CISION®

CASE STUDIES

2020  
AMEC AWARD  
GOLD WINNER

A circular logo with a laurel wreath border, containing the number '2' and the words 'GOLD AWARD'.

# INTRODUCTION

Cision has collaborated with Macmillan Cancer Support to implement an effective measurement programme that aligns to their goals.

By measuring mainstream media alongside public perception surveys and combining this with sign-ups for their biggest yearly campaign, the World's Biggest Coffee Morning, Macmillan have been able to demonstrate that their targeted communication strategy has been successful.

Through proactive coverage, Macmillan's PR team were able to raise awareness of the fundraising event among the public and increase understanding of the support the charity offers to its audience.

# THE CHARITY

Macmillan's overall objective is to improve the lives of people with cancer.

Macmillan is there to help everyone with cancer live life as fully as they can, providing physical, financial and emotional support. As a charity it is almost entirely funded by donations from the public.



# THE OBJECTIVES

Through its World's Biggest Coffee Morning campaign, Macmillan aimed to resonate with various audiences and inspire them to get involved, in order to drive further donations.

We worked with them to explore the relationship between peaks in campaign coverage and sign-ups to the event, to effectively evaluate the impact that their proactive efforts had on audience behaviour.

Macmillan needed to monitor progress against its key performance indicators and apply these insights to improve the effectiveness of its media and PR activity.

## The main campaign goals were:

### 01 RAISE AWARENESS



- Use case studies to paint a real picture of life with cancer and highlight Macmillan's role in supporting this.

### 02 CREATE EXCITEMENT



- To make it an event that people don't want to miss out on, via celebrity partnerships.
- Use corporate partnerships within content to reach new and wider audiences.

### 03 DRIVE PARTICIPATIONS & DONATIONS



- Increase the number of people participating in World's Biggest Coffee Morning.
- Encourage purchases of the World's Biggest Coffee Morning products in M&S.

Macmillan wanted to learn what audiences were exposed to its proactive campaign coverage, and whether they had reached audiences that they wouldn't otherwise reach through its partnership with M&S.

They also wanted to learn how its three core messages (**Problem, Solution, Ask**) were landing within coverage, and what campaigns and spokespeople were facilitating the delivery of this

## THE SOLUTION

Cision used an integrated measurement framework to evaluate the effectiveness of the charity's PR strategy, incorporating human analysis, public perception surveys, audience surveys and sign-up analytics. Additionally, Cision tracked the trend between Macmillan's coverage and sign-up analytics overtime, allowing us to see the key stories that influenced the audience response.



### MONTHLY AWARENESS SURVEYS

These surveys asked specific questions around 2 main awareness points:

1. Was the public aware of the various types of support that Macmillan offered people affected by cancer
2. Did they know that the charity is completely reliant on public donations

These were directly linked to their '**Problem, Solution, Ask**' core messages. Cision supplied insights into how awareness had changed over time – the new standard measure of awareness for major campaigns

### METRICS THAT CISION TRACKED

Cision tracked metrics included:

- Message delivery
- Presence of spokespeople
- Inclusion of case study/personal story
- Donation or volunteer call to actions

These are all proven media tactics that drive support, donations and crucially awareness which is mapped against sign-up data.

### AUDIENCE INSIGHTS

Cision utilises its survey based on a representative sample of 10,000 people produced in partnership with market research company Opinion Matters, to both plan the right key media to approach, and then assess reach to key target audiences.

# THE RESULTS

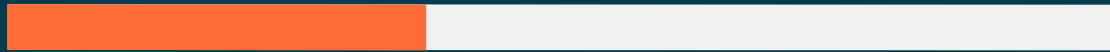
Following our work with Macmillan, the charity successfully increased the quality of coverage for the World's Biggest Coffee Morning campaign and raised awareness of its brand through its PR strategy. Not only did the fundraising event prove successful, they also met the goal of increasing awareness of their core organisational priorities.

## » BRING THE BRAND TO LIFE

- The highest peak in sign-ups to host a coffee morning corresponded with a peak in proactive volume, facilitated by a case study shining a spotlight on life with cancer.



**38%**

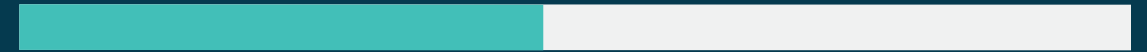


Proactive coverage that featured a case study reached 38% of UK adults.

## » CREATE EXCITEMENT AROUND THE WORLD'S BIGGEST COFFEE MORNING

- Major peaks in reach directly correspond to celebrity mentions.
- The number of World's Biggest Coffee Morning coverage pieces that mentioned M&S increased compared to the same period last year.

**47%**



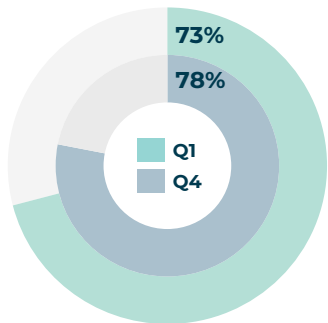
Coverage that mentioned M&S reached 47% of the M&S customer audience, driving awareness to new and wider audiences.

## » DRIVE PARTICIPATION AND DONATIONS

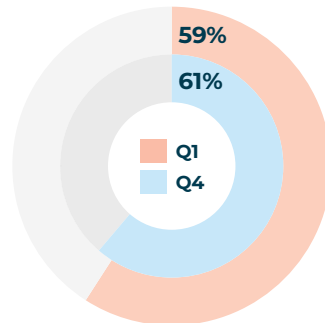
- There was a close correlation between sign-ups and proactive coverage peaks in the first phase of PR activity.
- Macmillan's call to action message deliveries increased year-on-year, encouraging participation in the event.

## » INCREASED AWARENESS ATTRIBUTED TO INCREASED CORE MESSAGE DELIVERY

- The survey results reveal that the knowledge gap around Macmillan's support offering and need for donations had reduced, since the combined total proportion of both responses increased every quarter in 2019.
- The **'Solution'** message emerged as the most prominent within coverage in 2019, suggesting this helped to increase survey respondents' awareness of Macmillan's support offer.
- The World's Biggest Coffee Morning accounted for one-third of all deliveries of the 'Solution' message in Q3.



The biggest rise was seen in the public's awareness of Macmillan's support for people with physical health – increasing from 73% in Q1 to 78% in Q4.



Many respondents said they were aware that Macmillan is totally reliant on public donations – growing from 59% in Q1 to 61% in Q4.

## ABOUT CISION

Cision Ltd. is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,800 employees with offices in 24 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit [www.cision.co.uk](http://www.cision.co.uk) and follow Cision on Twitter [@CisionUK](https://twitter.com/CisionUK)

## LEARN HOW CISION CAN TRANSFORM YOUR COMMUNICATIONS

+44 (0)20 7074 2560

5 Churchill Place, Canary Wharf, London, E14 5HU

Copyright © 2020 Cision Ltd. All Rights Reserved.

**CISION**®