Canadian Brain Cancer Awareness Campaign

NHCC Presentation
November 18, 2021
We believe that if the awareness of brain tumours is increased, then early diagnosis will result in better outcomes for patients.

For a disease considered rare and being a small yet national not-for-profit, raising awareness is a challenge.

Brain Tumour Awareness Month is May - #TurnMayGrey

October - We need to find a way to stand out in a sea of pink!
Raise awareness of brain cancer

Glioblastoma (GBM) is the most common and most aggressive malignant primary brain tumour. It remains challenging to treat because there have been no new treatments in the last decade and long term survival statistics have not improved.
Objectives

**Informational**

- Raise awareness of brain cancer (notably GBM) and its impact on Canadian patients and their families.
- Educate the public on the need for more research to improve survival rates.

**Behavioural**

- Encourage discussion and interaction around brain cancer amongst Canadians.
- Drive Canadians to visit [www.braintumour.ca](http://www.braintumour.ca) to learn more.
Target Audience

Target audience
• The Canadian public
• Canadians living with brain cancer
• Caregivers, families and loved ones

Target market
• National in scope
There are many organizations that successfully use items as symbols to help the public associate the item and/or brand to the cause. Key examples include the following:

- **Prostate Cancer Canada** – signature striped blue tie
- **Procure** – signature bow tie (Bowvember)
- **Livestrong** – signature yellow bracelet
- **Canadian Breast Cancer Foundation**
  – pink products in October and signature pink ribbon

These items and symbols have helped to elevate the brand and create new fundraising channels.
Hats Are Personal...

Hats Tell Stories...

Hats Are Iconic...
DR. SEUSS
GORD DOWNIE
SHERLOCK HOLMES
INDIANA JONES
SANTA CLAUS
JACK SPARROW
BOB MARLEY
AUDREY HEPBURN
By creating a campaign that encourages Canadians to wear hats for a worthy cause, we can aim to provide the same warmth, comfort and protection to those affected by brain cancer.
Hats for Hope Official Campaign “Hat”

Style: toque
- Canada’s unofficial national hat
- Versatile, modern, yet part of heritage
- Commonly worn in October – the month of the Campaign

Colour: grey
- The colour of this campaign, as grey matter plays a big part in the central nervous system (consisting of the brain and spinal cord)
- The colour for brain cancer awareness
October 24\textsuperscript{th} was chosen as Brain Cancer Awareness Day

International Brain Tumour Awareness Week follows

Declared in the House of Commons in 2018.

- Raises wide-scale awareness of brain cancer and GBM in Canada.
- Creates a long-term campaign and public relations program for BTFC.
Hats for Hope

Hats for Hope is a movement to raise awareness for brain cancer in Canada.

Of the 27 people diagnosed with a brain tumour every day in Canada, 8 of those will find out they have brain cancer. Malignant or not, brain tumours are life-altering and treatment options are limited and often invasive.

Hope, however, is limitless.

Together let's share some HOPE!

Thank you for joining us on October 24, 2021, and recognizing Brain Cancer Awareness Day by wearing your hat and spreading hope.

Hope through research.
Hope through support.
Hope for a cure.
Hats for Hope is a movement to raise awareness for brain cancer in Canada.

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1. Post a photo wearing your toque with the hashtag #HatsForHope
2. Mark your calendar for October 24, Brain Cancer Awareness Day
3. Learn more about the campaign by visiting HatsForHope.ca

Thank you for your support!

We look forward to seeing you in your toque!
Marketing & Communications Campaign

Digital Advertising

- 12,820 Clicks to Website
- 888,568 People Reached
- 1,628 Shares
- 4,531 Reactions

Email Campaign

- 183,549 Emails Sent
- 25% Open Rate (Avg)
- 2.4% Click Rate (Avg)
Canadian Influencers Wear Hats for Hope

Paul Sun-Hyung Lee
Canadian Actor
115K Followers

Chris Hadfield
Canadian Astronaut
2.3 Million Followers
*Raised $1,502 via Facebook Fundraiser*

Team Jennifer Jones
Canadian Curling Team
104.9K Followers
Canadian Influencers Wear Hats for Hope

Salvatore Antonio  
Canadian Actor  
17.9K Followers

Brett Kissel  
Canadian Country Singer  
133K Followers

Piper Gilles  
Canadian Ice Dancer  
30.2K Followers
Canadian Influencers Wear Hats for Hope

Genevieve Fisher
Canadian Singer
6.2K Followers

Emmanuelle Chriqui
Canadian Actor
636K Followers

Vivian Hicks
Canadian Singer
1.3 million Followers
Overall Campaign Results

5,000 Toques Sold
34 Influencers
6.5 Million Reached
~ $30,000 Raised
What We Learned

• **Partners** – New Era Grafix – Sold toques & donated proceeds
• **Ambassador** with their own story to bring a face to the campaign
• **Influencers** who are passionate about the cause – many have participated for all 4 years
• **Community Engagement** – make the community part of it all!
• **Sponsorship** – Hashtag sponsor donated 27 cents for every hashtag on October 24th
• **Digital & Social Media** – separate website for the campaign
• **Digital Advertising** – needed to reach general public
• **Board, Volunteers & Staff participation & buy-in!**
• Have FUN!
The Community
Thank you!

Hats for Hope
Questions ?