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Topic : Formative Research CANSA

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Faculty of Humanities

Diploma: Public Relations and Communication

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Table of Content:	Pages.
Cover page.....	1
Plagiarism Declaration.....	2
Formative Research Introduction.....	4
Phase1:	
2.1 Situation Analysis.....	5
2.1.1 PESTLE Analysis.....	5-12
2.1.2 Micro Analysis.....	13-15
2.2 Organisation, Channel and Online Reputation.....	15-18
Phase 2:	
3.Objectives.....	13
4.1 Audience Segments.....	19-20
4.2.1 Slogan.....	21
4.2.2 Demographics.....	22
4.2.3 Psychographics.....	22
4.2.4 SAARF, AMPS and LSMS.....	23
5.1Formulating action and response and message strategy.....	24
5.2. Overall Message and Slogan.....	25
Phase 3:	
6.1. Communication Tactics.....	26-27
6.2. Campaign Schedule.....	27-30
6.3. Campaign Budget.....	30-31
Phase 4:	
Evaluative Research	32
Conclusion.....	33

Formative Research: CANSA

1. Introduction

The main motive for this campaign is to educate people, people are aware of cancer but do not know of the different types of cancers this campaign will then enlighten people and give them an understanding on prostate cancer and how to deal with it.

Our #Askandsaveaman campaign that will be held at the University of Johannesburg bunting road campus will be about raising aw

areness about CANSA and how it can help males affected by prostate cancer. We will implement our campaign by having outdoor events and social media accounts. With our #Askandsaveaman campaign, we hope to educate and enrich minds about prostate cancer and we plan on doing that by using our social media platform and the event that will take place by using tents, posters, banners, and gazebos. We plan on making our audience fully aware of prostate cancer and how they can get help.

This strategy will solve or rather reduce the lack of knowledge surrounding prostate cancer, it will inform men from a younger age and encourage them to check and look after themselves regularly and be able to detect early symptoms of prostate cancer t a young age and it also educates older men on how to cope living with cancer shows that support is available throughout and should they not know anything regarding cancer they can ask questions on our platforms using #Askandsaveaman.

This campaign will also be aimed at shying away from the stigma that once one is diagnosed with cancer it's the end of the road, our campaign will instil hope and become a safe space for the families of those affected

The duration of our campaign is a full month and 2 weeks this s to ensure that we have a strong online audience and that were able to gather enough funds to the physical campaign that will take place at University of Johannesburg.

For our secondary segment we are going to focus on younger males Even though prostate cancer amongst younger males (0-30) is rare it is helpful for them to know about the illness in order to prevent, treat and protect against the illness whether for now or the future hence the decision to have the campaign at campus. For our primary segment we are concentrating on the people prostate cancer affects the most which is older males there are many older people working on campus and educating people on matters of health has no age restrictions as this affects many people.

The ROI for the budget spent will be determined by the sales we would've made on that day as we will be selling muffins with the CANSA logo at student centre and sell highlighters, at the end of the day the total money made on that day will be able to cover up our expenses this will be evaluated by looking at our campaign schedule.

Phase 1:

2. Situation Analysis

CANSA is a non-profit organization with the main purpose of fighting against cancer by conducting ground breaking research that is aimed at educating the public, lowering cancer risk, and helping those affected by the illness by providing them care and support. CANSA aims to build communities that can help those affected cope with the illness through support groups and allowing volunteers willing to help the organization be involved in campaigns and help those who might be affected by cancer.

CANSA has done a lot since its establishment in 1931 but has often come across challenges trying to effectively spread awareness about campaigns and educating some of the communities about the research and the organization itself. Some of the obstacles include the dissipation of information through social media and the internet not reaching some of the communities which have little or no access to the internet and social media platforms. A lot of people especially in villages where they do not have access to the internet and or social media do not know how to react after being diagnosed with cancer, they tend to act like it is not real and believe they are misdiagnosed. Thus, making it hard for CANSA to find people with cancer and helping them out before it is too late. Another communication issue CANSA faces is that they are not able to reach out to people who have cancer, those people have to reach out to them, and a lot of people do not reach out because they do not know about CANSA, and most of the time the people who do not about CANSA accept their situation because they do not have money for the cancer treatments. And if they knew about CANSA they would know that it is not the end of the world and that there is an organization that can help them with raising money so they can be able to pay for the treatment. Reach plays a huge role in defining the mission and vision of the organization as they strive to lead the fight against cancer through their research.

These issues affect CANSA'S mission and vision negatively because if they cannot reach their niche, they will not be able to lead the fight against cancer in South Africa thus affecting their mission. They will also not be able to conduct proper research to be able to educate and give support to their niche.

2.1.1 PESTEL ANALYSIS

Political

CANSA Has been lucky over the years as they have been the only organization that has been getting funds from different sources and their CEO Elize Joubert once spoke to the public and said, "I appreciate being able to make a positive difference in a cancer patient or loved one's life through CANSA." One of their director's report

mentioned that for them to remain sustainable and be able to keep on helping people they would have to overcome the political issues they were facing and for that to happen they need to influence the government on certain measures that needs to be taken, such as the high cost of medicine for cancer patients. There has been a negative growth of the prices of medicine in 2019 resulting in many patients suffering because they simply cannot afford those prices.

CANSA therefore were enforcing pressure unto the government and it's legislation to be able to make changes in their laws so that people could have access to other affordable versions of registered medicine that is available and with their directors being involved with this legal issue they have also pressed the government's necks to also make changes in their patent laws so that they can be able to get access to affordable medicine for all cancer patients and other chronic patients. The negative growth of prices for medicine has been mostly affected by inflation and due to that medicine cannot be accessed because it is expensive which affects the cancer community very badly. CANSA's mission is to raise awareness but they cannot do that when there are no funds and while inflation is going up people get to be affected by tax meaning the investors/sponsors start to withdraw from funding and supporting CANSA because now they cannot afford which leads to the organization having to withdraw some of their campaigns from certain locations because they simply cannot maintain the standard.

CANSA is an organization that wants to educate and empower people about cancer and to be aware about screening or knowing the symptoms of cancer.

This report will provide stakeholders with a brief and transparent outline of the ability to achieve the purpose, vision and mission.

Economic

The CANSA's governance chairperson's report state that under sustainability, the economy continued to demonstrate negative growth in 2019, with COVID-19 impacting business and individual donors' ability to donate toward the conclusion of our fiscal year, though this will be more apparent in 2020/21's figures. The economy,

political landscape, and high unemployment rate in South Africa have a direct impact on our funding. In comparison to last year, these factors, along with the fraud case, resulted in a loss/gain of R14.46 million (2019: loss of R12.7 million).

They were recognized nationwide in May 2019 for their successes in growing income year-over-year through the sales of Tekkie Tax stickers and items as part of the yearly Tekkie Tax campaign as part of the education sector. This project, which focuses on the educational sector, enlists the help of over 250 local charitable organizations, which earned slightly over R8 700 000 in total. Despite the downturn in the economy, CANSA's ability to adjust its strategy helped secure long-term support in all South Africa's provinces. COVID-19 may have had an influence on our revenue in the previous quarter, but it had no impact on CANSA's commitment to its personnel and volunteers.

CANSA revenue programs are meticulously developed and executed to provide something of value to each community, partner, sponsor, and contributor, including a health-related theme and product link as a way of rewarding people who support CANSA's mission. All efforts are normally event-based, however, because of COVID19 after the fiscal year, the organization shifted to online and virtual events. The public's capacity to donate has been directly impacted by the economic downturn in recent years, making it critical to tailor their strategy to each project to increase income while reducing project costs.

Social

[CANSA's Service team continued to contribute to the organization's long-term viability by providing high-quality, cost-effective services.](#) Their core care and support, such as CANSA Care Homes, CANSA TLC facilities, stoma support, and support groups across the country, remained their primary focus.

Through addressing all aspects of cancer control, their staff engaged and empowered able to products engage and empower patients, corporations, and the public. Without the strength and devotion of their partners, supporters, volunteers, patients, and professional staff, the most valuable risk-reduction and patient-centred work would not be feasible. They provide programs in hospitals, communities, and

workplaces to fulfil the needs of cancer patients during and after treatment and as well as those who require information or screening.

Registered nurses and social professionals lead their facility and workplace-based programs, while their community-based projects take a community mobilization and development strategy, relying on community members' commitment and desire to be trained as CANSA volunteers.

Their mission is to raise awareness of early cancer detection, the importance of cancer screening, and leading a balanced lifestyle. We offer several affordable screening tests and examinations at most of our CANSA Care Centres countrywide, including:

- Pap smear – a liquid-based cervical cancer screening test for early detection of cervical cancer
- Prostate-Specific Antigen (PSA) tests – a blood test to help detect prostate abnormalities
- Clinical breast and Breast light examinations
- Skin and Root finders examinations – a mole mapping device for examining moles and spots
- Colorectal screening – testing for occult (concealed) blood in stools.

Other health screenings include lifestyle risk assessments, HIV quick tests (a finger-prick blood test), and diabetic blood glucose tests. At special events, employee wellness days, and community facilities, screening is available for a low price that covers consumables and laboratory services.

CANSA can provide a high-quality service at a cheap cost because of relationships with numerous laboratories that give unique rates to CANSA. Secure sponsors and designated monies are used to make services available to individuals who cannot afford them. Registered nurses who participate in regular upskilling programs conduct all clinical screenings. Obesity, food, physical activity, sexual, and sun-related behaviours are all modifiable risk factors for cancer, according to the

CANSA Lifestyle Risk Assessment Tool. This project will put the tool to the test, as well as other cancer perception factors.

Technology

CANSA optimizes performance by Managing technology and information in a way that helps them create and achieve the strategic goals, including the creation of organization-specific technology and software that will position them as a leader in their area for effective and secure data collection and use, their structural realignment plan is Maintaining a volunteer footprint while managing volunteers from a central regional location, for example, through maximizing technology. The senior researcher attended the Community Health Care Outcomes (ECHO) Project session and provided input on ECHO to CANSA administrators and trainers. ECHO's principal goal is to improve health workers' skills and expertise, particularly in under-resourced areas, by maximizing the use of technology rather than moving scarce health personnel.

Employees at CANSA mobilize, empower, retain, and increase a diverse community of skilled volunteers to maximize CANSA's governance and operational capability. To prepare them for their employment, volunteers undergo a required introductory orientation and either physical or online training. During the reporting period, 190 volunteer training sessions were held. Volunteers begin working as soon as they receive their certifications. They get needs-based in-service training every six to eight weeks, totalling 717 in-service training. It is critical to have open lines of consult with volunteers. Most volunteers use Skype, Zoom, Microsoft Teams, email, and WhatsApp to communicate with CANSA employees and other volunteers in their liaison, CANSA Relay for Life, support, and other groups.

Long before COVID-19, CANSA embraced technological transformation to cut expenses, assist everyday operations, and develop new methods of providing service. Meetings and training for employees were already primarily done online. They will continue to use technology in areas where it has proved to be effective and will work on areas where it has not yet proven to be beneficial. During the COVID-19

lockdown, their employees came up with innovative methods to use technology to further CANSA's aims, demonstrating their dedication to the organization's success.

Legal

BILL FOR TOBACCO CONTROL AND ELECTRONIC DELIVERY SYSTEMS

The South African Medical Research Council (SAMRC), CANSA, the National Council Against Smoking (NCAS), the Heart and Stroke Foundation of South Africa, and the South African Medical Research Council (SAMRC) are all campaigning hard for the new Control of Tobacco and Electronic Delivery Systems Bill to be passed, which will make it easier for South Africans to choose smoke-free lives, regulate the dangers of e-cigarettes, and reduce the impact of second-hand smoke on the majority of the population.

They are aware of the legislative acts and implements them, CANSA's BBBEE plan covers the following elements:

- Management control – CANSA is focusing on a five-year Employment Equity (EE) strategy to strengthen senior management's EE profile.

- Skills development –CANSA will focus on the development of formerly disadvantaged and disabled personnel internally. Externally, they will present CANSA leadership and seek sponsorships to help support them.

- Enterprise and supplier development - CANSA will focus on non-CANSA workers' skill development as well as the Department of Social Growth's Protected Workshops for enterprise development. Due to limited resources, supplier development cannot be handled at this time, posing a threat to our BBBEE rating.

- Socio-economic development - Through socio-economic development efforts, CANSA maintains a high black beneficiary rate of 90% or more. They have added online training to their training menu.

CANSA adheres to the highest ethical and governance standards, and with a well-balanced board, they are committed to the long-term viability and ethical conduct of public service offerings. CANSA discovered the illegal acts of an employee during five years in October 2019. The board commissioned an

independent forensic inquiry after internal audit findings revealed this fraudulent conduct. Further investigation revealed that a CANSA employee illegally diverted cash for personal advantage, collaborating with an outsider and creating a significant financial loss to CANSA.

Regrettably, despite CANSA's best efforts to create stringent financial systems, these despicable acts were only recently discovered by our checks and balances. Swift and decisive action were taken, dismissing the employee after internal disciplinary hearings, and filing criminal charges. They are exploring all legal options to recover the levies and minimize the losses.

Environmental

CANSA's sustainability is impacted by the following factors due to the negative socio-economic environment in which we operate, particularly during this reporting period and beyond, CANSA's sustainability is impacted by the:

- South African economy crisis
- Unstable political climate
- Donor purse under pressure
- Loss of traditional donors (emigration)
- High unemployment
- Market competition for scarce skills and resources, which requires us to offer higher salaries to retain and attract the necessary employees.

They continuously monitor service on all levels to mitigate these effects, establish proactive risk intervention plans to ensure target achievement, cut costs where possible, and make structural changes to facilitate these corrective actions. This is how CANSA plans to reduce the environmental impact.

WASTE RECYCLING

- At CANSA Care Centre, recycling is strongly encouraged, with recycling bins accessible for commonly recyclable goods such as plastics, cardboard, and glass.

REDUCING OUR CARBON FOOTPRINT

- They perform their internal operations online as much as possible to reduce environmental implications. This not only cuts CANSA's operational costs but also reduces the usage of paper and reduces the carbon footprint by reducing the need to travel to meetings.
- To reduce their carbon footprint, several CANSA Care Centres are now totally virtual supported. Those who require their services at these locations can do so from the comfort of their own homes or care facilities, eliminating the need to travel.

INSTALLING GREY WATERSYSTEMS (JoJo tanks) AT CERTAIN CANSA CARE CENTRES

- In the coming financial year, plans are in place to install grey-water systems (JoJo tanks) at several CANSA Care Centres. By implementing grey-water technologies for applications such as toilet flushing, they intend to dramatically cut water use.

WASTE DISPOSAL THAT IS ECO-FRIENDLY

- Compass Waste, our medical waste service provider, supports CANSA by sharing high standards of responsibility to ensure waste is processed and disposed of responsibly and sustainably.
- Compass Waste's eco-friendly autoclave technique, which includes steam sterilization at increased pressures and temperatures to cleanse our microbiological waste, is used to handle infectious and sharps waste. This method is non-toxic, low-cost, and quite effective.

Shareholder Analysis

HIGH POWER, LOW INTEREST -Members -Media -Employees	HIGH POWER, HIGH INTEREST -Donors -Beneficiaries -Suppliers
LOW POWER, LOW INTEREST -creditors	LOW POWER, HIGH INTEREST -sponsors

	-community
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2.1.2 MICRO ANALYSIS

[CANSA](#) is the leader in fighting against cancer since 1931

[CANSA](#) is committed to connecting people facing cancer with necessary information, day-to-day help and much needed emotional support, their aim is to ensure that cancer survivors and their loved ones do not face everything alone.

PURPOSE

CANSA's purpose is to lead in the fight against cancer in SA

MISSION

CANSA's mission is to be the preferred NPO that allows research, educates the public and provide care and support to all affected by cancer.

GOALS

CANSA aims at creating unique experiences to all stakeholders by;

- Optimising their leader role in cancer research by using health education in the fight against cancer
- Providing care and support through sustainable health programmes.

Core Values

- **INTEGRITY**
Known for operating with integrity as well as having unquestionable integrity, trust and respect in all communities.
- **LEADERSHIP**
Take responsibility and have a leadership style that of servant leadership.
- **IMPROVEMENT**
Continually working to improve all aspects of the organisation and being action orientated.
- **ACCOUNTABILITY**
Doing what they say they'll do.

PERFORMANCE

CANSA optimises its performance by clearly defining its purpose and mission.

CANSA uses the Paterson Job Grading system to determine salary scales, these findings are used to guide salary increases, bi-annual performance appraisal results and determine entry levels for salary scales.

CANSA appreciates hard work from their employees by indicating the following reward programmes

- National Employee Reward Programme – which is based on performance of the targets reached
- Annual Awards Ceremony – giving recognition to employees for exceptional performance during the year
- Performance appraisals- reviews are conducted bi-annually and are used to encourage better performance for employees who score less than 60% and increased salary of up to 5% for employees performing exceptionally.

CANSA Rewards their staff for their contributions towards improving CANSA.

Governance Structure

CANSA has a strong Board of directors which CANSA's CEO and executive committee report. In line with the risks in CANSA the Board appoints subcommittees to assist in reviewing and advising management.

Board of directors – consist of 7-10 members who oversee strategic risks through sub committees of board.

Sub-committees of Board- (research-RESCOM, remuneration-REMCO, chairpersons)

Business Unit Council

Regional Council (Liaison committees)

Niche

The public

CANSA gives the public access to information and educates them and also gives messages of hope to those affected.

CANSA also give the public and communities the opportunity to get involved in the fight against cancer.

Survivors and those affected by CANCER

CANSA gives survivors a sense of belonging by empowering them and giving hope. CANSA provides solidarity, care and support to survivors.

Volunteers

of business increasing their credibility in the market through meaningful partnerships with CANSA,

CANSA educates volunteers regarding the cancer challenge and promotes active involvement in cancer awareness.

Partners

CANSA will increase the business image also gives partners an opportunity to achieve their goals in regards to social responsibility.

Employees

CANSA gives employees opportunity for learning and growth. employees use their talents, passions and abilities to make a difference in communities

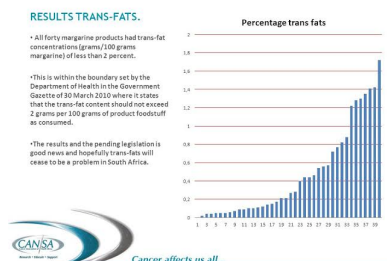
Ethics

CANSA holds itself to the highest standards of ethics and governance, with them being committed to the sustainability and ethical conduct of their services to the public. CANSA has zero tolerance to policy towards fraud and misconduct and is fully committed to maintaining high ethical standards. CANSA embeds the culture of ethics by having relevant fraud and ethics training to avoid fraudulent activities

Internal Impediments

A CANSA employee unlawfully used funds for personal gain which in turn caused CANSA a big financial loss, this therefore lead to the delay in the signing of financial statements and delay in the financial audits.

2.2 Organisation, Channel and Online Reputation



2.2.1 CANSA aims at helping or spreading the word about cancer and that people should be cautious about cancer for them to be able to fight against cancer.

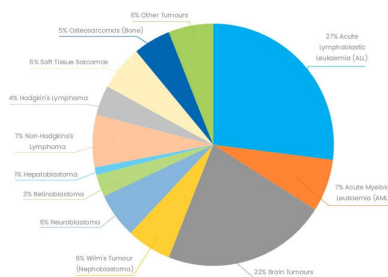
CANSA faces problems about how people react to their findings about being diagnosed with Cancer this cause:

- Uncertainty
- Denial
- Guilty
- Anger
- Fear

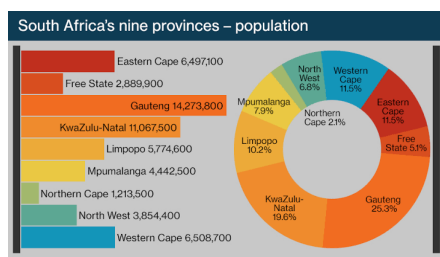
Some people are not well educated or self-aware about cancer. People get this uncertainty about cancer and they are not sure what to do or how to deal with cancer once they diagnosed. This could affect CANSA's vision, mission and values their core values which are:

- Teamwork
- Innovation
- Integrity and accountability

All of these can affect them badly. CANSA works towards helping and getting people to be aware of Cancer. Their mission is working together to enable research with regards to lowering cancer risk, educating the public regarding symptoms and screening and to provide care and support to all people affected by cancer.

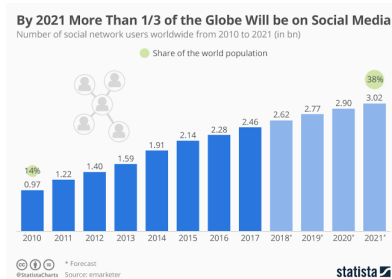


CANSA hasn't advanced in going to rural areas where there are old people who rely on radios and they do not know anything about cancer. They do not know about looking out for the symptoms of cancer let alone know how to get screening if they suspect they have the symptoms. This graph will show the population of people and also in rural areas.



2.2.2 CANSA's online presence is well received by people who frequently go on online or use social media the most. CANSA uses social media or media releases to

give out information to the people. They use social media platforms to spread the word about cancer for the information to reach many. Social media statistics shows.



Most urban people use social media more than rural people. Their online reputation can be affected as some people are not well educated and most are in rural areas. CANSA focuses on educating and fighting against cancer. Most people are in rural areas where they listen to radios or television to get updated about what is happening around them.



SUNDAY TRIBUNE
LIVING WITH BREAST CANCER
 Join Cara Noble - CANSA social worker, chatting to 35 year old breast cancer thriver Kim Gillat about living with breast cancer, the challenges, the good and coping through the hard times.

The Cancer Association of South Africa (CANSA) wants to encourage women with breast cancer to know that they are not alone, they can get through these challenging times and live a full and productive life.

MENMEN CANCER SUPPORT GROUP
 19 MARCH 2022 | 09:00 - 10:00
 TOPIC: 'Running on the spot' by speaker Kenneth Romaño
 VIRTUAL SUPPORT GROUP VIA ZOOM

Register on Quicket at <https://qkct.la/c50c8k> to receive Zoom link
 For more info contact Gretchen - info@cansa.org.za | 0800 22 66 22
 Toll-free 0800 22 66 22 | www.cansa.org.za | 021 959 9100 | 021 959 9101

2.2.3 Positive impact of CANSA’s vision and mission

CANSA’s vision is to be regarded as the number one organization that leads in the fight for cancer in the whole country while their mission is to be the non-profit organization that will be allowed to educate, research, give support to the cancer patients and the people affected by the illness. The more people get the information [whether it is through social media platforms/TV/word of mouth] the more it is easy for an organization to reach their mission of giving support to those affect. The organization has directors and subcommittees who help them oversee and detect fake and misleading information about CANSA then deal with it so that the patients don’t get offended by such information. They are also able to reach out to unemployed PR professionals to help them run an online PR campaign raising awareness and getting people to know about the organization. The online reputation that has been maintained also influences a lot as they gained 40% new followers the previous year, which means people are getting more aware almost every day about the organization. As much as an online reputation has a good impact on the organization’s mission and mission it also has negatives.

Negative impacts of CANSA's vision and mission

Being non-profit organization which helps educate and support the people affected is one of their mission statements. Things get worse and not cute for the company's image when some of the directors or sub committees starts to steal and use money for their own good, when they focus more on making profit out of people than really helping them then it becomes a problem for an organization and their image, especially to the public's eye. Social media accounts not providing a wider variety of languages does not help with spreading the word and being known because some people may be interested and really want to help the ones close to them but because they do not understand they don't do anything about it meaning the organization is not doing what is in the mission as they cannot educate people about CANSA because they don't understand each other.

2.2.4 SWOT analysis to summarize the issues identified from the research

<h2>Strengths</h2>	<ul style="list-style-type: none"> ● Takes responsibility and has unique leadership style. ● Gives employees a chance to learn and grow. ● Increases engagement within organisation ● Educates volunteers
<h2>Weakness</h2>	<ul style="list-style-type: none"> ● Decision making is challenging as it has 7-10 board of directors. ● Creating campaigns may be challenging as there are different types of cancers to focus on. ● Social media engagement is low
<h2>Opportunities</h2>	<ul style="list-style-type: none"> ● Funds from sponsors and government increase public image and earned media ● Free advertising ● Taxes are not as straining
<h2>Threats</h2>	<ul style="list-style-type: none"> ● Inflation rates increasing, high cost of medication ● Lack of funds ● No fixed income reliant on sponsors and government.

Phase 2:

3.Objectives

Action and awareness objectives

To impact the Men older than 40 years in South Africa to take action towards their health and educate them about prostate cancer, specifically to Decrease and minimize the growing number of men who are living with prostate cancer.

As well as instilling knowledge about prostate cancer in younger men.

CANSA is not available in one of the most used social platforms tik-tok, we are going to create a tik-tok account for Cansa and hope to engage with +600 people in a period of six months.

The account will be used to post short tik-tok videos that will educate people about risk, symptoms, treatment and support regarding prostate cancer. We are going to go out to the public asking primary, secondary (men) and Tertiary (spouse) audience different questions on camera to find out what is their knowledge on this type of cancer and give them the opportunity to ask questions, then use those videos to guide us on what content should be on the tik-tok posts. For example: Someone might say they don't know the symptoms of prostate cancer, we will then post video explaining the symptoms of prostate cancer and how to get help under #AskandSaveAMan. The #AskandSaveAMan will also give the people an opportunity to ask a question on social media through comment or video.

4.1 Audience analysis, message, and slogan

CANSA focuses on spreading awareness about cancer to save people's lives through early detection and treatment. Prostate cancer is one of the leading cancers affecting millions of people. We are looking through some of the audiences that our campaign is aimed at to meet our set objectives.

4.1.1Audience Segments

Primary Segment

For our primary segment we are concentrating on the people prostate cancer affects the most which is older males.

Males older than 40 years old are at risk of having prostate cancer especially those with a history of cancer in their family. Also, research shows that black males have a higher risk of having cancer than any other race. Therefore, for the campaign to have maximum reach, using a platform like Facebook for targeting older black males could prove effective as most older black males use this platform to communicate and share content. Most older males still use newspapers to get information; these can also be used to bring awareness about the campaign. Most older males are married and have kids who they look to as breadwinners and mostly look to their marital partners for them to cook for and take care of the house.

Secondary Segment

Even though prostate cancer amongst younger males (0-30) is rare it is helpful for them to know about the illness in order to prevent, treat and protect against the illness whether for now or the future. For our secondary segment we are going to focus on younger males.

Younger males are less affected by prostate cancer but that does not mean they are immune to the illness and its effects. Although it might be harder to get younger males' attention it is important to share the information that could possibly save their lives. Using social media to raise awareness about the campaign will be the most effective as most younger males use it to communicate with friends and get information. Social media platforms like TikTok's and Instagram can be used with the use of influencers that have a huge male following or have an influence on male youths in the country to raise awareness about the campaign. Young males often like going out with friends which means sponsoring such events or the acts associated with set events can raise awareness quickly. Younger males also care about their social life which could tie to their health and how they perform sexually linking with prostate cancer.

Tertiary Segment

Married women or women who are in a relationship with men are affected if their partner has prostate cancer or is at risk. Same for mothers of younger males who might be affected by the illness. In the segment we are concentrating on the women who have direct connection to the males affected by the illness.

Usage of social media platforms like Facebook will be effective in raising awareness about the organization as most women use this platform to communicate, share content and information. Influencers can be at the forefront of the campaign ensuring that they address problems affecting couples and young males and their mothers/guardians. Drama TV shows can bring a lot of awareness as they are predominantly watched by older women, also the famous figures are very relatable.

Ads on lifestyle magazines can also prove effective, women use these for advice on clothing, fitness, and home care related content.

4.2

4.2.1 Defy and fight prostate cancer

Prostate cancer is a Disease that structures tissues of the prostate (an organ in the male regenerative framework found beneath the bladder and before the rectum). Prostate malignant growth generally happens in more established men.

There are many misconceptions about prostate cancer like, you will die if you get prostate cancer and prostate cancer surgery will end your sex life and cause urine leakage. So, we would love to change those misconceptions by spreading awareness and creating a powerful and a positive message for our target audiences.

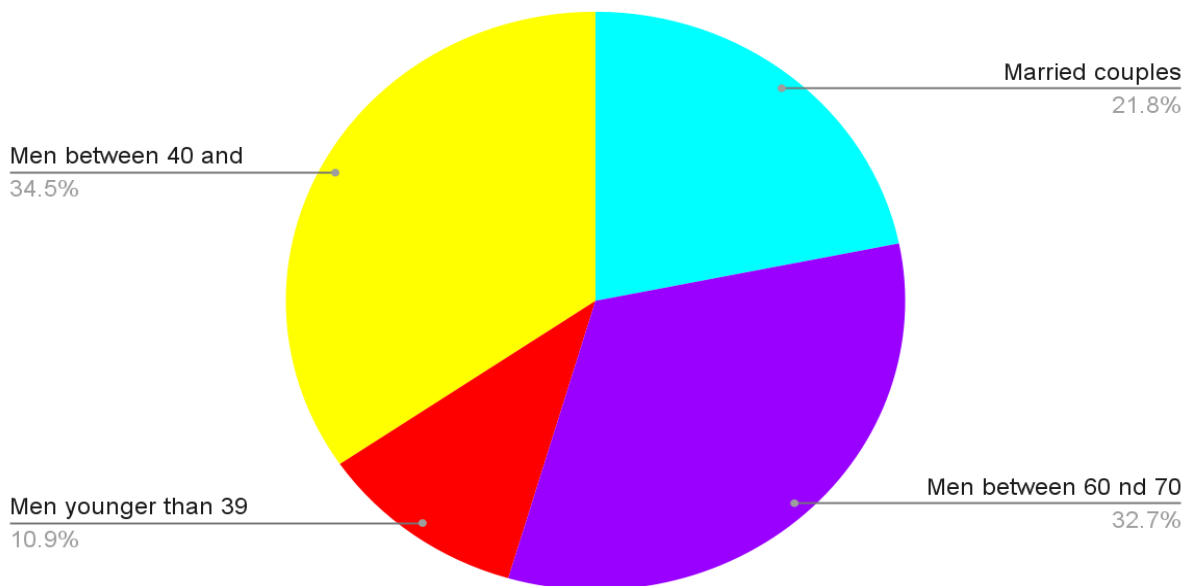
I can and will defy prostate cancer

The message behind our slogan is to give our prostate cancer warriors hope that they will defy the odds and win the fight against prostate cancer. There is always light at the end of the tunnel, by this we want our warriors to know that they will not die if they get prostate cancer and that they are too cool to not win the fight against prostate cancer. We want our warriors to know that they are not alone in this fight, we are here to figure it out with them, and we are with them every step of the way. Win the fight against prostate cancer and don't let yourself down. **CANCER DOES NOT DEFINE ME I WILL DEFY IT, I AM TOO COOL TO BE DEFEATED BY CANCER, I CAN AND I WILL DEFY PROSTATE CANCER**

To spread awareness and to get our message to our target audience we are going to use different social media platforms like Twitter, Tik Tok, and Facebook. And we are going to use radios and televisions to get our message through to those who don't have social media.

4.2.2 Demographics

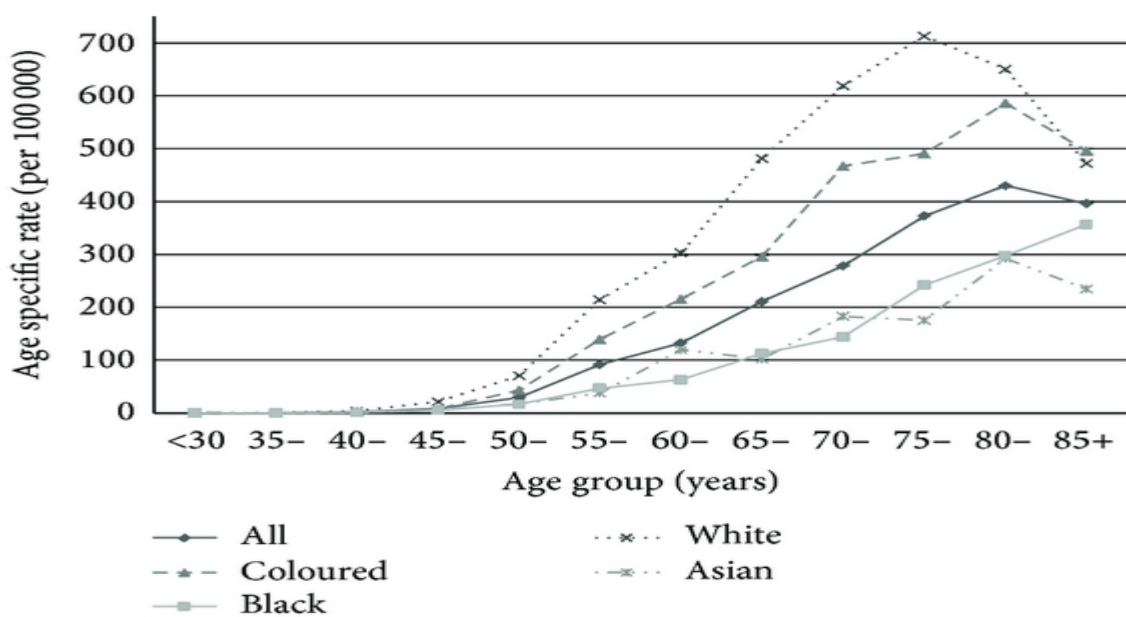
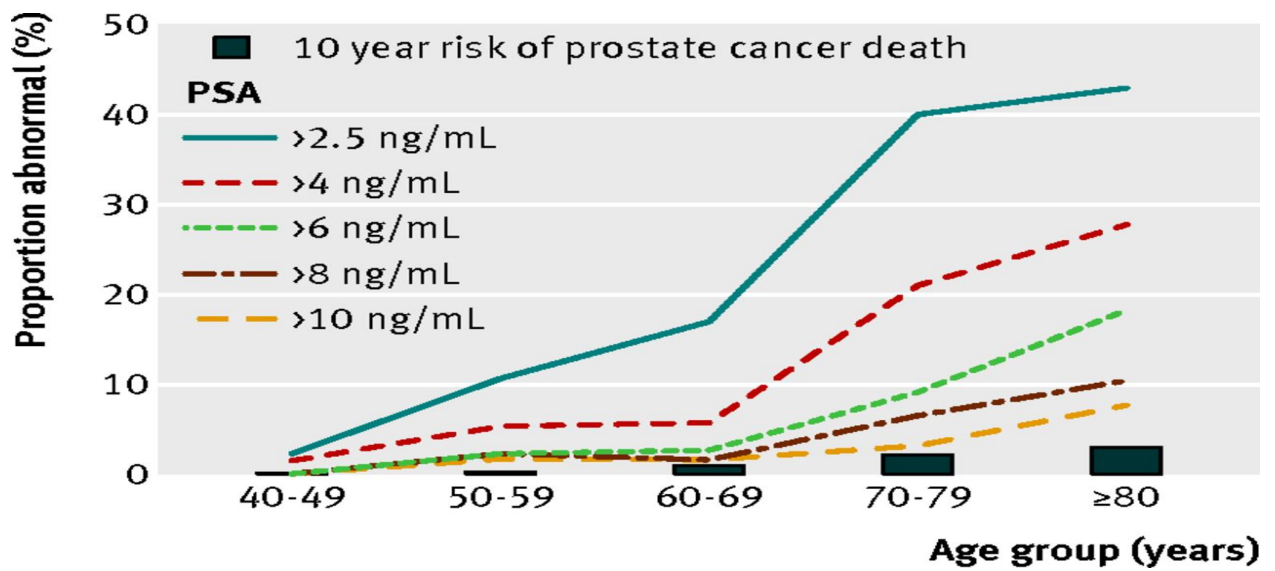
Detailed demographic of the segments



4.2.3 Psychographic

Primary	Older men	2.2%
Secondary	Younger men	0.005%
Tertiary	Couples	76,8%

4.2.4 SAARF AMPS AND LSMS



5: Formulating action and response and message strategy

5.1 Proactive strategy which will be used as a counter attack or solution, this strategy can be used before a problem can arise and that you can develop strategies or solution for a problem that may occur in the future and it focuses on future planning.

Prostate cancer is a cancer that forms in tissues of the prostate gland.

We can use 7 steps that way we are able to inform people and to be able to let them know about cancer.

1. Idea generation

Here we formulate a strategy which will help us to spread a message about Cancer as a whole. We will also launch a campaign, more like we can use Social Media, Radio, Television as most men like to listen to radio or watch television.

2. Research

Here we gather that most men like social media whilst others prefer radio and television. This way we can get the information out to the people.

3. Planning

We can hold a seminar or conference where we will get people to be more involved. We can even get a comedian like Siyabonga Radebe.

4. Model

We will be using pamphlets, brochures and banners that will be our finished product which will have all the details and information about our campaign.

5. Sourcing

We can also have fundraising where we get funds that goes towards CANSA for always supporting and making people aware of Cancer.

6. Costing

The money that will be raised it goes towards the foundation in order to help those who are affected by Cancer.

7. Capitalize

We launch a seminar or campaign and also have a conference where we inform and give out information on cancer and how to be aware of symptoms.

5.2 #AskandSaveAMan

Prostate cancer is one of the cancer problems that attack most men and it is the most ignored, the **I can and will defy prostate cancer slogan** helps us to make people be interested and understand what the campaign is all about as we feel the pain of the people affected by it, those who have it and those who live with people who have it so we as a campaign are trying so hard to fight against this cancer by reaching out to everyone and teaching them about it. The ones who already have this cancer we teach them about how they can deal and live with it whereas those who do not have it get the teachings and skills on how to avoid it.

Secondary Segment

The secondary segment of the prostate cancer focuses mainly on the youth between the ages of 0-30 that are affected by prostate cancer. As the research we have made shows how many people are affected by prostate cancer we then decided to focus on the secondary segment mainly because they are the least affected group in all the three segments we have discussed in point 4. The secondary segment is intriguing as we focus on people who are less affected and think they are too young to get infected not knowing that prostate cancer affects every male regardless of age even though youth is at a lesser risk of getting it so discussing this with them will be more interesting as they do not have any idea or clue about it because they think it is old people illness.

According to the secondary segment we have chosen the main goal of the **#AskandSaveaMan** campaign is to reach out to young people and educate them about prostate cancer, educate those who have it on how to deal and cope with it and educate those who do not have it on how they can be safe and not get affected by prostate cancer. Since we are dealing with the youth, the plan here is to use social media platforms to engage with them and some of their school/varsity leaders to volunteer for the campaign and help us spread the word and raise awareness about prostate cancer as it is dangerous to males but **with us everything** is possible meaning we will do everything in our power to make sure we have helped people deal with prostate cancer.

Phase 3:

6.1.1 Communication Tactics

The focus of our campaign is to raise awareness about CANSAs and how it can help males affected by prostate cancer especially those who have limited access to all the information and resources that CANSAs has to offer for people affected by illness.

One of our main campaign tactics is having an outdoor event that will involve communities in engaging topics involving prostate cancer. This strategy is good for having interpersonal communication with the public. The University of Johannesburg is where our event will be held, using tents and posters printed with the #Askandsaveaman hashtag and a CANSAs logo to raise attention towards the campaign within the campus. The strategy forms part of shared media as it involves community engagement and earned media which ties in with the word of mouth that can spread due to the engaging event within the university.

Our secondary communication tactic involves the usage of social media to raise awareness and or a trend that will catch the attention of social media users through our #ASKANDSAVEAMAN campaign with Tik-Tok being our primary communication channel with videos that have volunteers asking people about their views on prostate cancer during our event. Information about the events can also be easily published on the platforms. Influencers will promote our campaign through paid ads and media posts with the main hashtag #Askandsaveaman and CANSAs are the centre of engagement for the public to discuss and be a part of the conversation. These tactics cover our paid and owned media types as information about the campaign is shared through our social media platform and the influencers who are prominent on the platform.

Our campaign is #AskandsaveaMan this campaign takes both action and awareness. We are educating people and also the youth about prostate cancer, with this campaign we are hoping to educate almost half the country this way we will be

meeting people's expectations by giving more relevant information. Here we want people to be aware of the symptoms of Cancer or Prostate cancer, knowing what to look out for.

This information will be helpful as we will be engaging with the public and youth through Tik-Tok making videos this way we will be spreading the word or giving the information out there. Tik-Tok is the most used channel now which is why we're using it to spread the word out there for the public and youth, especially men.

By creating a Tik-Tok account we will be enriching the minds of the public including the youth with powerful information. Cansa's main aim is to educate the public about cancer risks and also get people to do screening and risk reduction. By this, we aim to give information out there and gain experience by putting the word out there about cancer, especially prostate cancer.

Our strategy is that we aim to gather all the resources which we will be using, and by using banners and branded gazebos which will have information for the public. We will make them self-aware of prostate cancer, our campaign will be from Friday to Saturday an outdoor event where we will be having fun games and making videos. This event will be held at Bunting Road at the University of Johannesburg Sports grounds; it will also be an open day.

6.1.2 Campaign Schedule

Activity	Status	Assigned to	Start date	End date	Notes
Phase 1: PLANNING					
Establish Goals	Complete	Maya	Monday 28 March 2022	Tuesday 29 March 2022	<ul style="list-style-type: none"> •A good campaign for raising funds. •Raise funds for Campaign •have successful informative campaign about prostate cancer. •Have huge turn out

Determine the target audience	Complete	Sello	Monday 04 April 2022	Thursday 07 April 2022	To know our main audience and how we approach them
Identify the market channel	Complete	Keabetsoe	Tuesday 12 April 2022	Wednesday 13 April 2022	<ul style="list-style-type: none"> •This way we will improvise our ideas in marketing and how we handle our channel •Post on social pages promoting out campaign and fundraising.
Budget and financial	Complete	Alliyah	Tuesday 12 April 2022	Wednesday 13 April 2022	<ul style="list-style-type: none"> •We manage how we use the funds and we also manage the funds we raised. •We will raise funds by selling highlighters at UJ •Sell Muffins with Cansa logo on top to raise funds. •Have fundraising events •Available sponsors such as :Motsepe foundation &purple moss media
Set up Campaign calendar	Complete	Lorna	Wednesday 13 April 2022	Thursday 14 April 2022	<ul style="list-style-type: none"> •Here we know what and how we go about it •Specific dates of campaign schedule
Develop a plan for testing	Complete	Musiwa	Thursday 14 April 2022	Friday 15 April 2022	To check if everything is in order and that we have the right things or materials
Creative brief	Complete	The whole group	Friday 15 April 2022	Saturday 16 April 2022	<ul style="list-style-type: none"> •We go back and check if everything is done. •Draw up action plan for actual campaign. •Initiate Creative ideas to draw in audience.

Phase two: CREATIVE DEVELOP MENT					
Message planning	Complete	Alliyah & Musiiwa	Monday 18 April 2022	Tuesday 19 April 2022	We implement our message across and that it will be well received and that the main objectives of our initiative has been out lined -main aim is to inform people about Prostate cancer
Creative market assets	Complete	Maya &Lorna	Tuesday 19 April 2022	Wednesday 20 April 2022	Make out points and make sure that all the things needed are there
Gather customer testimonials	Complete	Keabetsoe	Wednesday 20 April 2022	Thursday 21 April 2022	To know what our audience wants and what we are offering to them-we'll be selling highlighters to students at UJ.
Competition and selling	Complete	Sello	Thursday 21 April 2022	Friday 22 April 2022	Making sure that we gather all the things needed all products that will be sold should be available and generate income for the upcoming campaign.
Phase three: PROMOTION PLANNING					
Email Campaign	Complete	Lorna &Keabet soe	Monday 25 April 2022	Tuesday 26 April 2022	Make sure that emails are well set and well prepared, necessary stakeholders receive the emails.

Social Media (Tik-Tok)	In Progress	Alliyah & Musiiwa	Wednesday 27 April 2022	On Going Till actual event 29 May.	Make sure that our campaign strategy is well prepared and has all the equipment needed, making sure all necessary hashtags are being used to reach audience and increase engagement
Sale outreach	Complete	Maya & Sello	Thursday 28 April 2022	Friday 29 April 2022	Make sure that our sales increase and that we strongly have the best market sales, this will result in having income for Campaign.
Setting tents and stretches tents	Not started	The whole group	Sunday 29 May 2022	Monday 30 May 2022	Set everything up and make sure that things are well done

6.2 Budget for Campaign

ACTIVITIES AND ITEMS	INCOME	EXPENDITURE
MEDIA KITS <ul style="list-style-type: none"> ❖ Photography ❖ Videography (monsoon photography and video productions) ❖ #Banner 	Muffin sales	R1,500 (basic packaging) R250
SUBTOTAL		R1,750
BANNER ADVERTISING <ul style="list-style-type: none"> ❖ Roll Up banner ❖ Branded gazebo 	Highlighter sales	Deluxe 2+ unit R895.00 2x2m premium steel R3 595.00

SUBTOTAL		R4 490
TIK-TOK ADVERTISEMENT ❖ Data (standard promo) ❖ Electronic device (Laptop) *HP spectre 1TB SSD Storage*	PurpleMos s Media (Sponsors)	R600 x24 R39 999
SUBTOTAL		R54 399
EVALUATION AND MEASUREMENT ❖ 10% Contingencies ❖ 15% VAT	Government funds	R5219.03 R7 828.95
SUBTOTAL		R13 047.98
TOTAL OVERALL		R73 686.98

Evaluation Research

Surveys and rating cards will be given to those who attended the event.

We will evaluate the campaign strategy by conducting surveys around Campus asking them their overall experience at the campaign

Polls will be uploaded on our social media platforms to get insight as to how much of our audience know and to see if our message has been spread across correctly without misinformation and without causing panic

We'll also view our insights from tiktok post, analyse the comments and use them to grow and expand.

The campaign will be streamed live so we'll be able to interact and give our online audience immediate answers.

This evaluation will be taken on the day of the campaign as well as the day after we have posted the campaign content on social media.

The success of our campaign will be measured in various ways firstly the campaign will be measured by the overall attendance of the students and workers at University of Johannesburg, that means we were able to spark an interest and educate people on the reality of prostate cancer and its impacts in a lively way showing that it's not the end of the world.

The number of comments and re-shares will also show that our campaign was a success as we were aimed at reaching as many people as possible young and old, this also means more people are aware and will be able to help spread awareness about prostate cancer.

The ROI for the budget spent will be determined by the sales we would've made on that day as we will be selling muffins with the CANSA logo at student centre and sell highlighters, at the end of the day the total money made on that day will be able to cover up our expenses

To determine whether our objectives were achieved we will look up on our campaign schedule and mark down all the task we were able to do and what period of time were we able to complete them if they are carried out successfully we then mark it out and move to the next step.

We could also create an evaluation chart which will allow us to note down all activities that have taken place successfully.

Conclusion

In conclusion we believe that our campaign will reach the masses and make a difference, we would have played our role and lived up to our objectives to educate and inform.

Although in the beginning our weakness was low engagement on social media we were able to build on that until the actual day of the event, raising funds was also an issue but we were able to overcome that by coming up with fundraiser where we sell cansa logo muffins and highlighters

END