

## **PR Plan for Breast Cancer Now - Tits Upon Tyne Newcastle**

### **INTRODUCTION**

Fundraising in new and innovative ways is vital in today's competitive charity market to establish an organisation's image and message from the rest. With a combined income of charities being about £39 billion a year and forty four million donating to a charity on a regular basis, there is an opportunity to take an approach to target young people through fundraising that focuses on the core of a charity like Breast Cancer Now. Britain's live music industry turned over £1.1 billion in 2019 and that figure is predicted to rise. It's time for Breast Cancer Now to adapt to what their younger demographic want and target local areas to create a community rapport and life long loyalty. With this in mind, this PR campaign will be focusing on 18-25 year olds in Newcastle and the Tyneside area, with the hopes of providing a platform for this fundraising campaign to grow.

### **RESEARCH AND INSIGHT**

The research highlighted that there is **not** a lack of resources when it comes charity based events. With such a vast sector of the population taking part in the industry in some shape or form, Breast Cancer Now has to push for brand clarity and unique selling points to pull the customers who do exist. Doing national campaigns e.g. Wear it pink (raising £2 million during Breast Cancer Awareness Month), nobody can deny that the charity is well established. However, there are other messages that Breast Cancer Now wants to share on a more personal level by selecting microcosms of those who donate. With the female focus of the charity and incorporating the music industry to fundraise, more support would be rallied as trends in young people include; feminism e.g. Free the Nipple, equality of the music industry (shown in Reading and Leeds festival uproar) and the concept DIY/independence. Thus, the PR campaign could result in something very special in the local areas targeted e.g. towns with an active nightlife and music scene such as Newcastle. More can be seen in appendices A.

### **AIM AND OBJECTIVES**

The aim of the Tits Upon Tyne campaign is to target a minimum of 500 young people per event and raise awareness to checking oneself for Breast Cancer, who and how you might be effected by it and that Breast Cancer Now is supporting other female based campaigns. The first event will be in September of 2020 as a follow on from the first two trial events (22.11.2019 and 21.02.2020). The campaign will start in May 2020 so will be running for five months.

#### **The objectives are:**

- To increase interest in young people understanding the seriousness of check ups and making them aware of support services over the 5 months
- To increase female involvement in the Newcastle music industry by 15% over the 5 months
- Establish Tits Upon Tyne as a brand in aid of Breast Cancer Now that has a social media following and effective platform to share desired messages
- For 20% of the campaign's following and interactions/traffic to be from outside of Newcastle by the end of the 5 month period

### **MESSAGES**

The campaign's messages will be catered to the specific demographic but customised for age groups in how they will be delivered in the public sector.

**The content will be:** informative (infographics and journalism pieces on website), emotive (stories of survivors and images) and interactive (competitions and events).

**The language of messages:** rebellious against cancer and youthful. As there is a digital focus for this campaign, hashtags and short/snappy is vital.

**Deliver through:** social media, posters/flyers, related events and traditional media

**Types of messages:** "Women's fight", "Check yourself", "Music against Breast Cancer", "Young people advocate change, "Tits Upon Tyne for authentic gigs", "Women supporting women" and "Music industry creating awareness". We want the messages to be synchronised and obvious to the synergy of all the focuses of the campaign but with Breast Cancer Now being the centre of it.

## TARGET AUDIENCES

The target audience are young people between the ages of 18-25 who have a keen interest in the local live music scene in Newcastle Upon Tyne and the greater North East (£51 million turned over in this area - 2016).

Young people in music scene	Young people not in music scene	Local musicians and venues	Other e.g. 25+
<ul style="list-style-type: none"> <li>- Already aware of campaign from trial events</li> <li>- Always looking for new live music events to get involved with</li> <li>- Aware of the other messages e.g. women in the industry</li> </ul>	<ul style="list-style-type: none"> <li>- No awareness</li> <li>- Lack of interest</li> <li>- May be intimidated by the punk aesthetic</li> <li>- Fully reliant on advertising</li> </ul>	<ul style="list-style-type: none"> <li>- Already aware</li> <li>- Eager to be involved</li> <li>- Good rapport with locals and adds to the personal aspect of tits Upon Tyne</li> <li>- Not fully reliant on paid advertising (word of mouth)</li> </ul>	<ul style="list-style-type: none"> <li>- May have loyalty to other charities</li> <li>- May be older</li> <li>- May not like live music</li> </ul>

## STRATEGY

- Motivate target audiences to interact with the campaign
- Inform audiences about Breast Cancer Now's messages and establish clear brand image
- Educate them about Breast Cancer vis Tits Upon Tyne (more approachable than BCN)
- Educate and persuade them to get involved by implementing competitions and interaction in public and online
- Introduce the other causes we will be partnering up with to attract the remaining of those in and out of the music scene

Stakeholders = non applicable as Breast Cancer Now is a charity based organisation

## TACTICS

Tactics for Tits Upon Tyne introduces a mixture of online and offline activities. The PR plan introduces 3 talks in the run up to the event which will be linked to online activities, supporting the campaign on an online space as well as keeping interest throughout the 5 months.

STAGE 1 - Month 1 and 2	STAGE 2 - Month 3 and 4	STAGE 3 - Month 5 and after event
<ul style="list-style-type: none"> <li>- Launch of the event date</li> <li>- Create online interaction and follows but focusing more on multimedia content e.g. k followers on Instagram and 500 likes on Facebook</li> <li>- Get more authors involved on the website and update weekly</li> <li>- Launch anti spiking at Tits Upon Tyne campaign for bars and venues to get involved in the run up to event</li> </ul>	<ul style="list-style-type: none"> <li>- Announce partners in the event e.g. Girls Against</li> <li>- Run talks about Breast Cancer and feminist issues</li> <li>- Finalise march and start pushing the Tits Upon Tyne brand</li> <li>- Announce headline and incorporate Breast Cancer Now press release to get publicity</li> </ul>	<ul style="list-style-type: none"> <li>- Aiming for 150 ticket sales</li> <li>- Measurement of success of the campaign</li> <li>- If a success, set up more regular fundraising events under the Tits Upon Tyne name</li> </ul>

## Tactics segmented according to audience

Young people in music scene	Young people not in music scene	Local musicians and venues	Those not already supporting Breast Cancer Now
<ul style="list-style-type: none"> <li>- sharing stories and emotive pieces to join music and the fundraiser together</li> <li>- Targeted ads and offers</li> <li>- Primarily social media based</li> </ul>	<ul style="list-style-type: none"> <li>- competitions for march on social media to get them sharing</li> <li>- Offer the DIY aesthetic without being intimidating</li> <li>- Focus on the breast cancer motive</li> </ul>	<ul style="list-style-type: none"> <li>- want them to have PR materials they can use themselves</li> <li>- Emotive stories that are personal to local area to promote support</li> <li>- Feminist social media campaign</li> </ul>	<ul style="list-style-type: none"> <li>- targeted ads</li> <li>- Draw them in with partnerships</li> <li>- Women in music emphasis</li> </ul>

Audience (18-25 years old)	PR Objectives	Strategy	Messages	Desired Response	Medium	Measurement
<b>Young people in music scene</b>	<ul style="list-style-type: none"> <li>- Attendance to event</li> <li>- Local support and media sharing</li> <li>- Shedding light on Breast Cancer in a positive and fun way</li> </ul>	<ul style="list-style-type: none"> <li>- We want to persuade them this event not only supports Breast Cancer Now but also demonstrates support and a platform e.g. photographers and bands</li> </ul>	<ul style="list-style-type: none"> <li>- "Local music making a difference"</li> <li>- "YOU can do something about Breast Cancer"</li> </ul>	<ul style="list-style-type: none"> <li>- will not only attend the event but share and buy march to support the cause through pushing the local music scene motive to their friends</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram should be the primary tool for this audience so through influencers, story shares and post engagements</li> </ul>	<ul style="list-style-type: none"> <li>- Usage of hash tags</li> <li>- Post engagement</li> <li>- Story views</li> <li>- Follows and tags</li> <li>- Instagram insights</li> </ul>
<b>Young people not in music scene</b>	<ul style="list-style-type: none"> <li>- Attendance to event</li> <li>- Push the anti spiking campaign</li> <li>- Make the local music scene more accessible for them via the shared story of breast cancer</li> <li>- Shedding light on Breast Cancer in a positive and fun way</li> </ul>	<ul style="list-style-type: none"> <li>- Beer matts with tits upon tyne and breast cancer logo to be distributed with anti-spiking straw hole (SEE REFERENCES BELOW)</li> <li>- Competition for them to be involved in non music related e.g. march</li> </ul>	<ul style="list-style-type: none"> <li>- "Tits Upon Tyne Against Spiking"</li> <li>- "The Fight Against Breast Cancer is Real"</li> <li>- "Free the nipple in aid of BCN"</li> <li>- "Local events can make a change"</li> </ul>	<ul style="list-style-type: none"> <li>- Partake in the online ads and competitions</li> <li>- Make beer matts become a reliable way to tackle spiking at local clubs and bars</li> <li>- Feel like it is more than just Breast Cancer Now and attend the event supporting our partners within the campaign</li> </ul>	<ul style="list-style-type: none"> <li>- Social media and facebook ads where demographic can be personalised</li> <li>- Print media</li> <li>- Offering them opportunities to become a part of the campaign on the Tits Upon Tyne website</li> </ul>	<ul style="list-style-type: none"> <li>- Beer matts taken from bar or sold for a small donation</li> <li>- Insights on social media</li> <li>- Flyers and posters</li> </ul>

<b>Local musicians and venues</b>	<ul style="list-style-type: none"> <li>- Attendance to event</li> <li>- Establish tits Upon Tyne as an event where all venues and bands come together</li> <li>- Safe space</li> <li>- Involvement would reflect well on venue from an ethical stance</li> </ul>	<ul style="list-style-type: none"> <li>- Press releases about trial events and the reception the venue got as a result</li> <li>- Focus on local bands and promoting them to build a personal relationship</li> <li>- Social media tags and marketing matching the band's punk aesthetic</li> </ul>	<ul style="list-style-type: none"> <li>- "Local venues supporting Breast Cancer Now"</li> <li>- "Local bands supporting women in the music industry"</li> <li>- "Community against cancer"</li> <li>- "Punk is not dead! Let's fight for something important"</li> </ul>	<ul style="list-style-type: none"> <li>- Takes opportunities to get involved with the campaign and the event</li> </ul>	<ul style="list-style-type: none"> <li>- Print media for press releases</li> <li>- Social media to get traffic to both our and their accounts</li> <li>- Exposure to an already established customer base</li> </ul>	<ul style="list-style-type: none"> <li>- social media mentions and tags</li> <li>- Accessibility for promotion and marketing at their venues</li> <li>- Ticket sales</li> </ul>
<b>Other e.g. 25+</b>	<ul style="list-style-type: none"> <li>- Attendance to event</li> <li>- Ethical standpoint</li> <li>- Emotive personal stories to be shared through this platform</li> <li>- Shedding light on Breast Cancer in a positive and fun way</li> </ul>	<ul style="list-style-type: none"> <li>- Targeted ads on facebook and instagram</li> <li>- Competitions</li> <li>- Music related accounts and magazines to promote</li> </ul>	<ul style="list-style-type: none"> <li>- "Live music showcasing new and local bands for a cheap price"</li> <li>- "Make music good again"</li> <li>- "Local events can make a change"</li> <li>- "YOU can do something about Breast Cancer"</li> </ul>	<ul style="list-style-type: none"> <li>- will not only attend the event but share and buy march to support the cause through pushing the local music scene motive to their friends</li> <li>- Feel like it is more than just Breast Cancer Now and attend the event supporting our partners within the campaign</li> </ul>	<ul style="list-style-type: none"> <li>- Social media and facebook ads where demographic can be personalised</li> <li>- Traditional media</li> <li>- Word of mouth</li> <li>- Flyering and poster</li> </ul>	<ul style="list-style-type: none"> <li>- Amount of tickets sold</li> <li>- Amount raised at the event</li> </ul>

References - beer mat campaign see news release

## Appendices 1

<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>- Already established a rapport with consumers and their communities</li> <li>- Strong ethical stance</li> <li>- Charity plan not business plan so its all about what can be raised</li> <li>- Most staff are supporters of the cause and many volunteer</li> </ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>- Limited budget</li> <li>- Other charity based organisations in competition for donations</li> <li>- Only some actual partake in fundraising</li> <li>- Relying on the support of a female dominated cause</li> <li>- 'breast' in the name might be limiting for advertising</li> </ul>
<b>OPPERTUNITIES</b> <ul style="list-style-type: none"> <li>- A vast range of options to do with fundraising</li> <li>- Option for a big budget if big PR campaign raises enough for expenditure</li> <li>- Clear target market to measure success</li> <li>- Clear details in what PR message should be</li> <li>- Vast space for emotional stories being shared</li> </ul>	<b>THREATS</b> <ul style="list-style-type: none"> <li>- People may take issue with the name including 'Breast'</li> <li>- Story may get lost if not kept at the forefront of the campaign</li> <li>- Not worth doing if only targeting local areas</li> <li>- Misunderstanding in message from consumers</li> </ul>

**PESTLE Analysis** - help from <https://pestleanalysis.com/pestle-analysis-for-charities/>

<b>POLITICAL</b> <ul style="list-style-type: none"> <li>- Susceptible to a volatile political landscape.</li> <li>- <b>Charities</b> feel the heat whenever a new government party is in power. The government can change, adjust, or continue pre-existing with taxation laws. These laws impact whether <b>charities can</b> expect to have tax deductions for everyone</li> </ul>	<b>ECONOMIC</b> <ul style="list-style-type: none"> <li>- An ally to the economy</li> <li>- Offers work and self funded</li> <li>- Brexit may lead to a reluctance in spending money without any return for consumers</li> </ul>
<b>SOCIOLOGICAL</b> <ul style="list-style-type: none"> <li>- Community growth</li> <li>- Reliant on ethics of others</li> <li>- Feminism and other campaigns e.g. Free the Nipple, Girls Against and women in the industry are on the rise</li> </ul>	<b>TECHNOLOGICAL</b> <ul style="list-style-type: none"> <li>- Adapting to technology for a more successful outreach</li> <li>- Facebook now asks if you'd like to choose a charity to have friends and families donate to a specific cause</li> <li>- Charities can also ideas, events, and news through online platforms.</li> </ul>
<b>LEGAL</b> <ul style="list-style-type: none"> <li>- Political blockages e.g. "If an employee shares internal marketing materials or presentations, they could be liable for copyright or trademark infringement.</li> <li>- Charities need to provide a positive work environment for their employees. We have certain laws for this, such as the "<b>Healthy Workplace Bill</b>" which makes it a crime to "unlawful employment practice"</li> </ul>	<b>ENVIRONMENTAL</b> <ul style="list-style-type: none"> <li>- helping the health of our planet</li> <li>- Ethical fundraising e.g. no waste/limited waste</li> <li>- People are caring more about their health now</li> </ul>

## **Appendices 2 - News Release**

### **“Tits Upon Tyne: Live Music Supporting Breast Cancer Now”**

“Working in the music industry since I was 14, its always been a huge passion and part of my life. Moving three hours away from home for university, I was shocked to hear of my mum’s breast cancer diagnosis in 2018. I didn’t know how to tackle coping with this change in my family life or how to deal with the new fact that me and my sister were more at risk of breast cancer than others. Something I didn’t know much about was now the centre of my life and I had to make this negative thing into something positive. From this, Tits Upon Tyne was born” - event organiser, Natalie Greener.

Teaming up with Breast Cancer Now, this campaign targets local music scenes to create a safe space that will benefit women and other female focused causes that matter. It isn’t just about raising money and awareness for breast cancer, Tits Upon Tyne is about so much more with the charity at the centre of the project. With two trial events under our belts and just under £700 already being raised, we are looking to expand and reach new heights. During 2020 in the run up to the main event, we want live music and Breast Cancer Now to go hand in hand.

Our main focus is to bring Newcastle together and partner up with other female orientated causes such as Girls Against and Soundlass - showcasing female headliners with ‘tits’ being our selling point. In freeing the nipple, we will be launching, alongside our successful march, an anti-spiking beer mat design in aid of safe gigs for women (see below). With a straw sized hole in the product, people can put them on top of their drinks in an effort to prevent spiking. Breast Cancer Now will be associated with more than just a charity - now is the time to kick breast cancer where it hurts and make my mum and other diagnosed proud!

END

### **Boiler Plate**

Beer mat design:



Here is where the hole for the straws will be placed to help prevent spiking.

Website: [www.titsuponntyne.com](http://www.titsuponntyne.com)

Photos: <https://titsuponntyne.com/media/>  
E.g.



Interview about Tits Upon Tyne: [https://www.youtube.com/watch?v=EC\\_xhCT6hqc&t=13s](https://www.youtube.com/watch?v=EC_xhCT6hqc&t=13s)

Related articles about Tits Upon Tyne:

- WTF Is: Tits Upon Tyne? : Spotlight <https://spotlightuk.co.uk/articles/2020/2/7/5eg33cba2zsmytrrenz1jpn8wrnaxi>

- Tits Upon Tyne takes over Newcastle by Georgia Suggitt : SR News  
<https://www.sr-news.com/index.php/2020/02/03/tits-upon-tyne-charity-festival-takes-over-newcastle/>

## **Rationale**

This press release supports the PR campaign and targets the right demographic as it is personal and emotive. Not only does it highlight the centre of the event being Breast Cancer Now, but it also sheds light onto where and how Tits Upon Tyne started. With information on the background to the first event and where we plan to go next, the target demographic will build that personal relationship as well as be informed about potential causes we will be partnering up with.

The brand identity of Breast Cancer Now is established in a positive light but the press release also places emphasis on the live music scene and making it safe. This proves limitless as it is not restrictive to live events but club nights too. This aspect will appeal to the venues and bands who will want to get on board with a project so influential and positive to better their reputations. The demographic being 18-25, the PR campaign will appeal to them via this press release as it mentions university and other experiences that will relate to them. Not only this but the press release appeals to everyone as it can highlight how cancer can impact anyone at anytime. Including other press coverage in the boiler plate also places emphasis on the hype that the campaign is getting from the local public. Breast Cancer Now will appeal to the demographic more as there is an image and message made clear in the press release and adding the emotive/personal touch should invite loyalty to the campaign and consequently, the charity. Therefore, the importance of showcasing the meaning behind Tits Upon Tyne and Breast Cancer Now is fundamental to the news release and I believe that is achieved.

## **Appendices 3**

### **Primary Research - Breast Cancer Now (not relating to Tits Upon Tyne)**

**The sector / market** - Charity (relevant to Breast Cancer Now in colour)

The profile of the market:

- There are 760,000 paid employees in the charity sector
- 160,000 charities in the UK, nearly 90% of which have an income below £500k per year
- The combined income of charities is about £39 billion a year. This is larger than either automotive industry or UK universities and about the same as Tesco.
- 21 million people have volunteered at some stage and 14 million volunteer once a month or more
- 44 million donate to charity on a regular basis, giving an average of £16 a month
- The median salary for the 100 highest paid charity positions is £165k per annum
- Charities have over 10 regulators
- Charities fund 60% of cancer research in the UK and over 40% of all medical research

Research collected from - <https://nfpsynergy.net/free-report/facts-and-figures-uk-charity-sector> indicates mass potential for charity based organisations as well as putting emphasis on Cancer research.

### **The client / organisation**

#### **Vision, mission and values**

- Creating awareness of symptoms and signs of breast cancer (LINK TO PR CAMPAIGN AND TARGETING YOUNG PEOPLE)
- Progress on research and science in treating breast cancer
- Providing services to help those battling cancer or post trauma including their families

### **Description of Business – Background and History**

- Breast Cancer Now. Breast Cancer Now is a charity in the United Kingdom which was formed in 2015 by the merger of Breast Cancer Campaign and Breakthrough Breast Cancer. It is the United Kingdom's largest breast cancer charity. Its declared "Action Plan" is "by 2050, everyone who develops breast cancer will live".

### **Overall strategic goals and marketing/ sales / objectives**

*"4.1 THE CHARITY'S OBJECTS ARE RESTRICTED SPECIFICALLY, IN EACH CASE ONLY FOR THE PUBLIC BENEFIT, TO: 4.1.1 ADVANCE HEALTH, INCLUDING THE HEALTH OF INDIVIDUALS SUFFERING FROM CANCER, PATIENTS RECEIVING TREATMENT, THOSE CONVALESCING FOLLOWING TREATMENT BY: 4.1.1.1 PROMOTING ACTIVITIES WHICH WILL ASSIST WITH AWARENESS, IDENTIFICATION AND PREVENTION OF CANCER; 4.1.1.2 ASSISTING THOSE INDIVIDUALS WHO ARE DISABLED, INFIRM OR IN NEED OF ASSISTANCE; 4.1.2 ADVANCE THE HEALTH OF INDIVIDUALS BY UNDERTAKING RESEARCH INTO THE CAUSES AND TREATMENT OF CANCER ON TERMS THAT THE RESULTS OF SUCH RESEARCH ARE PUBLISHED; 4.1.3 ADVANCE PUBLIC EDUCATION IN AND UNDERSTANDING OF THE NATURE OF CANCER AND ITS TREATMENTS PARTICULARLY (WITHOUT PREJUDICE TO THAT GENERALITY) AMONG SUFFERERS OF CANCER AND THE FAMILIES, FRIENDS AND CARERS OF SUCH PERSONS; AND 4.1.4 PROMOTE SUCH CHARITABLE OBJECTS CONCERNED WITH MEDICAL RESEARCH OR THE RELIEF*

OF SICKNESS AS THE DIRECTORS SHALL IN THEIR ABSOLUTE DISCRETION DETERMINE.”

- <https://beta.charitycommission.gov.uk/charity-details/?regid=1160558&subid=0>

### Product / service-specific objectives

- Fundraising and sharing stories of those who have used the services provided for them
- Get financially beneficial businesses and individuals on board
- Find new and efficient ways of fundraising
- Grow membership and volunteers monthly

### Organisational /management structure

- Differing from a privately run or regular profit focused business, the charity organisation make up for Breast Cancer now is as follows:
  - 12 Trustees, 225 Employees, 900 Volunteers
- Trustee details:

#### Trustee board

Trustee	Other trusteeships	Charity status
Professor Powles	None on record	
Professor Adrian Llewellyn Harris	None on record	
Pascale Marie Alvanitakis-Guely	None on record	
Mark David Astaire	<a href="#">The Wendover Foundation</a>	Out-of-date
Susan Gallone	<a href="#">Breakthrough Breast Cancer</a>	Up-to-date
	<a href="#">Breast Cancer Campaign</a>	Up-to-date
	<a href="#">Breast Cancer Care</a>	Up-to-date
	<a href="#">Breast Cancer Research Trust</a>	Out-of-date
	<a href="#">Institute Of Health Visiting</a>	Up-to-date
Ann Pickering	<a href="#">Step Up To Serve</a>	Up-to-date
Christopher Copeland	None on record	
Barbara Ellen Brown	None on record	
Sonia Beverley Gayle	None on record	
Andrew Moore	None on record	
Jill Margaret Thompson (Chair)	None on record	
Dr Marion Joyce Lewis	None on record	

### Unique selling points and previous PR campaigns

- **Wear It Pink**

Why do we need you to wear it pink?

Because breast cancer is still here. It's still tearing apart the lives of families and it's still taking the lives of the women we love on a heart-breaking scale.



This year, over 55,000 women in the UK will hear the words 'it's breast cancer' and around 11,500 women will die from it. Research holds the key to a future where all that changes. A future where women don't have to live in fear of breast cancer. A future where women get to watch their children grow up. And create a lifetime of memories with the people they love. A future where, by 2050, every woman who develops breast cancer lives. With every bit of pink we wear, every pink party game we play, every pink cake we bake and every pink bucket we shake, we're making that future possible. This Breast Cancer Awareness Month do something great – make life-saving research and life-changing support happen!

#### - Carols by Candlelight London

- Join us at the magical setting of St Paul's Church, Knightsbridge for our annual Carols by Candlelight service on Monday 7 December 2020. With inspiring speeches and uplifting carols, this will be an evening to remember. By joining us, you'll be helping us reach our aim that by 2050 everyone who develops breast cancer will live, and that until then, everyone will receive the care, support and information they need to live well through breast cancer.

#### - The Show (London and Scotland)






In October 2019, we celebrated 24 courageous models as they stepped out in style onto the catwalk following a breast cancer diagnosis. Their life-affirming stories of strength, passion and bravery were inspiring for all who attended.

We are now looking forward to The Show Scotland 2020 where fashion, fundraising and fine dining ensures you will have an experience to remember. The money we raise will help us continue to be there for people who so desperately need us.

### Breast Cancer Now - Status and reputation

- Competitors' status and reputation:

Previous competitor includes Breast Cancer but Breast Cancer Now has merged both organisations to better revenue e.g. <https://www.owler.com/company/breastcancercare>

<p>Estimated Annual Revenue</p> <p><b>\$4.6M</b></p> <p>Agree? <input type="button" value="Yes"/> <input type="button" value="No"/></p>	<p> CEO </p>	<p>OVERVIEW</p> <p>Founded: 1972</p> <p>Headquarters: Greater London, England</p> <p>Status: Private</p> <p>Industry Sector: </p> <p>SIC Code: 8300 <a href="#">NAICS listing »</a></p> <p>Links:  </p>
<p>Estimated Employees</p> <p><b>98</b></p> <p>Agree? <input type="button" value="Yes"/> <input type="button" value="No"/></p>	<p>CEO Approval Rating</p> <p><b>--/100</b></p>	

- The role models Breast Cancer Now should aspire to be are the larger charities such as Macmillan Cancer Support (£218.4 Revenue), Cancer Research (£634.8 million in 2015) and Marie Curie (£156.2 million in 2016).

### Customer Profiles

- Customers are vast for Breast Cancer Now as its business plan is to receive money rather than provide a product of service. In addition, people who feel loyal range vastly

and cover most demographics as anyone can be affected by breast cancer, directly and indirectly. In addition, other organisations and businesses can be consumers for breast Cancer Now through partnerships and fundraising events. E.g.

- ASDA - tickled pink campaign
- M&S
- Accessorise
- Dorothy Perkins
- Palmer's
- Sketchers
- River Island
- Simply Be

**HOWEVER - SEE PR PLAN IN HOW TO TARGET YOUNG PEOPLE WHO MAY NOT BE A PART OF THESE BUSINESSES - Breast Cancer Now use a very mundane and overused tactics to target mass support. There is certainly a gap to target customers on a more intimate and local basis.**

### **Characteristics**

- Techniques of fundraising by Breast Cancer is coordinated events. They're usually in the the genre of sports, TV, challenging oneself and setting a personal goal to raise money. Here are the events a customer could take part in (limited coordinated events):

<https://breastcancernow.org>

### **PR requirements**

- What are the measurable PR objectives and how do these relate to the organisation's objectives? - The PR campaign should focus on tackling fundraising from a more alternative stand point. With everyone being a victim of breast cancer (directly or none directly), the PR campaign in place is to create a more united front and local community feel through the event. This relates to Breast Cancer Now's goals of defeating Breast Cancer and doing it together.
- Where are you starting from? - The first event has been trialed and proven a success. We will be starting from the foundations of the first event to successfully grow it and even shed a light on other female issues, especially in the music industry.
- Which audiences do you need to reach? - The goal is to reach younger audiences/ young adults and teens who may not know how to spot for breast cancer or may be struggling with a member of their family going through treatment.
- What are the messages by audience? The message we want to send through using a punk music channel is that we can beat this - we can beat breast cancer AND have a great time. Let's make something good from something so bad.
- How do you want each audience to respond? - From previous research, we have found that the response is loyal to the message. Because we will be targeting young people and local music scenes, people support the campaign and event in a 'die hard' fashion.

- How will you listen to audience input and feedback? - Will this be fed back into the organisation? If so, how? - Listening to prior feedback from the first event, commercial techniques will need to be implemented to make this PR campaign more mainstream.
- What do you need to measure to determine success? - Ticket sales and online interaction with the event will prove if people are fully supporting the breast cancer awareness front. This can easily be read by the page's stats and demonstrate where we need to make adjustments to the PR campaign.

## **PR background - Breast Cancer Now**

### **What worked well and what did not? Wear it pink campaign**

#### **Join us for wear it pink**

Every Breast Cancer Awareness Month, wear it pink brings together thousands of people on one day, all with the same aim – to wear pink, raise money and help make life-saving breast cancer research happen.

Breast Cancer Now's wear it pink day is one of the UK's biggest fundraising events, having raised over £33 million since launching in 2002, and this year wear it pink is going to be bigger than ever!

Let us know if you're holding your event on a different day so that we can support you in the best way possible.

You can email us at [wearitpink@breastcancernow.org](mailto:wearitpink@breastcancernow.org) or call us on 0333 20 70 300 to tell us the date of your event and any other information – we're always here to help and would love to hear from you!

In April, Breast Cancer Now joined forces with Breast Cancer Care to create one charity. So this year, along with funding life-saving research, your fundraising will help us to care for and support people affected by breast cancer.

<https://www.wearitpink.org>

**Amount raised:** Every year, wear it pink raises around £2 million during Breast Cancer Awareness Month. The money you raise is used to fund Breast Cancer Now's pioneering research across the UK and Ireland - Wear It Pink Updates

### **The PR brief:**

#### **Measured by how many involved and amount of money raised against goals/predictions**

- keep it media reliant
- Positive message related to Pink and the charity
- Emotive stories to be told to consumers and media
- E.g.
  - "If you are a journalist, our PR and Celebrity team can help you source real life stories, arrange interviews and provide you with all the information you need for wear it pink news and features. Please contact us on any of the following:
    - T: 020 7749 4115, 07778 682 001 (for journalists to use out-of-hours)
    - E: [press@breastcancernow.org](mailto:press@breastcancernow.org)
    - Twitter: @BCNowpress"

### **Budget**

- Venue and decor = £500 (usually discounted for charity)
- Bands = £100 (many expected to participate for the cause)
- Alcohol = £100
- Posters = £80

- Flyers = £50
- Merchandise = £150
- Other = £200

#### Available resources

- Venue, acts and possible donations

#### Campaign timeframe

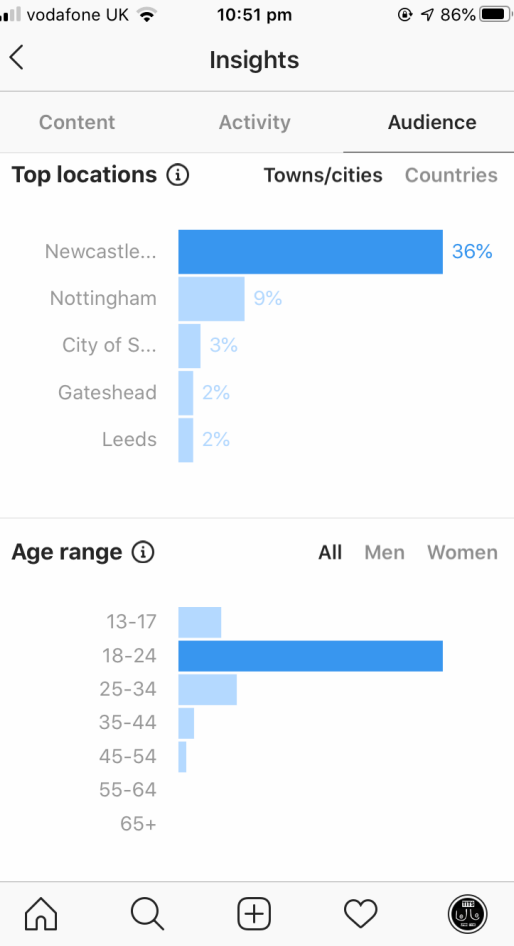
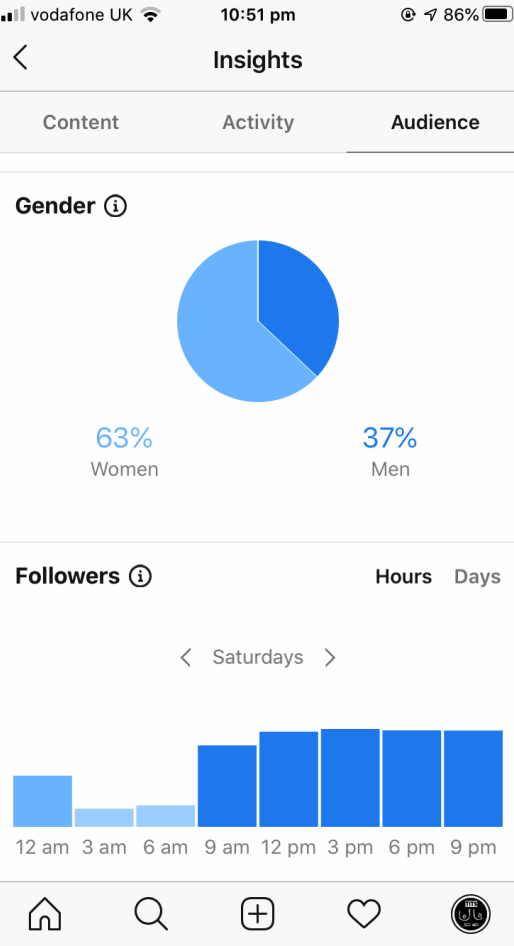
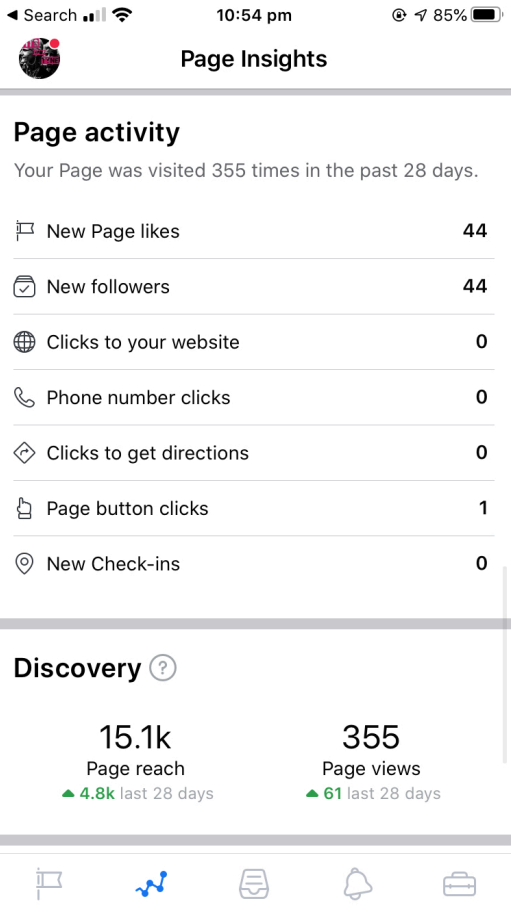
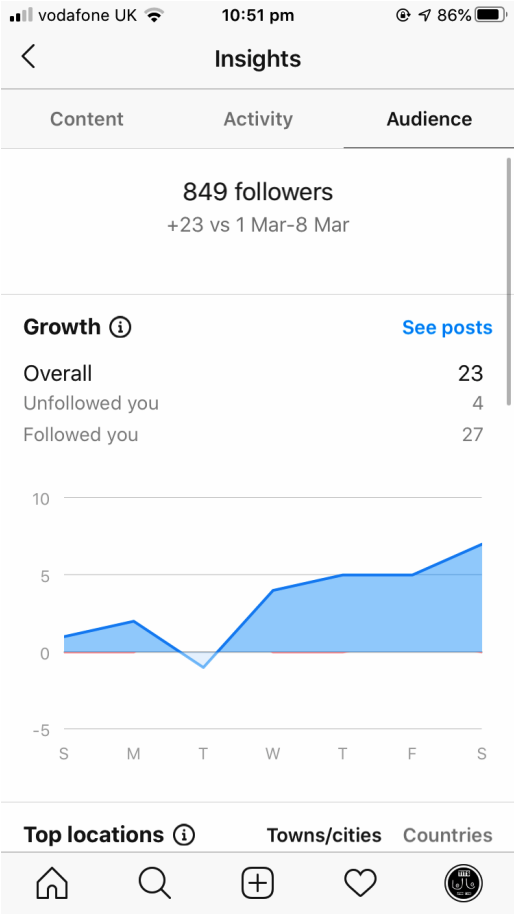
- 6 months from launch to event

## Secondary Research - Tits Upon Tyne

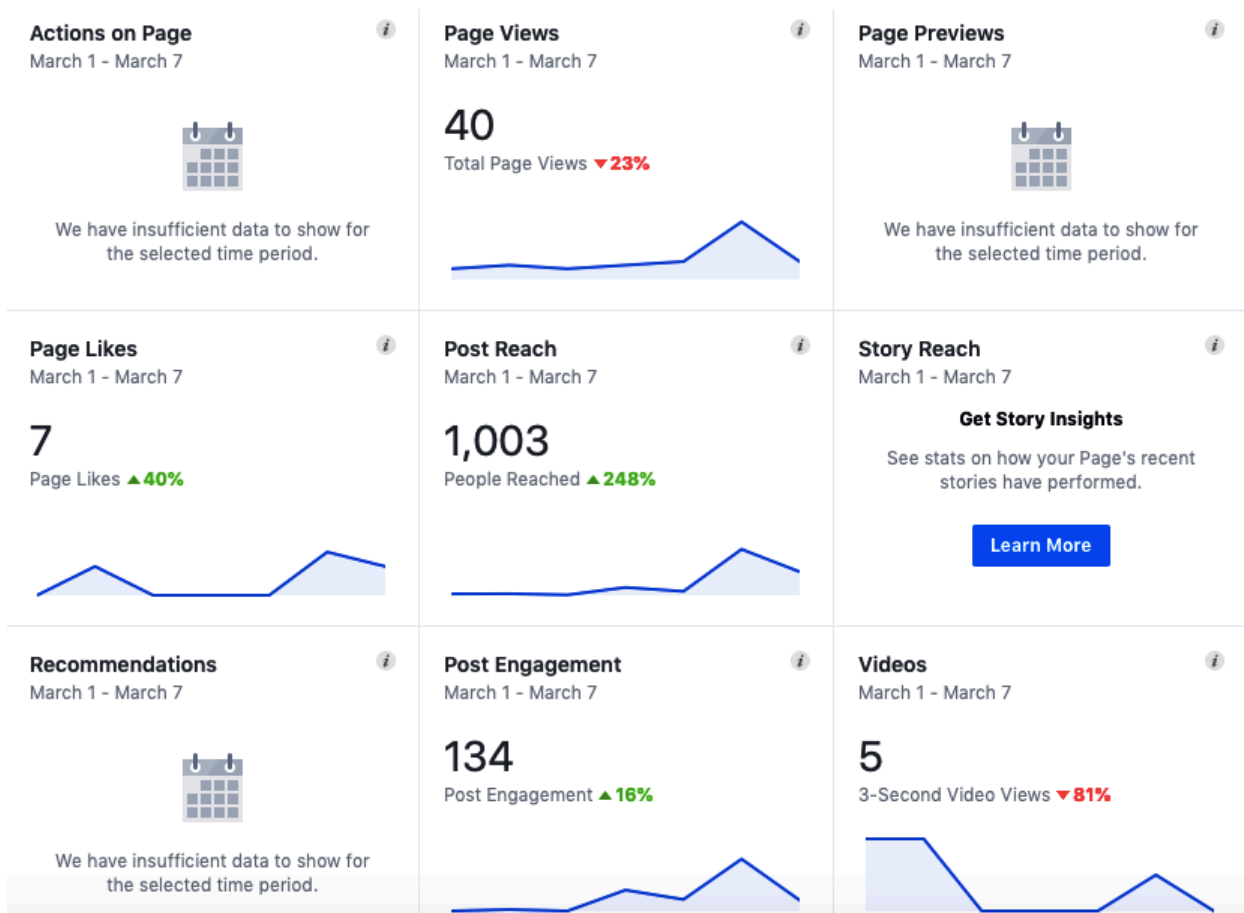
### Events:







## Measurements - social media insights summary:



## Taget Audience -

For Tits upon Tyne, the main audience and demographic is young people in the local music scene. We want to achieve an anarchist aesthetic to make the fight against breast can mirror the 70s rebellion of the punk. Young people are always looking for something to fight for and this PR campaign is giving them what they want but having positive consequences.

- Primarily females aged between 14-25
- Young people both genders part of the local music scene

***The entire breast theme relates to the feminist movement and other campaigns like Free The Nipple - it is a share worthy selling point that associates Breast Cancer Now to other ethical organisations. It also relates to liberalism and helping one another e.g. local artists.***

## What do young people want? - *The 10 best British youth cultures* The Guardian Summary:

- YOUTH RIVIAL AND REBELLION e.g. punk, teddy boy, hippies etc

<https://www.theguardian.com/culture/gallery/2011/jul/10/10-best-british-youth-cultures>

"NEWDAY PRESENTS: YOUTH CULTURE 2020.  
O2 INDIGO LONDON SAT 8 FEB 2020

Serious youth violence is increasing, mental health issues are growing and sexual liberty is leaving more and more young people damaged - often dealing with the consequences online with exposure to the wider world.

But we believe that the good news of the life, death and resurrection of Jesus is timeless and the freedom He brings speaks into every age, to every area, to every issue and is available to all.

How do you get to grips with the real issues that are challenging and influencing young people today? With an incredible line-up of some of the UK's best speakers and Bible teachers on these issues, we want to provide a better understanding, develop compassion and sharpen practical skills to help you love and disciple young people in a greater way.

So we're inviting you to join us at Youth Culture 2020, to be part of making a change, to help bring true Hope to the generations emerging. "

- <https://youthculture.org>

### Newcastle independent music scene -

<https://www.ukmusic.org/research/music-tourism-wish-you-were-here-2016/north-east/>

#### Summary:

- 16,000 music tourists visited the region in 2015 to attend a live concert or music festival. These visitors generated a staggering £51 million in total for the local economy
- Wish You Were Here 2016 clearly shows the value of live music and music tourism to the North East through live concerts and festivals and the huge boost that it continues to bring to the area both culturally and economically.



#### Supporting Articles for research:

##### "How small local charities raise really big money" Article

- <https://www.bizjournals.com/bizjournals/how-to/growth-strategies/2018/01/how-small-local-charities-raise-really-big-money.html>

##### "Value of UK's live music scene hits record high" Article

#### Summary:

- Britain's live music sector hit a record £1.1bn last year
- "Live music is now at a record high and continues to draw millions of fans from both the UK and abroad to our arenas and smaller venues alike," said Michael Dugher, the chief executive of UK Music, the industry body behind the annual report.
- UK Music pointed out that while record companies and the biggest stars were thriving, the average musician was struggling to make a living. Musicians earned an average income of £23,059 in 2018, below the national average of £29,832, according to the Office for National Statistics.

#### **"Asda raises £30 million for breast cancer charities in the UK" Article**

- <https://breastcancernow.org/about-us/media/press-releases/asda-raises-30-million-breast-cancer-charities-in-uk>

#### **"Directory of Breast Cancer Charities" Article**

##### Summary:

- "There are a huge number of very worthy cancer charities in this country. Some charities do work in relation to many different types of cancer, including breast cancer, for example, Macmillan, Maggie's, Marie Curie, Shine, Trekstock, Stand Up 2 Cancer, local support centres, local hospices on so on. The list is endless and they are all incredible charities who deserve your donations. However, on this page, I am going to talk about charities that focus entirely on breast cancer."
- <http://www.tickingoffbreastcancer.com/useful-links-resources/directory-breast-cancer-charities/>

#### **"Live music - statistics and facts"**

##### Summary:

- "Over time, the music industry has undergone various transitions and technological evolutions. Since the introduction of MP3s in the late 1990s, downloads have overtaken the purchase of physical music as customers have moved from paid content to subscription music services. Despite the industry-wide shift in consumer spending, the growth of live music looks to continue unimpeded for years to come, as real-life experiences encounter a surge in popularity."
- <https://www.statista.com/topics/3034/live-music/>

***These articles also the value and potential profit made in live music (UK).***

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