

Excellence Awards - 2024 Entry
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Entry ID: 15351

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 01. Corporate and Business Communications Campaign

Entry Information

Entrant company name (To be used in all awards materials/ presentation): phs Group x Prostate Cancer UK x 'Cause

Entry title:

Dispose With Dignity

Entry Text:

BRIEF:

phs Group is the UK's leading washroom hygiene specialist. Determined to make a tangible impact to the lives of men living with incontinence, it developed a male incontinence bin to accommodate larger incontinence products used by men, in partnership with Prostate Cancer UK (PCUK).

The brief was to first gain insights into the challenges these men face, the extent of the problem and to devise a campaign to increase the number of male incontinence bins across the UK to help men on a practical level.

OBJECTIVES:

1. To launch a specific male incontinence bin in the UK for the first time and drive at least 3000 sales in the first year, so that men can dispose of their products with dignity.

2. To secure five men willing to be case studies as the voices leading the call for change and awareness
3. To achieve coverage across national, trade and regional media – starting an authentic and informed national conversation using real voices to break the taboo around incontinence and incite public action to support men.
4. To influence change in legislation, policy, facilities and equality for men's washroom facilities

BUDGET: £200,000 inclusive of £90,000 donation to Prostate Cancer UK.

For the 475,000 men living with or after prostate cancer in the UK, most will experience urinary incontinence as a side effect of treatment, many for the remainder of their lives. Yet this subject is rarely spoken about. Even rarer, are facilities for men to dispose of incontinence products in public, which is causing stress, isolation, and shame.

IDEA: phs Group partnered with PCUK to create the Dispose With Dignity campaign. The campaign gives voice to men suffering in silence on a 'taboo' subject, highlighting the negative experiences of prostate cancer survivors experiencing urinary incontinence following life-saving treatment, while instigating action to accommodate their needs.

Urinary incontinence is an under-researched area and PCUK's customer insight team struggled to find stats that could be reliably utilised to understand the scale of the problem.

RESEARCH: Focus groups with PCUK's volunteers discussed messaging and tone, how the bin itself should look, the issues they face, what they would hope of businesses and their opinions on the taboo of discussing incontinence.

Using these insights, we commissioned an in-depth research paper. Former studies estimated that one in 25 men over 40 will experience urinary incontinence in the UK every year, but our comprehensive study of 4815 people revealed the figure was 1 in 8 men of all ages.

The statistics also told us the effect of having nowhere to change incontinence pads – men were making excuses not to go out, becoming stressed if they were out, having to take home their pads, changing them in the back of work vans, or wearing them for too long, meaning a huge impact on their quality of life.

The campaign was launched by PCUK and phs Group in February 2023. It comprised:

- Launch of specially designed bin for male incontinence products, co-branded with Prostate Cancer UK
- Equality Campaigning –PCUK used the white paper and case study resources to launch its 'Boys Need Bins' campaign.
- Awareness Raising – conversations with the charity's beneficiaries taught us men want to talk about male incontinence, and this was backed up by our research. Their voice was central to the campaign – achieving 159 pieces of coverage, circulation above 28.5m and

reach of over 85m.

- Parliamentary Influence & Legislative Change - Over 2,600 people wrote to their MP, 16 parliamentary questions were tabled and a Westminster Hall Debate secured.

PROJECT DELIVERY

The project was delivered through phs' Marketing, Internal Communications and Products team; PCUK's partnerships and Public Relations team, and specialist communications skills from 'Cause as well as design support from Abstract agency. This included:

1. Completion of research for white paper
2. Completion of specially designed disposal bin to fit larger incontinence products & promoting prostate cancer awareness
3. Launch of Research report (white paper) shining a light on the need for action
4. PR campaign and 10 case studies –high profile broadcast, online and print coverage (159 pieces)
5. Communications toolkit empowering the public and partners to take action– template letters to MPs, social assets, press release templates, washroom posters, internal email templates, blog and website templates
6. Boys need bins campaign carried out by PCUK and its stakeholders using Dispose With Dignity insights to influence
7. Campaign videos – 10 minute case study video and short format
8. Social media activity carried out by phs UK and PCUK in-house teams

EVALUATION & IMPACT

In the first month alone, the campaign delivered return on investment for phs Group of 174%. Now the ROI stands at 1350% including revenue of £300k received, and projected revenue over the company's standard customer lifecycle of £2.7m (CONFIDENTIAL).

In less than a year, the campaign achieved:

- Installation of 7,000 male incontinence disposal units across the country, including in 2 motorway service station chains – and a further 11,000 bins at quote stage as at 1.3.24
- Over 450 people have completed the Risk Checker tool on PCUK's website, coming from phs Group channels. 193 of them were high-risk meaning potentially lifesaving
- 10 case studies completed against a target of 5 men coming forwards
- 159 pieces of media coverage, a circulation above 28.5m and reaching over 85m people to inform, educate and campaign for change, all featuring the voices of real men
- Public action – over 2,600 letters written – reaching 95% of MPs
- Progress in parliament towards legislative change, with the Health and Safety Executive committing to consult on a change in legislation this summer (2024)
- Funded £90k to pay for the development of a pre-screening project
- Achieved mandatory requirement (amending code of practice 03.3.1) for all contractors in the Considerate Construction Scheme, to install at least one male incontinence bin per site – 17 major firms on board so far including Balfour Beatty
- Over 750 letters to councillors sent
- 24 councils have shown support to the Boys Need Bins campaign, including 4 Welsh councils and 2 Scottish
- This success led to phs committing an additional £183,000 (CONFIDENTIAL) in

December as further funding for the pre-screening programme and awareness programmes

WEB & SOCIAL

- 28.9% increase in unique users visiting the phs website during the campaign period and 32.5% increase in website sessions due to the campaign impact
- 7410 views on PCUK's "Let's talk about incontinence" campaign page (5623 unique users)
- 229% increase in phs social media followers
- 2.6k post shares, 650 comments, 496 link clicks

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Resourcesbusiness-charity-awards-supporting-material-shortened.pdf

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

phs Group partnered with Prostate Cancer UK to co-author new research into male incontinence. The resulting white paper and campaign delivered exceptional results in media, parliament and 7,000 washrooms.