



campaign for prevention of prostate cancer  
tv6\_Lithuania  
January 2009





## short introduction

- TV channel **tv6** Lithuania is a part of MTG\*, which is social proactive and responsible business structure.
- tv6 implemented prostate cancer prevention campaign, without any outside financial support, just following own values, audience needs and using own resources;
- period of campaign: 5th January – 5th February 2009
- area: covered whole Lithuania, special attention - 5 biggest cities of Lithuania.



(Modern Time Group is an international media group with its main focus in television),



# targets



**THE MAIN TARGET** - to educate society about the necessity of early diagnosis for prevention of prostate cancer

At the same time:

- **to build awareness** of existing prostate health problems in Lithuania
- **to inform** of existing prostate cancer prevention program in Lithuania
- **to encourage** male target audience (A40+) for prostate medical tests, especially *PSA* test during the campaign period
- **to educate /attract** younger male audience, to whom prostate health problems aren't actual today;
- **to show** solidarity with victims of prostate cancer



# how?



**1**

tv6 implemented this campaign in cooperation with strong partners:

- idea supported by non-commercial organizations: [Lithuanian association of prostate cancer patients](#) and [Lithuanian Society of Urologists](#);
- got a professional support to discussing prostate topics with leading specialists in Lithuania;
- PSA tests were supported by clinics and laboratories, who offered free of charge *PSA* tests or discounts for them;
- PR and advertising was supported by media partners: national magazines, newspapers, radio, internet websites, tv.



# how?

## 2

tv6 promoted prostate cancer prevention campaign:

- using visual and fresh creative idea MUSTACHE\* (Lithuanian celebrities with mustache spoke about prostate cancer prevention and invited male audience to do medical test)
- using BIG BOOM communication strategy: intensive TV / radio / print campaign; huge PR campaign.

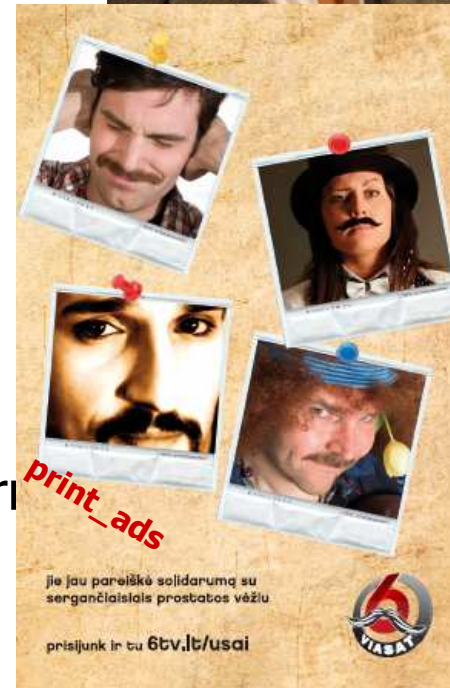
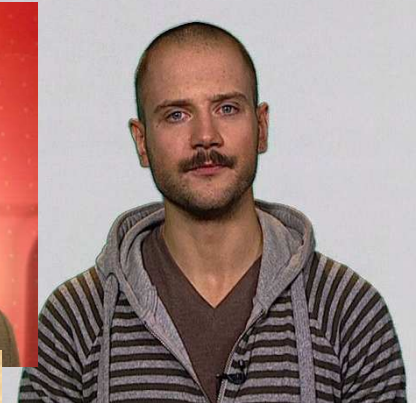
## 3

tv6 invited society to interactive internet discussions, personal stories, open fotogallerie, etc.

\*The original "mustache" idea came from Sweden MTG



celebrities



web\_ads



# results



1

tv6 achieved the main target: people started to talk about prostate health – **we broke existing tabu that talking about prostate is a shame;**

2

tv6 initiative to “push male audience” for first medical test has got visible results. According preliminary information, **number of PSA tests increased few times (!)** compared to figures of previous year the same period statistic.

3

due to strong support of partners and medical specialists **we created trust to this social project**, what should help us to reach much better results in next campaigns.

4

society expressed solidarity with prostate cancer victims sending lots of personal photos with mustache to special campaign website.

5

tv6 with this campaign attract attention of official structures, related to health problematic in Lithuania



## look to the future



tv6 decided to continue this project for prevention of prostate cancer campaign next year. Campaign shall be expanded with additional initiatives and activities:

- to help victims of prostate cancer with collection of means to special fund;
- to organize consultations focus structures: web page, informational center or *hot* telephone line;
- expand area of campaign including country suburbs;
- to cooperate deeper with official health organizations.

We still open to all ideas to do this next campaign in most effective way.



**Thank you!**

