

18 September 2023



Colorectal Cancer Screening Awareness

A Campaign by Health Promotion Board

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Category:
TVC

Raise your hand if you've
considered / gone for
cancer screening of any sort



What do we do about The Things We Don't Want To Hear

Back in 2011
Colorectal Cancer was said to be the
“**No. 1 Cancer**” in Singapore but the
people most affected by it:

Don't Know
Don't Care
Don't Want to Hear

“**CHOI**”
...and why it was hard to talk about it”

The 3 Big WHYs

Why #1

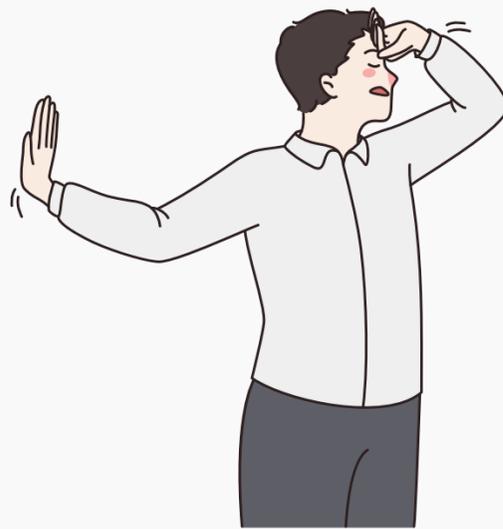
Cancer was considered a taboo



Problem Statement

Why #2

No symptoms =
No Cancer



Why #3

Screening Positive?
That's a death sentence



4/12



Problem & Objectives



Problems (Pre-Campaign):



- Participation Rate in Screening Program is at **1%**
- Only a few are aware of what CRC screening is, and lesser know the symptoms

Objectives:



- **60% Awareness** on correct age to begin screening & correct screening frequency
- Encourage target audience to go for regular colorectal cancer screening
- Spark and normalise conversations about Cancer in Singapore

TVC #1

Ong and Raj



The Advertisement

6/12

TVC #2

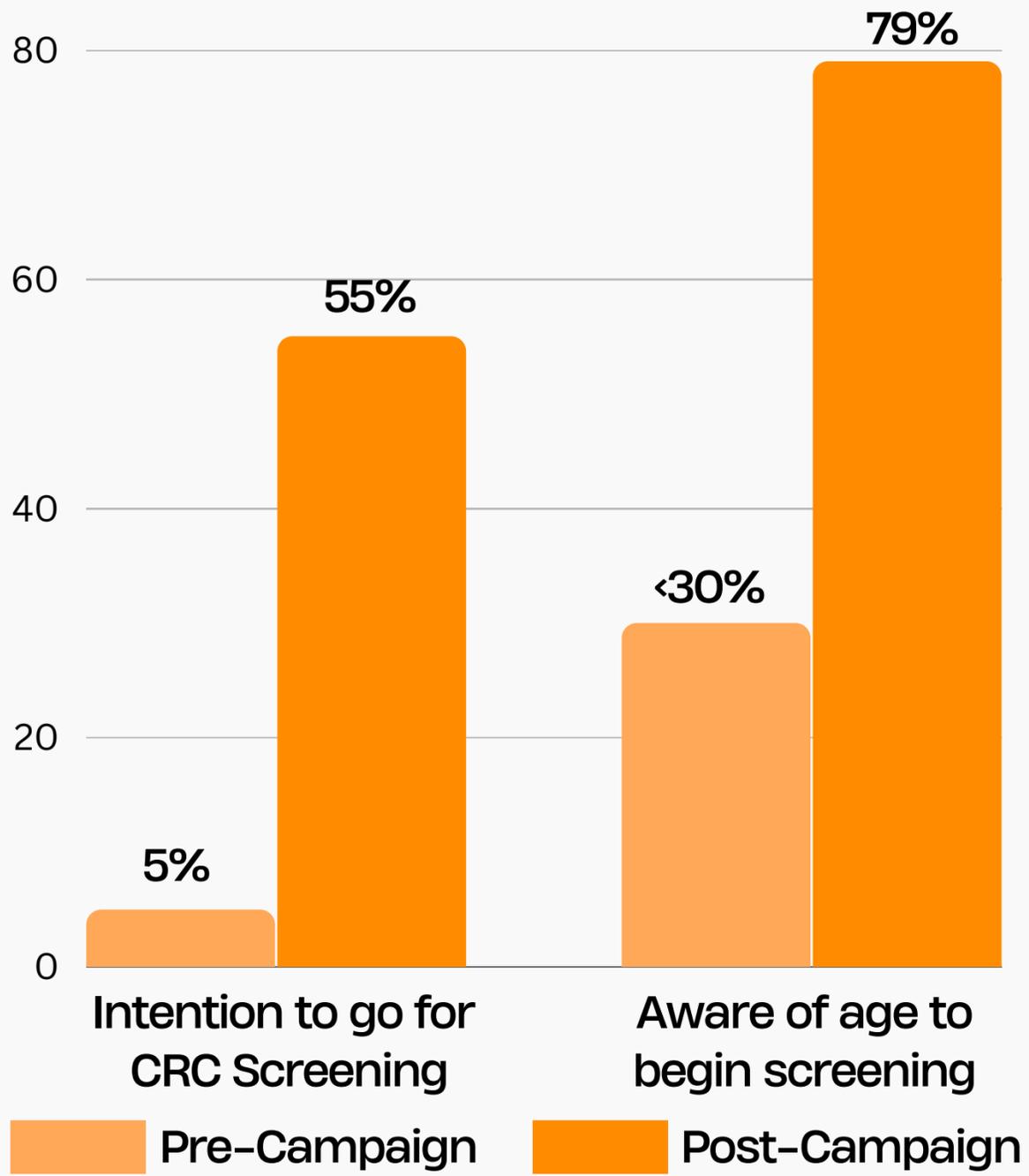
Ong and Raj



The Advertisement

7/12

The Results



The Results

73%

Aware of what CRC is and could state the symptoms unaided

819

Recorded Screenings done during **2011**

VS

11

Recorded Screenings done same period **2010**



Relevant

Use of Singlish & Dialects

Having daily
conversations with your
neighbourhood kakis

Addressed the fact that
cancer was a taboo topic

Original

Used lighthearted humour
instead of education

Unpredictable

Tongue-in-cheek

ROIC Evaluation

Impactful

Easy to understand message,
making the advertisement
memorable

Credible

Message came from
characters who shared
similar demographics

HPB was already credible as
an govt. organisation, was
credibility the main focus?

(Summarised)

ROIC Evaluation

Relevant

Use of Singlish & Dialects

Having daily conversations
with your neighbourhood kakis

De-stigmatising Cancer as a
Taboo Topic

Original

Use of lighthearted humour
compared to education

Unpredictable

Tongue-in-cheek

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Recommendations

End Copy of Ad

Since the ad aimed to target senior audiences 50 years old and above:

Included the copy written in the four official languages of Singapore

