

Not alone campaign

Frequently asked questions

We want to make sure you have the answers to any questions people may have about our 'Not alone' campaign.

1. Why are we running a campaign?

As a charity that depends on the public for 98 percent of our funding we need to ensure that we have the money in place to continue funding support and services for the growing number of people living with and affected by cancer.

We are launching a three year public campaign to make sure that people understand that as well as getting support from us; we also need their support. It will also direct people affected by cancer to our existing services including the Macmillan Support Line, website and online community.

2. When is it happening?

The campaign will launch on Monday 11 February 2013, starting with advertising on TV, radio and billboards across the UK. The advertising will run every other month throughout the year thereafter.

3. What is our campaign message?

Our campaign message is 'No one should face cancer alone'.

Our new research has shown that 23% of people diagnosed with cancer in the UK will lack support from family or friends during their treatment and recovery — that represents more than 70,000 newly diagnosed people each year. 58% of those who lack support during their treatment and recovery say it's because their family and friends are too busy to help or live too far away.

With the number of people affected by cancer set to double by 2030 we need to ensure that there are the services and solutions in place now and in the future.

4. How will this campaign stop people going through cancer alone?

In two ways, by making people aware of the services that we provide that help people feel less alone and isolated and by raising money to develop more services to deal with the growing demand.

5. How was the campaign tested?

The campaign message and initial ideas for advertising were formally tested with people living with and affected by cancer. The campaign message 'No should face cancer alone' resonated strongly with them, was an immediately recognisable experience and met with universal approval.

6. How was the theme of the advert developed?

The role of brand advertising is to raise awareness and create emotional engagement with the widest possible audience. Most brand advertising is not literal or factual; it is emotional and symbolic. In our TV advert we use the metaphor of falling and catching because it is a powerful way of expressing the shock and trauma of hearing you have cancer – the issue. And similarly the act of catching is a powerful way of expressing how people can support people with cancer – the solution.

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There is real challenge in telling a big, emotional story with an issue and a solution, in the most memorable way possible in 60 second and 30 second adverts. We don't have time to explain the detail of what we do and how we operate. And even if we did, that's not an effective way to engage people. Most people's behaviour – whether they want to admit it or not – is proved to be driven by emotion, not logic. So emotion is vital if we are to engage people in our cause.

Are the people in the adverts actors?

Yes. After careful consideration, we have used actors to make sure that the advert has as clear a message as possible. Due to the nature of the advert, we felt that it was only possible to make it effectively with trained actors. However, the sentiment expressed in the advert has come from real stories of people diagnosed and affected by cancer, and people supported by Macmillan. We have, however, used real people in our radio adverts and the same people are case studies that will feature in everything from PR to digital activity, as a core part of the wider Not Alone campaign.

7. Why do we show the man in the TV advert receiving his diagnosis alone when it is best practice for a Clinical Nurse Specialist, such as a Macmillan Nurse to be present?

The reason is two-fold. Whilst it is best practice to have a CNS in the room at diagnosis, sadly that is not everyone's experience and there are still too many people who receive their diagnosis without the right support beyond a consultant. We have even heard of people receiving their diagnosis over the phone. The second reason is that we are dramatising an issue – the experience of facing cancer alone – and we need to tell our story in the most compelling way possible. To have a Macmillan Nurse in the room would undermine what we are trying to achieve with the advert (and the wider campaign).

8. How much is this campaign costing?

We do our utmost to ensure the money we have spent works really hard for us and fulfils our ambition.

For this campaign we are not spending any more on advertising than we have in the past. The difference is that we are asking for money as well as promoting our services. This is to ensure we are able to meet the growing demand for the support and services we develop and deliver.

9. What does it mean for me?

We wanted to let you know in advance that we were planning a large campaign as you may be asked questions about it. We also wanted to ensure that you know where to direct people and understand why we were doing the campaign.

10. Who should I go to if I have a question, want to give feedback, or receive a complaint?

If you have questions, receive a complaint or a compliment about the Campaign please first check these FAQs where we hope you will find a satisfactory response. Please email notalone@macmillan.org.uk if you can't find the appropriate response to the question or

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would like to pass on some feedback. Our Campaign team will make sure that the person receives a full response promptly.

What should I do if somebody wants to make a donation after seeing the campaign?

If someone you have spoken to would like to make a donation, please direct them to www.macmillan.org.uk/donate. If they would prefer not to donate online they can call the Fundraising Support Centre on **0300 1000 200** and one of the team will help them make a donation.

11. What should I do if I receive a complaint about Macmillan generally?

We take feedback and complaints seriously. Please direct any complaints to <http://www.macmillan.org.uk/Aboutus/ContactUs/MakeAComplaint.aspx>

We will acknowledge receipt of the complaint within three working days of receiving a complaint and send a formal response within three weeks.