



WORLD **PANCREATIC**  
CANCER COALITION

# World Pancreatic Cancer Day 2018

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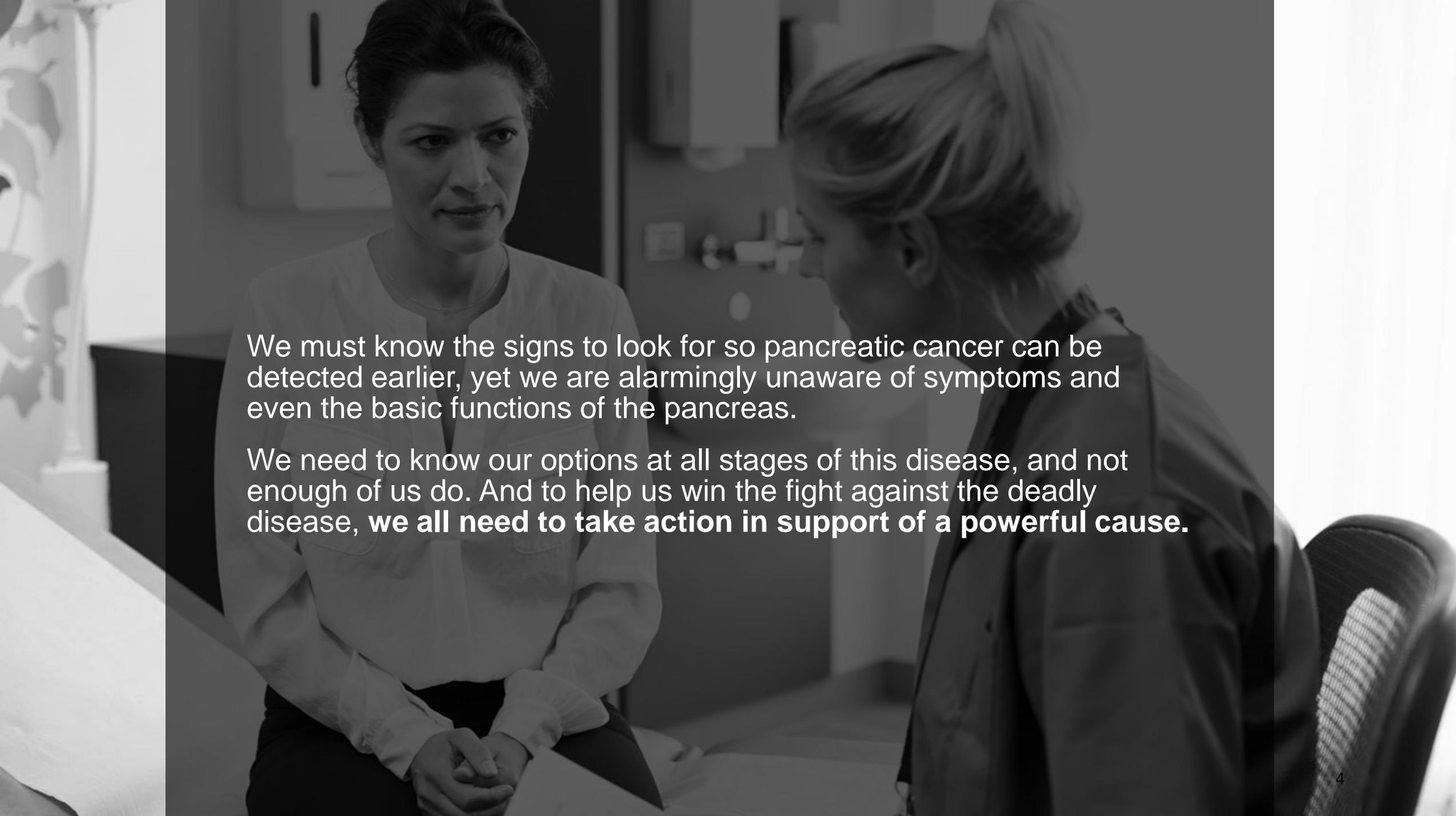
*Managing Director , Hill+Knowlton Strategies*

# WPCD Theme



**Pancreatic cancer is a diagnosis that makes our hearts sink. It's terrifying when we are told to get our affairs in order and when our diagnosis is measured in months, not years.**

That's why, for those of us affected by pancreatic cancer, there's no time for patience. We want to have hope while we navigate a new reality. And we deserve to be treated as more than a statistic.



We must know the signs to look for so pancreatic cancer can be detected earlier, yet we are alarmingly unaware of symptoms and even the basic functions of the pancreas.

We need to know our options at all stages of this disease, and not enough of us do. And to help us win the fight against the deadly disease, **we all need to take action in support of a powerful cause.**



For the past few years we have come together on World Pancreatic Cancer Day to raise awareness ..and people around the globe began to take notice.

*But now:*

**It's time** to drive greater awareness and create a greater sense of urgency.

**It's time** for a stronger rallying cry.

**It's time to...**



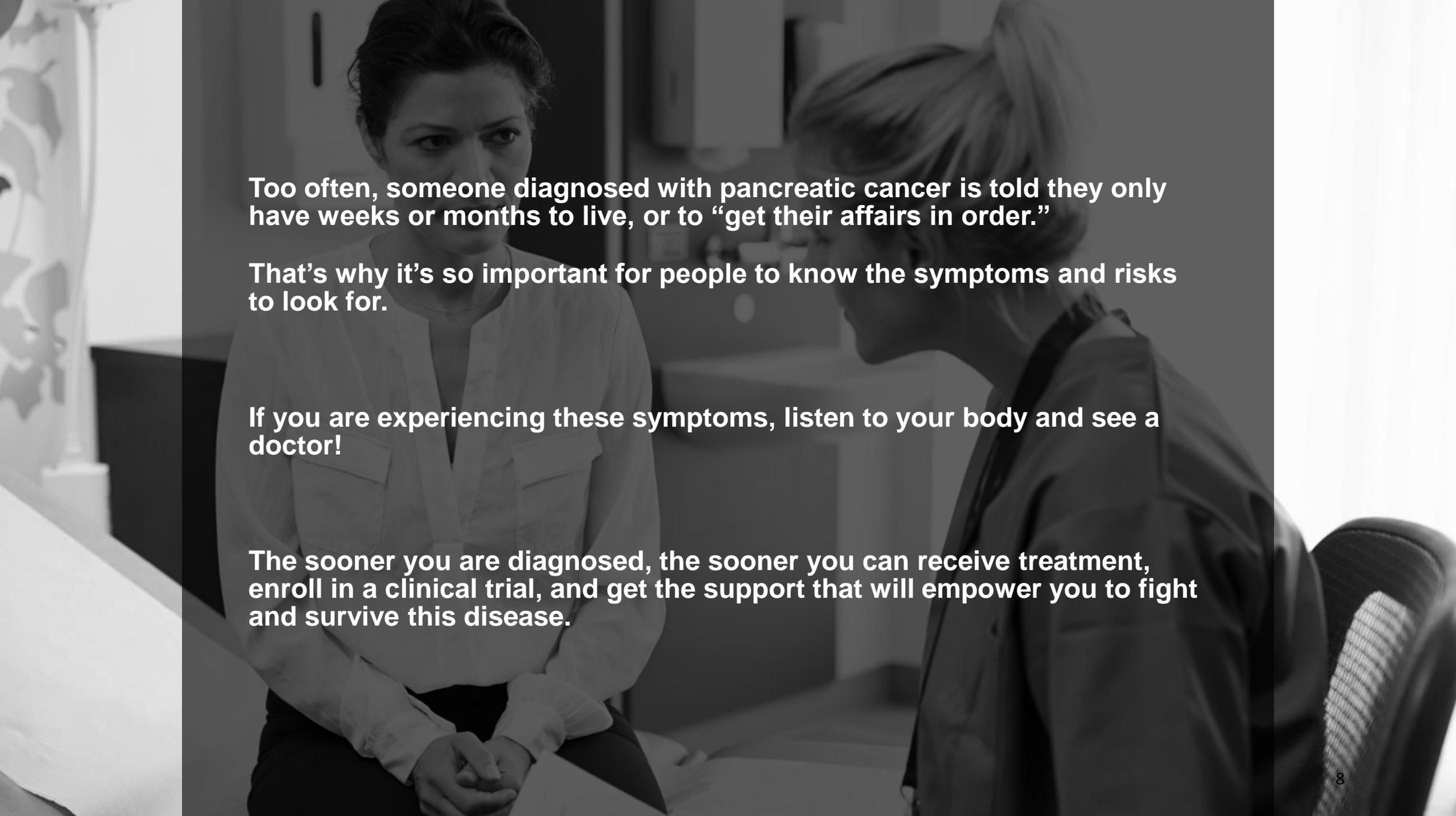
# Demand Better



**DEMAND BETTER** means that all of us in the pancreatic cancer community are coming together to advocate for greater progress/urgency to defeat the world's toughest cancer.

**The status quo is not acceptable. We need better progress.**

**And better progress starts with earlier detection.**



**Too often, someone diagnosed with pancreatic cancer is told they only have weeks or months to live, or to “get their affairs in order.”**

**That’s why it’s so important for people to know the symptoms and risks to look for.**

**If you are experiencing these symptoms, listen to your body and see a doctor!**

**The sooner you are diagnosed, the sooner you can receive treatment, enroll in a clinical trial, and get the support that will empower you to fight and survive this disease.**



**Demand Better.**  
For Patients. For Survival.

# WPCD 2017 HIGHLIGHTS



**Demand Better**  
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# Campaign Topline

**By virtually every measure, WPCD 2017 greatly surpassed the 2016 campaign.**

- Increased coalition member participation, media and social media engagement despite fewer celebrities.
- **435% increase** in earned media impressions (**745M in 2017 compared to 139M in 2016**), with **more than 800 placements in 30 countries**. The multimedia news release generated **29% more impressions** than the 2016 release (**119M in 2017 vs. 92M in 2016**).
- Across-the-board increases in social media metrics— **ranging from 38% (impressions) to 18% (hashtag use)**.
- Worldwide Google searches of pancreatic cancer **increased by 17%** compared to WPCD 2016 with nearly **50% increase in the UK alone**.

PANCREATIC CANCER HAS THE **LOWEST SURVIVAL RATE** OF ALL MAJOR CANCERS

Don't let someone you love get diagnosed too late.  
Know the symptoms, share the symptoms.

ABDOMINAL PAIN

YELLOW SKIN OR EYES

World Pancreatic Cancer Day shared their video.  
November 30 at 2:42pm · 🌐

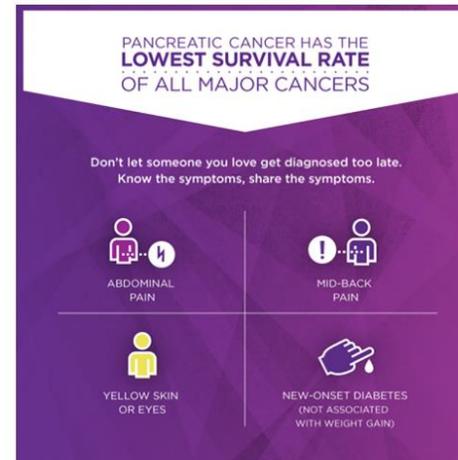
Conversations like this one happen in 1,000 doctors' offices around the world every day. If you think that's too many, share this video today and commit to keeping up the fight against #pancreaticcancer.

Demand Better | World Pancreatic Cancer Day 2017

WORLDPANCREATICCANCERDAY.ORG [Learn More](#)

# Assets and Resources

- Multimedia News Release
- Global Press Release and Template
- Press Release Pitch
- Press Advisory
- Demand Better Video
- Member Videos
- Symptoms and Risks Infographic
- Internal & External FAQs
- Light It Purple Guide
- Wear Purple Letter Template
- WPCD Key Messages
- Op-Ed Template



# World Landmarks Turned Purple

**More than 150** landmarks around the world displayed purple lights. Images of these landmarks were shared on social media.

Landmarks included:

- Trafalgar Square
- The Sydney Opera House
- Niagara Falls





# WPCD 2018

## Video Creative Concept



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# CHECK YOUR ENGINE

**OPEN ON** a slightly harried man all arms and legs and bags and briefcases approaching his car...

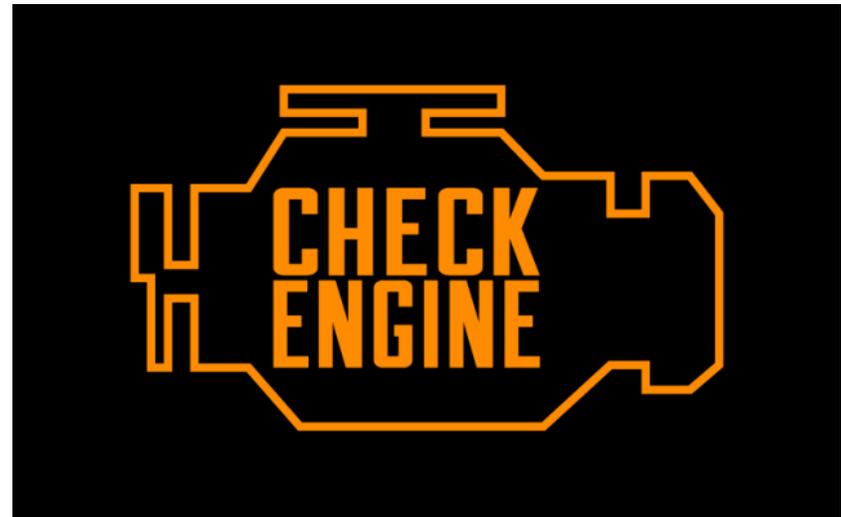
He pulls open the door, throws everything inside. Before getting in he pulls up his pants which we now see are cinched but still baggier than they should be. He climbs in, settles behind the wheel, exhales and turns over the engine.

Almost immediately, the look on his face tells us something is wrong. We **REVERSE** as he leans in to take a closer look at the **CHECK ENGINE** light which is bright red.

He leans back, slams a hand on the wheel, not happy... But after a moment the look on his face tells us he might ignore it... And text come up on screen.

*You may hate that feeling, but you don't ignore the warning signs.*

The driver leans in to take another look and we **REVERSE** again... This time, he sees another icon on the dashboard... It's a scale with a down arrow signifying weight loss.



# CHECK YOUR ENGINE

We reverse again to see our character as he feels his chest... makes the face of indigestion. Then, more text comes up on screen.

***It's important to know the symptoms of pancreatic cancer.***

*Because early detection saves lives.*

We reverse again for a closer look at the dashboard, and now 4 other simple icons have lit up. As we see each in turn, the definition comes up next to it.

*Abdominal pain*

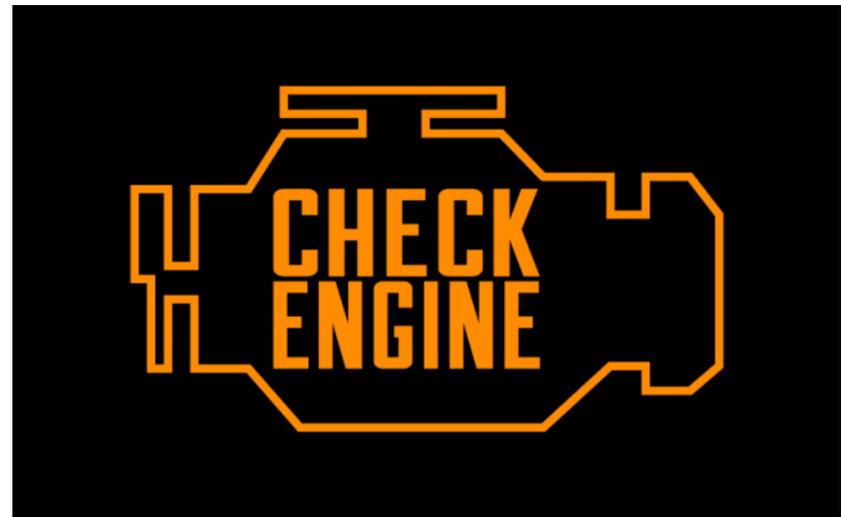
*Mid-back pain*

*Heartburn*

*Yellow skin or eyes*

*New-onset diabetes not associated with weight gain*

As we run through the list we may pop out to see our character checking for jaundice in the rearview mirror or feeling his mid back or checking some other symptom...



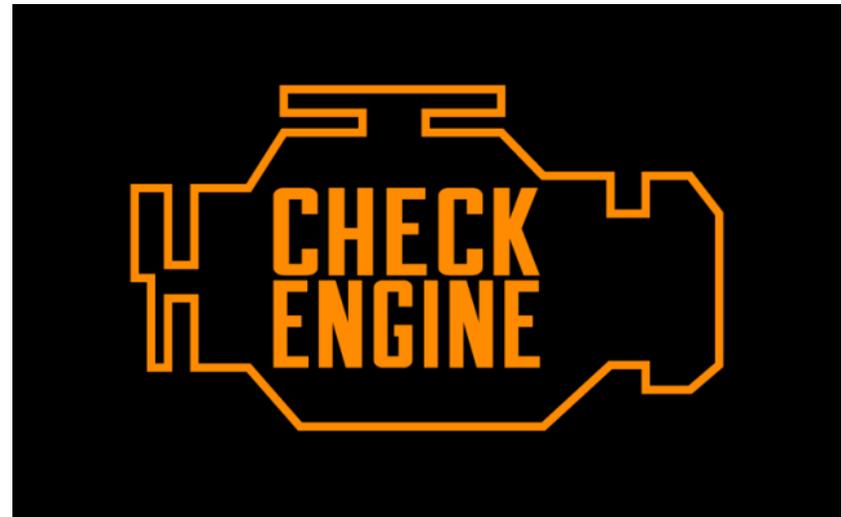
# CHECK YOUR ENGINE

After his last self-check, he shakes his head, slouches down... The camera then pops outside and pans along with the vehicle as it drives away.

Next, we cut to the car as it pulls into a parking lot – but rather than saying Auto Shop, the signage reads Medical Center...

And as the car drives in, the tag comes up on screen.

*Know the symptoms. Listen to your body.  
Early detection of pancreatic cancer saves lives.*



[NOTE: An alternate approach is to swap in a new person – different genders, ages, ethnicities – every time we reverse from dashboard to character we to help make the point.]

# WPCD 2018 Social Graphics



**Demand Better**  
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**LOWEST SURVIVAL RATE**  
AMONG ALL MAJOR CANCERS.

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Know the symptoms, share the symptoms.



ABDOMINAL  
PAIN



MID-BACK  
PAIN



YELLOW SKIN  
OR EYES



NEW-ONSET DIABETES  
(NOT ASSOCIATED  
WITH WEIGHT GAIN)

# WPCD 2018: Social Graphic Concepts



**Demand Better**  
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## Unresponsive

**Image:** Phone screen with one-sided text messages from “My Body” Messages read: “Man, this stomach pain just won’t go away!” “Are you sure this is normal?” “Maybe we should go see the doctor.” “You there?”

**Copy:** When your body tries to tell you something, listen. Knowing the symptoms of pancreatic cancer is critical. Share this graphic and you could save a life.



## Procrastination

**Image:** Collection of sticky notes that read, “Skip working out today.” “Put off report for work.” “Disregard this stomach ache.” “No time to get mid-back pain checked out.” “Ignore yellowish skin thing.”

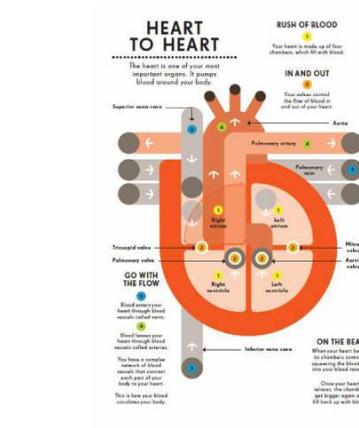
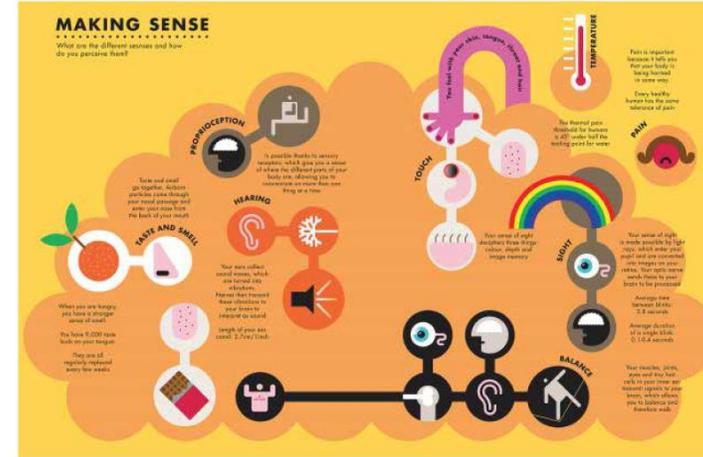
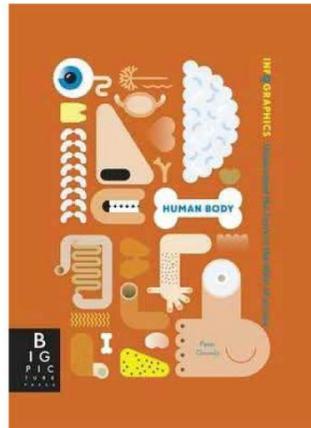
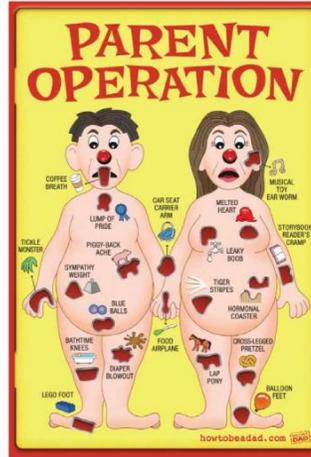
**Copy:** When your body tries to tell you something, listen. Knowing the symptoms of pancreatic cancer is critical. Sharing this graphic could save a life.



## Operation Save A Life

**Image:** Version of “Operation” board game with areas that correlate to pancreatic cancer symptoms. Areas will light up and buzz/vibrate.

**Copy:** Pancreatic cancer isn't a game. Knowing the symptoms is critical. Share this graphic and save a life.





# Small Group Discussion

# Story Gathering and Storytelling



**Demand Better**  
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# Year-Round Engagement

We are sharing social assets on a regular basis to heighten awareness of the Coalition and promote "Demand Better"



# World Pancreatic Cancer Day

## Stories that resonate include:

- Human interest stories of everyday people facing adversity and conquering it
- Surveys and stats
- Celebrities and influencers that support and are effected by the cause

