

Entrant company name: '**Cause x phs Group x Prostate Cancer UK**

Entry title: **Back in the Game**

Category: **Sport or Entertainment Campaign**

BRIEF

1 in 8 men will be diagnosed with prostate cancer, increasing to 1 in 4 for Black men. If every seat at Wembley was taken by a man, prostate cancer would affect up to 11,250 fans at a full capacity game. 65% of those will experience urinary incontinence (UI) due to their treatment yet they cannot access sanitary bins at football matches. phs Group is the UK's leading washroom hygiene specialist determined to make a tangible impact to the lives of men living with UI. It has developed the only male sanitary bin specially designed to accommodate men's incontinence products. Continuing its strategic partnership with Prostate Cancer UK (PCUK), phs briefed 'Cause to build on our previous multi-award-winning Dispose with Dignity campaign to make provision of male sanitary bins standard in the UK.

OBJECTIVES

- Improve quality of life for men with UI by raising their voices and installing 10,000 male incontinence bins in 12 months- 5,000 by 6 months
- Generate awareness, support and symptom checker completions for PCUK
- Make progress towards HSE mandating the provision of men's sanitary bins to increase equality with women's facilities

BUDGET:

£44,500 + VAT

IDEA/RESEARCH/PLANNING

Our idea was to target the football industry to raise awareness of UI and to provide men's sanitary bins in club/stadium toilets UK-wide. Football was the chosen vehicle for message delivery, as a male-dominated space with the power to impact broader society. We wanted to highlight the experience of men with incontinence, get male supporters "Back In The Game" and increase provisions of bins everywhere.

We developed research with PCUK, gleaning insights from sports and football fans, as well as men with UI who used to attend live games. We found:

- 75% of men with UI are turned off going to games due to no sanitary bins
- 37% of football fans know a man who's had prostate cancer treatment, who no longer attends games
- Across the EPL £168,000 is lost each week due to men with incontinence sitting out games

STRATEGY/CREATIVITY/INNOVATION

We created a charter for male sanitary provision in all venues. The client's creative agency (Cowshed) named this 'The BOG STANDARD.' After an initial launch introducing it to broader audiences, 'Cause recommended this sports-focused strategy to achieve campaign objectives.

'BACK IN THE GAME' (BITG)

Football is the world's biggest sport. More than just a hobby, it's a way of life. It's where our key consumer (men aged 40-60) lives. We knew we needed to speak to their key interests to make an impact, and we know how powerful the voice of tribal football fans could be.

BITG sought to give men the confidence to once again watch the beautiful game live, by influencing clubs to adopt The BOG STANDARD.

DELIVERY/IMPLEMENTATION

Core press release and broadcast day The research and stats from our BITG paper served as the backbone of our press release, alongside the Manchester United announcement, quotes from case studies and a celebrity ambassador. The press release was adapted into a broadcast notice, issued in advance to UK-wide broadcasters alongside interviews with spokespeople from PCUK and phs.

Case study profiles

We offered nine case studies of football fans to media, from clubs across the country. Three of these men were Black, ensuring the campaign would speak to Black communities for whom prostate cancer is a greater risk.

These fan stories were the heart of our campaign, and eventually led to direct communication with football stadiums, with executive directors speaking one on one with supporters to understand their needs.

BITG launch film:

We created an emotive case study-led film to show why we need sanitary bins in men's toilets and to announce Manchester United signing up. The film shows lifelong Man Utd Mark Farrington, telling us what it means to him to have Manchester United signing up, as it meant he can Get Back in the Game.

The film was used on social and issued to journalists. It piqued the interest of Morning Live, who then made their own film.

OTHER TACTICS

- Celebrity ambassadors: Steve Ryder (a former football face familiar to our audience) undertook a host of broadcast radio interviews. Political comedian, podcaster and

football fan Matt Forde, who uses sanitary bins after his own cancer diagnosis, attended a parliamentary event to highlight the BITG campaign to MPs.

- Additional press releases announcing sign up of smaller club Portsmouth FC, highlighting the accessibility of The BOG STANDARD for clubs of all sizes.
- BITG mini site <https://www.phs.co.uk/male-incontinence/sports> hosted all campaign resources including template letter for clubs and MPs and a campaign toolkit.
- Ahead of the Cardiff Swansea Derby on 18/1/25, we issued a release about Cardiff City fan Mark, who featured in the Morning Live film. Our angle was the fact that no Welsh clubs have signed up to The BOG STANDARD, with a plea from Mark, who had terminal prostate cancer, for his local club to install bins. This resulted in widespread coverage in Wales and nationally.
- Media applied pressure on Welsh clubs by asking them to comment. The radio interviews prompted further coverage online, requests from football fan podcasts for interviews, and ITV scheduled a package ahead of the Cardiff Swansea Derby on 18th January.

IMPACT

- 107 pieces of quality coverage for BITG, including 58 broadcast pieces including BBC Morning Live, BBC Breakfast, BBC Look North, BBC SE Today, ITV Wales, BBC Radio 5 Live, Talk Sport, PM on BBC Radio 4, Telegraph, Manchester Evening News
- Manchester United website hosted campaign video and information, reaching 381.4k audience. Their LinkedIn post generated 31,093 video plays, 73,544 impressions & 3,433 engagements
- 6,627 male incontinence bins and 1,126 male sanitary products installed by 1,153 customers across 4,282 locations in just over 6 months (+32.54% above target)
- 683 signups to The BOG STANDARD Charter & committing to provide male incontinence facilities including McDonalds, Hilton Hotels, Marriot Hotels and Marston group
- 22 sports clubs signed up in response to BITG campaign with more coming on board
- 441 men completed the PCUK risk checker on our campaign website up to 16/1/25. 175 identified as high risk, leading to faster diagnosis and increased survival rates
- 100% of press coverage mentioned PCUK and most quoted or interviewed their spokesperson and the voices (case studies) of their beneficiaries
- HSE confirmed it is now consulting to mandate explicit provision of sanitary disposal facilities for men by law
- Orders totalling £346,925 contract value and £3.8m lifetime value (CONFIDENTIAL)

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.