

Senior Officer, Health Information and Services Marketing

Background

Early detection and diagnosis of breast cancer is a key priority for Breast Cancer Now, to ensure more people survive breast cancer than ever before.

Almost half (47%) of women in the UK do not check their breasts regularly for potential signs of breast cancer and alarmingly, one in 10 women have 'never checked their breasts for new or unusual changes', according to a YouGov survey commissioned by Breast Cancer Now. Asked what stops or prevents them from checking their breasts more regularly, almost half (46%) of women said they 'forget' – cause for deep concern when most cases of the disease are detected because women have spotted new or unusual changes to their breasts.

Every year we run a Touch, Look, Check (TLC) campaign with the aim of increasing the number of women who check their breasts regularly and, when necessary, get diagnosed early.

Campaign aims

- Achieve an increase in women checking their breasts regularly (at least once a month)
- Achieve an increase in the number of people who know three or more signs and symptoms

Audience

The primary audiences for this campaign, are:

- Women, 45+, UK-wide, with particular focus to:
 - Those in London and South East
 - Those with a higher risk of breast cancer than average (e.g. overweight, high alcohol consumption and those with a close family history of breast cancer)

Task

Outline how you would approach developing a marketing plan with a budget of £40,000 for a four-week breast checking campaign. You will have the option to develop creative assets and materials using the in-house creative team.

Please pay attention to;

- Channels
- Objectives
- Measurement.

You will have 15 minutes to talk through the task. How you present your ideas will be up to you.