

Case Study

Cancer Research UK

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research.



Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.

The charity relies on the generosity of the public to help fund its life-saving research.

The Challenge

Cancer Research UK is constantly looking for new ways to grow positive brand feeling and drive continuous giving donations.

As devices and channels proliferate, linear TV viewers are shifting their attention to streaming and on-demand TV content.

Increasing consideration and driving donations in the modern information age is increasingly challenging and competitive within the charity sector.

The Cancer Research UK team believed they could reach audiences more efficiently by placing ads via addressable TV within their existing audio-visual plan.

The Approach

Cancer Research UK partnered with Finecast in 2019 to run ads alongside on-demand content.

Through the Finecast platform, the charity gained a single point of access to the highest quality broadcaster content and large-screen viewers via their set top boxes, game consoles, connected TVs and more.

The campaign used multiple creatives to tell the stories of a diverse mix of people, showing clips of real-life experiences of cancer, ranging from diagnosis, to treatment, to getting the all-clear.

To understand the effect of these video ads on brand metrics, the team implemented a brand study and compared changes in consideration, brand feeling and donations.



The Results

Across econometrics models, Finecast, in conjunction with linear TV, proved to be a highly effective part of the on-demand channel. This combination delivered exceptional efficiency in driving consideration versus all on-demand suppliers.

Compared to display and outdoor, Finecast delivered the best return on investment in securing continuous giving donations.

Drilling down into the charity's premier fundraising event, Race for Life, Finecast emerged as the most efficient channel with a better return on investment than search, radio and outdoor.

As the organisation looks ahead, these successes are inspiring new directions for Cancer Research UK's marketing.



Race for Life: Cancer Research UK's premier fundraising event

In particular, focusing on using addressable TV, in conjunction with linear TV, in those areas where TV under indexes (for instance, among younger users) and planning to increase Finecast investment on campaigns that target these audiences.

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Addressable TV allowed us to add incremental reach to our linear TV campaign, in turn giving us access to lighter TV viewers.

Because we can be more focused in our messaging to our target audiences, we can minimise wastage and be much more efficient.”

Jo Bray,
Head of Brand Marketing,
Cancer Research UK

30%

More efficient in driving continuous giving donations than linear TV alone

28%

More efficient in shifting recommendation than other on-demand suppliers

No.1

Performing channel for individual giving ROI

