Different voices different channels
Integrating traditional and social media to reach out to a multi-dimensional population
Sharon Lee, National Cancer Society of Malaysia
Malaysia a diverse culture

- 19% of Malaysians are suffering from cancer
- It is estimated that one in four Malaysians (1:4) will develop cancer by 75 years old
- Majority of cases are presented at late stage, reducing the probability of successful treatment

Young population with a median age of 24 years

Communication goal:
Reach a diverse target audience with impact and cost efficiency
Evolution of the media scene

Radio

Television

1950
1960
2000
2010

Digital

Mobile

Source: eMarketer, US, July 2013
Digital media in Malaysia

52% of Malaysians are active on FB

More people in Malaysia use Facebook than any other platform

Top 5 online platforms in Malaysia and the percentage of people using them

- Facebook: 93%
- YouTube: 84%
- WhatsApp: 81%
- Google+: 58%
- Skype: 56%

Source: Facebook commissioned TNS Study, 2014
Digital media in Malaysia

Reach - Facebook and TV3

Facebook Total F 25-35
Facebook Total F 18+
Total R top 5
LESTARY
KABHI KHUSHI KABHIE GHAM
AKASIA
LUTH MAHFUZ
ANUGERAH BINTANG POPULAR BH(L)

www.cancer.org.my
Communication planning process

Business objective
• Start with business goals
• Whom are we targeting
• Define KPIs

Strategy
• How they will work together
• Resourcing them
• Measurement process

Tools & tactics
• Commit team members to take initiatives on conversations
• Encourage the target to share & discuss with others

Execute for engagement

Track the results
• Reporting schedule
• Review for improvements

• Communication channels
• Content
• Scheduling
• Relationship with the media
• Collaborations
Business objective & communication strategy

Primary target audience: 35 to 55 years old

Focus areas
- Prevention
- Detection

Focus areas
- Survivorship
- Support resources

Education
- Reach more
- Be relevant

Support
- Easy access
- Helpful
Go digital
Reach more, be relevant, be cost effective

Education posts in Facebook
Pink October

Our dietician speaks in Facebook

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**FEMALE SCREENING AND PREVENTION TIMELINE**

Early detection saves lives. Screening tests help individuals detect cancer before any symptoms develop.

- **9 years old onwards**
  - HPV vaccination: cervical, vulvar, vaginal and anal cancer prevention.

- **18 years old onwards**
  - Breast self-examination every month.

- **40 years old onwards**
  - Breast cancer screening: mammogram every 1-2 years.

- **21 years old onwards**
  - Cervical cancer screening: Pap smear and HPV test every 2-3 years even if you have had your HPV vaccination.

- **50 years old onwards**
  - Colorectal cancer screening: Talk to your doctor about which test is most suitable for you.

If you have a high risk of developing cancer due to family history or other factors, please consult your doctor for a screening plan that is tailored to you.

For more information, call our toll free helpline **1800-08-1000**

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**NCSM**

**FUEL GOOD: LIVE STRONG**

Some children on cancer treatment are at risk of food poisoning due to a weakened immune system. Here is how to avoid it:

- Wash your hands with soap and water before cooking to avoid spreading germs to the food.
- Serve only fully cooked to the child (hard boiled eggs, well done meat, and pasteurised milk).
- Cooked food should be eaten within two hours.

Reference: U.S. Food & Drug Administration (FDA). Food Safety for People with Cancer.
http://bit.ly/1C1D0UB

Wan Thung, Dietitian at NCSM

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www.cancer.org.my
Go digital for easy access

ABC microsite

Mobile app

www.cancer.org.my
Go digital on CSR programmes
Collaborations

Cllbr8 with BBDO

Advocacy Asia; www.woop.my

• 89% of the women to learn new information
• 1,000 unique pieces of consumer generated content, reaching out to 39,000 of their peers.
Reaching out immediately

Chat forums featured in the ABC microsite and mobile app

Helpline for CA information, resources and counselling.
Nurses are multilingual

www.cancer.org.my
Reaching out through traditional media

Survivors and doctors interviewed to appeal to a diverse community @ various radio stations

... and on national television to reach the Malay viewers
Reaching out through traditional media

Newspaper is a medium to reach the urban Chinese population
Business objective & communication strategy
The messenger needs to carry weight

Raise the brand profile
Awareness & credibility

Increase presence in the media
Leader in education
Raise the brand profile
Leader in education

Align with global campaigns
Advocacy focused

New angles on familiar topics
Raise the brand profile
Increasing presence in the media

Collaboration with KOLs

Ditch the cigarettes

From left: Pfizer Inc Global Innovative Pharma business unit lead Jeff R. Bote, Dr Sauenthal, Pfizer Inc vice-president Claire Ransingham and Nori Yang launching the ‘Call Like A Champ’ smoking cessation campaign.

RECOUNTING his days as a smoker, Shubly Zainal Abidin, 62, remembers how he was beset with challenges to ditch the cigarettes when he tried to quit smoking.

“Trying to stop smoking was a long and difficult journey.”
Tools & tactics

- Reaches the older set of the audience
- Radio and TV a popular medium among the Malay community.
- Newspapers are effective on reaching out to the Chinese group
- Regarded as credible source of information

Professional support services
- Easy access to information

Reaches the younger set of the audience
Track the results
Traditional media

Publicity Value

+31%

Media buy = RM 0

NPP.  TV.  Mag.  Radio


223569  2467627  2815688
1072008  3667987  6832466

Tracking the results
Facebook Likes

+ 41%
Tracking the results
Facebook Reach
In summary

One size does not fit all

• Keen understanding of media consumption habits within segments of the target audience is imperative to reach out effectively
• Traditional and digital media has its own unique role and set of audiences

Accessibility

• Speed, easy access and free information is valued by our audience

Have a strategy

• Use a communication planning model to guide your effort
THANK YOU

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