




**MAKE  
SENSE  
CAMPAIGN**

***UNRECOGNISABLE  
DIGITAL CAMPAIGN  
TOOLKIT 2.0***

**NEW FOR 2019!**

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# *UNRECOGNISABLE* DIGITAL CAMPAIGN OVERVIEW

# OVERVIEW

As in previous years, engaging with our stakeholders using digital channels continues to be one of our key objectives in 2019. Digital channels such as Facebook, Twitter and Instagram are the main ways our target audience consumes information.

As such, we are expanding our provocative and visually-striking digital campaign, *Unrecognisable*, which was launched last year. The subsequent pages provide you with all the information you need to successfully execute this Campaign locally.

**If you have any questions or wish to discuss how to merge these activities with your own local activities, please reach out to the Secretariat: [Secretariat@makesensecampaign.eu](mailto:Secretariat@makesensecampaign.eu)**

# ***MAKE SENSE* DIGITAL CAMPAIGN BACKGROUND**

## **OUR CHALLENGE:**

Raise awareness of head and neck cancers in a crowded environment where other cancers already have broad support and understanding.

## **OPPORTUNITY:**

Draw attention to the fact that there's life after head and neck cancers, if caught early, but your life will be fundamentally different.

Healthcare professionals who have the opportunity to share tools and resources with patients and survivors in order to improve their quality of life.

# AUDIENCE OVERVIEW

## **TARGETS:**

Young people at risk who need to be made aware that head and neck cancers can have long term impact.

Survivors, patients, and caregivers who need support, empathy, recognition, and guidance as they manage these devastating cancers and their impact.

Healthcare professionals who have the opportunity to share tools and resources with patients and survivors in order to improve their quality of life.

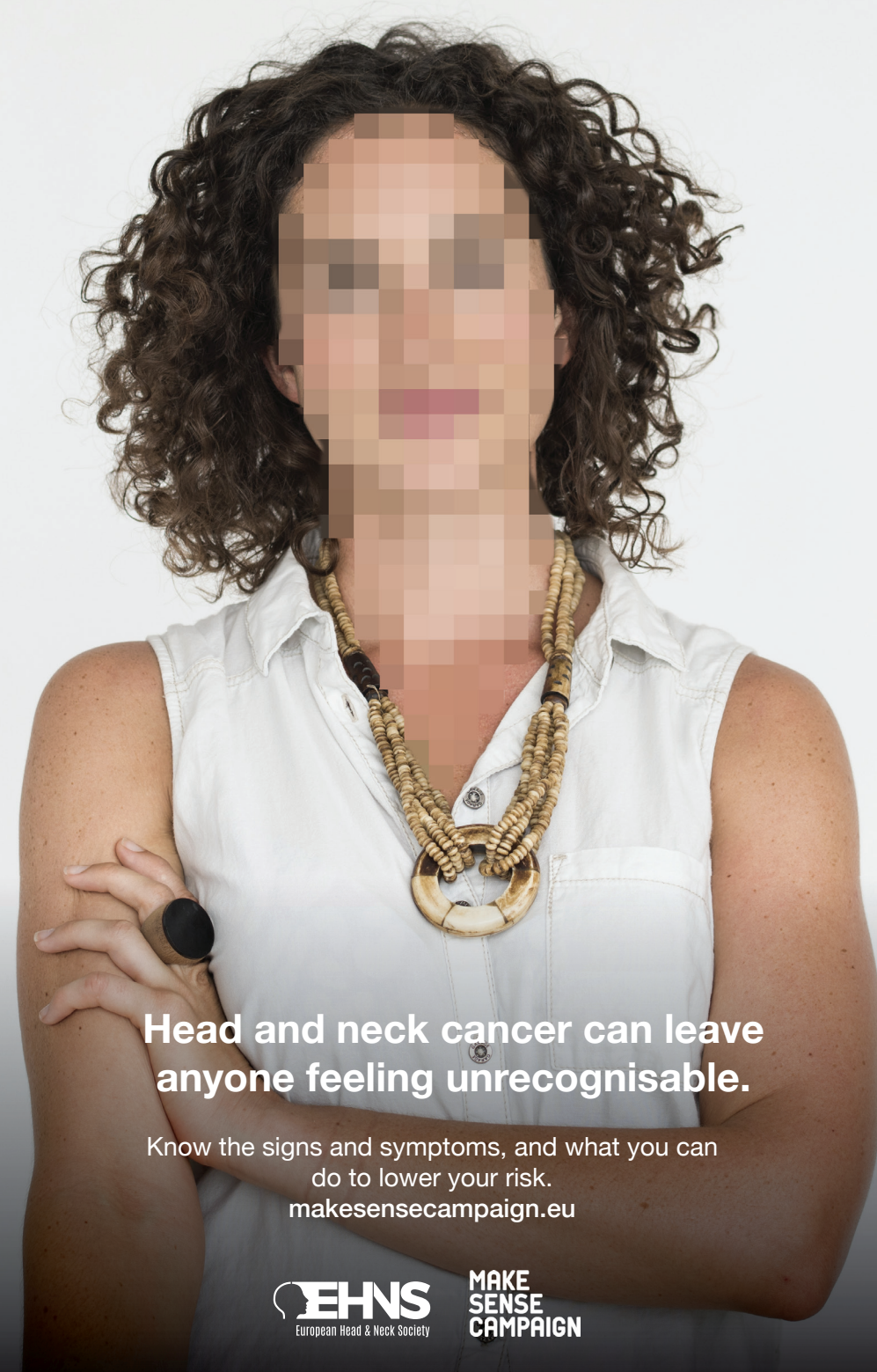


# **SOCIAL CONTENT & ASSETS**

# UNRECOGNISABLE

## KEY CAMPAIGN INSIGHT

Not only do head and neck cancers not get the attention they deserve, but they can also leave survivors unrecognisable.



**Head and neck cancer can leave anyone feeling unrecognisable.**

Know the signs and symptoms, and what you can do to lower your risk.  
[makesensecampaign.eu](http://makesensecampaign.eu)



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# ***UNRECOGNISABLE***

## **CAMPAIGN REFRESHER**

Developed and launched in 2018, the *Unrecognisable* campaign relies on the idea that survivors of head and neck cancers may not be the same after their diagnosis, both literally and figuratively.

That loss of self can be shocking and uncomfortable, and using images where faces have been obscured mirrors that uncomfortable feeling, inspiring empathy and understanding whilst also recognising the strength of survivors.

The purpose of the campaign is to draw attention to head and neck cancer and raise awareness of the disease by targeting young people, survivors, patients, caregivers and HCPs online. The campaign also aims to highlight the resources available that can help support patients or survivors of head and neck cancer.

# SOCIAL COPY AND ASSETS

## YOUNG PEOPLE MESSAGE COPY OPTIONS:

- » Head and neck cancer is devastating and has a profound effect on a patient's state of mind and quality of life.
- » Head and neck cancer impacts [insert incidence number] people in the [insert country] (it's the 7th most common cancer worldwide) but few of us are talking about it.
- » Smoking and drinking can raise your risk of head and neck cancer, one of the most common cancers in the [insert country] and one with devastating long-term impacts.

**HEADLINE:** Head and neck cancer can leave anyone unrecognisable

**LINK DESCRIPTION:** Learn the signs and symptoms

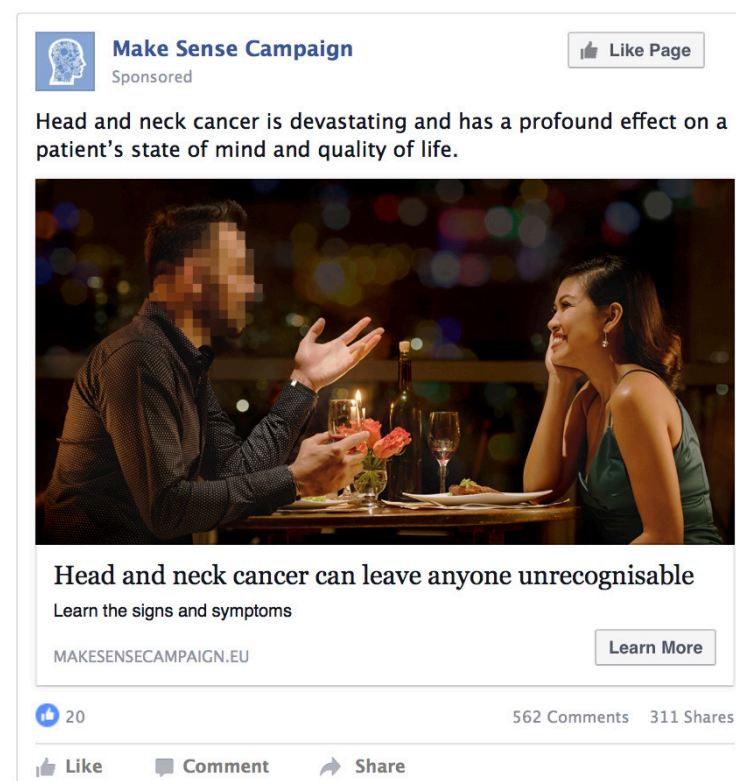
**LINK CAPTION:** makesensecampaign.eu

To the right is an example of how a social post should look, utilising the approved copy options and additional copy information above.

The bank of creative assets available has also been expanded this year to be reflective of the range of countries which participate in the Campaign.

For creative assets, including working files for posters and social images, please see download link below:

<http://makesensecampaign.eu/files/documents/Make-Sense-Assets-2019.zip>



# SOCIAL COPY AND ASSETS

## PATIENTS, SURVIVORS AND CAREGIVERS MESSAGE COPY

### OPTIONS:

- » Survivors of head and neck cancers often lose the ability to eat, taste, swallow, and speak 'normally', and can sometimes feel like they've lost their sense of self.
- » Scars or physical changes can mean staying home is often a long-lasting, unexpected side effect of head and neck cancers.

**HEADLINE:** Head and neck cancer can leave anyone unrecognisable

**LINK DESCRIPTION:** Discover the resources that are available to you

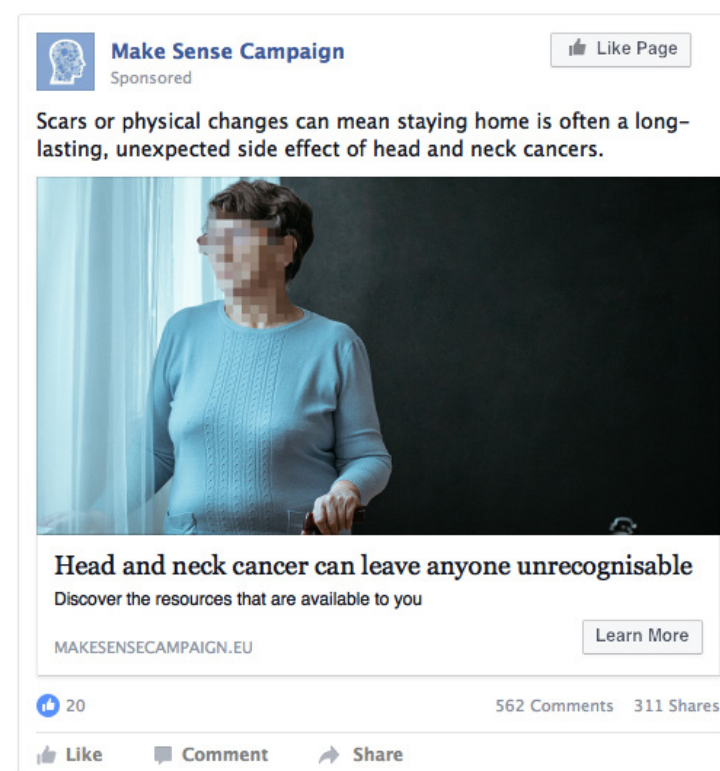
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# SOCIAL COPY AND ASSETS

## HEALTHCARE PROFESSIONALS MESSAGE COPY OPTIONS:

- » Head and neck cancer is devastating and has a profound effect on a patient's state of mind and quality of life.
- » Survivors of head and neck cancers often lose the ability to eat, taste, swallow, and speak 'normally', and can sometimes feel like they've lost their sense of self.

**HEADLINE:** Head and neck cancer can leave anyone unrecognisable

**LINK DESCRIPTION:** Discover resources that may help your patients

**LINK CAPTION:** makesensecampaign.eu

To the right is an example of how a social post should look, utilising the approved copy options and additional copy information above.

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## HOW TO 'UNRECOGNISE'

There are many digital images available for download, along with approved social media copy, that can be posted simply and easily (see link on page 11).

In addition to this content, there is also an opportunity for you to adapt other images to further enhance the campaign and broaden its application across your own unique geography and regions.

### TO CREATE NEW IMAGES:

- » Source an image to 'unrecognise' (stock image sites like Shutterstock are a useful resource)
- » Ensure the image is appropriate or relevant (for example, select images suitable for your target audience and ensure the head and neck area is prominent for maximum impact)
- » Ensure correct copyright permissions are in place
- » Double check image resolutions (for social media, 72dpi)
- » Follow the instructions on this page to apply the 'unrecognisable' filter to the image

Using the Photoshop document provided (PSD), drop in your image, size correctly to frame, and follow these steps:

1. Duplicate the image layer
2. On the new layer, click Filter, and select Pixelate, and select Mosaic
3. Once in the Mosaic dialogue, adjust cell size so subject is obscured to a similar style as official posters
4. On the new Mosaic version of your image, use the select tool to select the face and neck area
5. Once satisfied with your selection, mask this area and you will have the 'unrecognisable' effect on your image



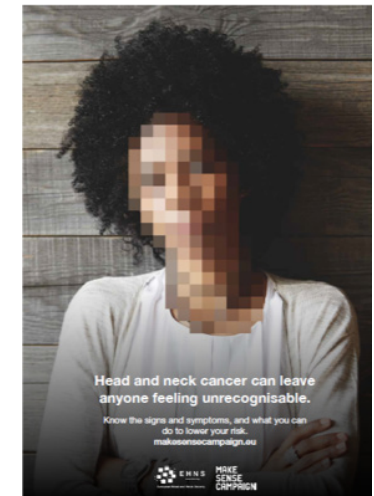
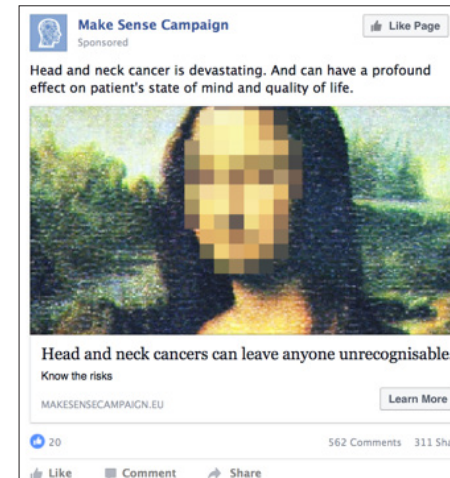
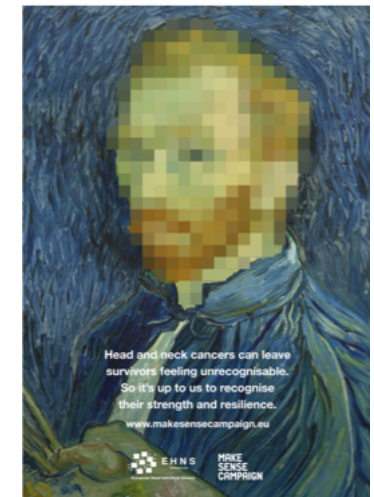
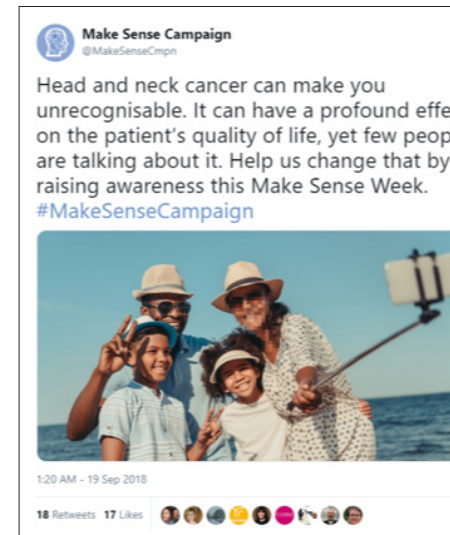
# EXECUTION OF THE CAMPAIGN

# GLOBAL EXECUTION

The *Make Sense* campaign secretariat develops and executes the *Unrecognisable* campaign on a global level. The visual materials created for the Campaign are shared and promoted on the *Make Sense* campaign's social channels. These assets are available for download and use locally (see link on page 11).

On the right are examples of the *Unrecognisable* visual materials developed and used by the *Make Sense* campaign in 2018, along with accompanying social posts.

If you require additional assets that are not available in the downloadable pack, please contact the Secretariat.



# COUNTRY EXECUTION EXAMPLES: GERMANY

The German team utilised and adapted the *Unrecognisable* visual posters developed in 2018, translating the content for use in their market.

The posters were promoted and shared on social media, as well as printed out and distributed for physical display.



# COUNTRY EXECUTION EXAMPLES: ITALY

In 2018, the Italian team launched the social campaign *Tieni la testa sul collo* in line with the *Unrecognisable* campaign.

As well as developing materials and posting on social media, events were held at 10 cities around Italy. Physical campaign posters were developed with a 'head space' cut out to allow members of the public engage with the campaign. They were also encouraged to get involved by sharing and promoting the Campaign on their social media channels.



## OTHER EXECUTIONS: LIVE ACTIVITIES

### PHOTO BOOTH POP-UP

Hosting a pop-up “photo booth” with a street team who can create dialogue and educate the general public can encourage social and earned media attention, and can extend the life and reach of the campaign.

\*Messaging can be customised to be on the last frame or on the back of the images.





# BEST PRACTICES

# FACEBOOK

When it comes to social platforms, Facebook boasts the largest, most active user base. With over 2 billion daily active users, this channel offers the widest reach and most advanced targeting capabilities. Audiences use Facebook as a source of news, entertainment, and a way to access information that is of interest or relevant—this means that they spend a significant amount of time scrolling through their feed and checking it frequently. On average, users access Facebook approximately eight times a day.

From a global perspective, Facebook has over 70 language translations available, making it a key channel for an international campaign with multiple target audience countries.

## SO WHAT DOES THIS MEAN FOR US?

From a global perspective, we will be developing and publishing a series of paid/sponsored posts. These will be distributed in the weeks leading up to, and during, the Awareness Week. If paid social posts are something you would like to consider on a local level, please contact the Secretariat for more information and guidance.

We recommend adapting the material available to suit your market. Additionally, studies show that it's best to post **no more than once a day** or you risk over-saturation and may lose followers. Three posts per week is ideal.

# TWITTER

Twitter is a platform that values short and sweet messaging. With character limitations directing your posts, you need to be succinct while capturing the attention of your audience.

Seek out key influencers related to your brand or campaign and be sure to follow and engage with them.

Engage with your audience by responding to questions and comments and following back when you earn followers.

## SO WHAT DOES THIS MEAN FOR US?

Along with provided content, share relevant and interesting articles related to the topic of head and neck cancers, including interesting articles and research studies. Be sure to use relevant hashtags in every post.

Alongside Facebook, we will also be developing and publishing a series of global paid/sponsored Twitter posts this year. If paid social posts are something you would like to consider on a local level, please contact the Secretariat for more information and guidance.

# INSTAGRAM

As one of the fastest growing social channels, Instagram has strong potential to reach your audience, especially those in the younger demographics. Users are more likely to connect with brands and businesses on Instagram than any other channel, so it works best as an awareness building and engagement tool.

Instagram is highly photo-driven and contains very stylised, curated images and videos. Instagrammers want to see eye-catching images and are more likely to like, comment, and share a brand post here than they are on Facebook and Twitter.

For brand-building purposes, 1-2 posts per week on Instagram are appropriate.

## SO WHAT DOES THIS MEAN FOR US?

From a global perspective, there is no Instagram account. If you feel a market-specific account is appropriate, please confirm with the Secretariat.

When posting, ensure images are visually engaging and utilise relevant hashtags. Consider making use of the opportunity to upload Instagram 'Stories', for example to promote and showcase events and activities.

# COMMUNITY MANAGEMENT

## ENGAGING WITH AUDIENCES

You may need to regularly check your social posts for comments or questions from followers or the community. It is recommended to respond to this type of engagement in a timely and respectful manner.

### DAILY TO-DOS:

1. Respond to messages, comments, and brand mentions.
2. Share and engage with event-focused content.
3. Social listening and trending content.
  - » Scan feeds and look for:
    - Trends and frequently used hashtags
    - Opportunities to connect with survivors, influencers, partners, stakeholders, target audience
    - Demonstrate interest by 'liking', commenting, and answering questions



# CONSIDERATIONS & MEASUREMENT

# CONSIDERATIONS

1. Measures of success include web traffic and engagement on social platforms.
2. Tactics should help build towards the head and neck cancer awareness week in September.
3. All partners can help distribute the campaign and amplify content via driving users to the website.



# **BRAND OVERVIEW**

# BRAND STANDARDS

While adapting the digital campaign locally, please make sure to stay within the Make Sense Campaign brand standards here:

<https://makesensecampaign.eu/files/campaign-resources/brand-guidelines/Make-Sense-Brand-Guidelines-2019.pdf>



# CAMPAIGN CONTACT

## FOR MORE INFORMATION

Do you have questions? We have answers.

[secretariat@makesensecampaign.eu](mailto:secretariat@makesensecampaign.eu)

The *Make Sense*  
Campaign is run by:



Support for the *Make Sense*  
Campaign provided by:



