



WORLD CANCER DAY PERSONAS

Persona 1 – Dalai

Name: Dalai
Region: Oman
Occupation: Social Media Manager at the Oman Cancer Association (OCA)
Profile: Member organisation (limited resources)

Key characteristics

- Dalai has been asked to get OCA more involved in World Cancer Day
- Works with very minimal resources but is extremely motivated
- Believes in WCD and is excited to engage followers in a refreshing way and grow their community
- First time proactively involved in WCD aside from re-sharing content in previous years

Story

- OCA is a UICC and National Cancer Society member
- Don't normally participate in WCD but aware from member newsletter
- Seeing more organisations take part and receiving pressure from constituents and stakeholders to show support
- Dalai studied Communications & Journalism. The OCA is her first employer and this is her second year working there

Resources

- A one-woman team who reports directly to the Director and Founder of the OCA
- Strong network with high profile individuals, including government and national celebrities. It has not been utilised except for at formal events

Needs

- Strategies for boosting lackluster social media engagement
- A starting point and inspiration for OCA's own WCD social campaign
- How to take the key messages and make them relevant to OCA audience
- Ready-made content since they don't have budget for a graphic designer

Stats

- Platform: about 5,000 FB followers
- Audience: predominantly volunteers, cancer patients, survivors in Oman

Pain points

- Biggest reason for not participating in WCD: limited resources – both time and money

Goals

- Reach a wider audience and gain attention for OCA
- Convince management to allocate more social media resources
- Commit to supporting WCD next year

Persona 2 – James

Name: James
Region: UK
Occupation: Head of Community Development, Macmillan
Profile: Member organisation (well resourced)

James key characteristics

- James has been in his role for over ten years
- Oversees a team of about 3
- The team is dedicated to the Macmillan digital channels

Goals

- Primary objective is fundraising and they rely on the day to generate a large portion of their funds

Story

- Macmillan UK is a patient support organisation with a brand presence all over the UK
- They mark WCD every year as a member organisation, however they march to the beat of their own drum
- WCD campaign is increasingly important as day gets more traction around the world, particularly in UK

Macmillan key characteristics

- They have their own parallel campaign with their own objectives, visuals and messaging
- Invest heavily in their campaign with TV and radio ads, volunteers collecting donations, branded merchandise sold in partnership with major UK retail chain
- Very local in their focus

Needs

- New WCD info on the WCD website
- To know what other UK cancer organisations are doing
- Shareable content related to international, global stats and data (they mostly share from the WHO or UN Cancer Day)

Stats

- Large and loyal social audience, collectively about half a million
- Very active on Twitter, YouTube, Instagram with rich multimedia patient stories and celebrity engagement

Pain points

- Aside from the date and WCD logo, there is nothing in common between their campaign and that of official WCD
- starting to see more “competition” in the UK with other cancer organisations’ WCD campaigns

Persona 3 – Rachel

Name: Rachel
Region: USA (Seattle)
Occupation: Cancer survivor and millennial
Profile: Patient (in recovery) / micro-influencer

Key characteristics

- Avid Instagram user (sociable nature) and posts every other day
- Content mostly about her cancer experience: empowering quotes, photos with doctor and nurses, celebrating life with family/friends
- Lately her posts are less cancer focused
- Rare, fresh, authentic voice for young people with cancer
- Reaches younger audience speaking at local schools about her experience
- Enjoys being in the spotlight

Story

- Mid 20's. Diagnosed with cancer midway through college while pursuing psychology degree, five years ago
- Shared her own journey and first-person experience navigating treatment and mental and emotional impact of cancer on social in a very honest weekly vlog
- She is now cancer free, focusing on starting her career and planning her wedding next summer

Stats

- Shares vlog with family, friends and a very modest following
- She posts videos every WCD and they tend to get a few more views than other content

Resources

- Her vlogs are very low production, mostly in dorm room
- Student with no way of earning income during treatment, so very few financial resources

Needs

- Easily shareable WCD content
- A reminder/nudge to participate from UICC

Pain points

- As she embarks on a new post-cancer stage of her life she may engage less without active encouragement from UICC

Goals

- Primary objective is fundraising and they rely on the day to generate a large portion of their funds
- She believes in the value of WCD as an opportunity to have her voice be heard by a larger audience
- Is more than willing to support WCD and help spread the word

Persona 4 – Mohammed

Name: Mohammed
Region: Ghana
Occupation: Adviser, Ministry of Health, Ghana
Profile: Member organisation (some resources)

Key characteristics

- Mohamed is a trusted adviser of the Minister and has much influence in the department
- He is interested in what other govts are doing, particularly outside Africa
- The organisation is very familiar with the existing campaign always interested to find out what's new with WCD
- With a new Minister of Health elected, this is a chance for the Minister to make her unique mark on the day
- Mohammed is eager to find out more about the new 2019 campaign and get involved

Story

- UICC member, the Health Ministry of Ghana actively participates in WCD every year, making the most of the opportunities offered by the day
- 2019 marks the 10th anniversary of their cancer control plan so they want to do something really special!

Resources

- They have been using social media to make statements, provide updates and to educate the public
- In the past, they have used many WCD materials and taken part in social activity – easy and inexpensive

Needs

- Mohammed is interested to see what they can do beyond a community event and press statement
- Input on how to use social to engage rather simply to inform
- Ready made materials to share

Stats

- Two social platforms: Facebook, WhatsApp

Pain points

- They don't encourage engagement, simply provide information
- Most comments are negative – particularly about the healthcare system
- Other challenges: many tribal languages, literacy levels of the public, access to the internet

Goals

- Have marked WCD many years. Want something fresh and innovative to engage the general public
- Want to showcase the Minister's commitment to WCD and use social to reach more of the public

Persona 5 – Catherine

Name: Catherine

Region:

Occupation: Social and Digital Manager at Balanced Pharma

Profile: Corporate partner

Key characteristics

- Catherine is the account lead and contact person from BalancedPharma
- She is a senior manager at Head Office and sees WCD as a way to bring attention, funding, power to BalancedPharma oncology work
- She is not very social media savvy but feels WCD is a perfect opportunity to get their message to their employees and is a fun way to engage their audience on social

Story

- BalancedPharma is a corporate partner of UICC and is a sponsor of WCD campaign – engaged initially for 2019
- In the past, used WCD as employee engagement activity in their 80 local offices: global social activity, sharing selfies and content on their social accounts

Resources

- Access to company social media team

Needs

- To engage her social team by pitching WCD strategy to them as an opportunity to do something different – more than just a post on the day
- Ideas and tools to mobilise the company and social team around a WCD campaign

Stats

- Twitter, FB, YouTube accounts

Pain points

- Public Affairs team doesn't work closely with social team

Goals

- Engage their employees

Persona 6 – Liam

Name: Liam

Region: Australia

Occupation: Musician

Profile: Celebrity influencer

Key characteristics

- Very busy schedule. Always on the road either touring or promoting various projects
- Likes to interact with his fans and create content that they will respond to
- Committed to creating fan-first content
- Doesn't smoke but well known on celebrity party circuit
- No close friends/family with cancer but wants to support a fellow musician who was recently diagnosed

Story

- Hugely popular young performer with a large and young fanbase
- Keen to keep his brand "human" and wants to align himself with a few well selected events/organisations and create short polished content

Resources

- Tour manager, Social Media Manager and PR Manager to coordinate his schedule, interviews, partnerships and content output
- Confident speaker and performer. Used to recording sound bites
- Seasoned content creator

Needs

- A concise brief so that he stays on brand/message
- A fun way to engage his audience on the topic of cancer
- Suggestions for actions that he can share with his community
- Social proofing that other high profile influencers are also participating in the day

Stats

- 55M combined followers on Instagram and YouTube
- Mostly polished content curated by Social Media Manager

Pain points

- Lack of time for personal content
- Doesn't want to lose followers for "boring" / non-music content

Goals

- Engage his fans with fun, heartfelt content
- Grow followers and fan base
- Reach new audiences

Persona 7 – Sophia

Name: Sophia
Region: North America
Occupation: Personal brand
Profile: Influencer

Key characteristics

- Shares a lot of personal stories to her followers
- Very high engagement. She reads all comments and responds to many
- Has many loyal followers who have been with her since the start of her brand
- Interested in alternative medicine and holistic practices
- Shares lots of content about food and lifestyle
- Speaks openly about skepticism of big pharma
- Quick to adopt new technologies & platforms

Story

- Sophia runs a healthy living & DIY design brand
- She has a personal connection to cancer – Mom is in remission from breast cancer and had a close friend die suddenly from a rare form of cancer in her thirties

Stats

- 600k Instagram followers (posts feed+stories every day)
- Very active online & with her followers
- 150k newsletter subscribers – sent 2x mo

Resources

- Professional content creator who has a very clear brand vision and strict guidelines for the brands/organisations she publicly supports
- She has two part-time assistants who support her brand but the content creation is almost 100% from her

Needs

- Brand collateral toolkit to create her own content with
- Short list of action points on how to fight cancer that she can share with her followers
- Stats about cancer that she can reference in her content

Pain points

- Cannot appear artificial to her audience
- Does not want the message to get too dark

Goals

- Promote awareness of lesser known cancers
- Promote preventative actions and natural remedies
- Grow followers

Persona 8 – Oliver

Name: Oliver
Region: Germany
Occupation: Food / Hospitality
Profile: General public

Key characteristics

- No close friends or family have had cancer, but enough friends of friends to make him want to learn more
- Seen friends participate in campaigns like Movember or Mental Health Day and wants to know how to get involved
- Avid runner
- Likes to keep up with technology with his kids
- Wants to encourage healthy lifestyles with his family

Story

- Has young two kids. Often thinks about the future and is worried about cancer
- Hopes that some forms of cancer will be cured in his kids' lifetimes
- Wants to learn about cancer prevention

Stats

- Has FB, whatsapp, Insta
- Uses social media moderately to keep up with friends and family

Resources

- World Cancer Day (potential)

Needs

- Educational resources that are also fun and digestible for kids
- Clear action points on how to participate in campaign
- Would like participation that fits into his active lifestyle

Pain points

- Doesn't know how to get involved
- Interested in light participation but not necessarily an ambassador

Goals

- Get his kids interested in health
- Might be interested in raising money for cancer research (ex: through a run)