

NBCSP

Bowel Screening - Podcast element

THE CHALLENGE

To increase participation and awareness of the National Bowel Cancer Screening Programme. Debunking stigma and confusion plus perception around doing the test.

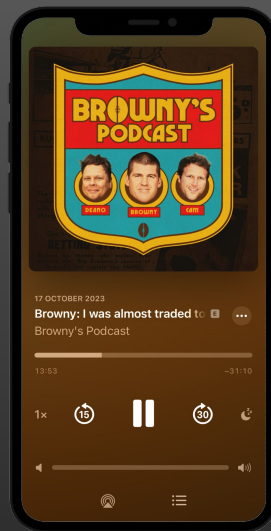
THE INSIGHT

It's easy to dismiss health messages, no matter how credible they may be. It's less easy to dismiss a high-profile, trusted relatable talent talking candidly about a traditionally sensitive matter

THE IDEA

Leverage the intimate and non-visual-format nature of audio, with added talent backing via a targeted podcast campaign. Integrated podcast ads voiced by host and public figure Jonathan Brown around his experience of screening for bowel cancer and encouraging others to do the same.

PRODUCTS USED



FROM KANTAR:

"The emotive appeal of the podcast, providing a more personalised account, that seems more relatable from the voice of an actual beneficiary of the testing kit, has led to some positive movement on inspiring listeners to recommend their friends and family take the test."

KANTAR RESULTS

+1.7x
more likeable than
Kantar norms

+15%
in perception of ease
of tests

+5%
likelihood of being
recommended

91%
agree the podcast
was informative