

Executive Summary

Using sunbeds just once or more a month increases the risk of malignant melanoma by more than 50%. Young people, particularly those from lower socioeconomic groups continue to use them in their quest to be tanned. Our campaign appealed to the vanity of sunbed users by physically showing them the damaging effect overexposure to UV rays was having on their own skin to change their attitudes to sunbed use and persuade them to stop using them. The campaign had a convincing impact on our audience with 75% of sunbed users who, before the scan, said they expected to use sunbeds more or the same in the future, changing their minds immediately after their scan by saying they expected to use them less or not at all. Encouragingly follow up data indicated that this intention was sustained with 46% of respondents reporting they'd stopped using sunbeds or use sunbeds less eight weeks after the campaign.

Situation Analysis

Two recurrent themes emerging from our range of qualitative research conducted among young sunbed users is that the health risks of sunbeds are generally well known, but they de-personalise the risk to themselves by thinking that skin cancer will happen to someone else (“my friend uses sunbeds much more than me”) or say that it is something they will worry about when they are older. One of the core reasons given by young girls for using sunbeds is that they think they look better and more attractive with a tan and want to be like their favourite tanned celebrities. Research also pointed to the importance of older female ‘influencers’ – sisters, mums and aunties who encourage and facilitate sunbed use. Levels of sunbed usage varies around the country, but is higher in northern urban conurbations. Prior to experiencing the campaign, 24% of sunbed users said they expected to use sunbeds the same or more in the future.

Objectives

- Positively influence attitudes and behaviour towards using sunbeds:
 - Increase the reported level of concern sunbed users feel about the impact of sunbeds on their looks
 - Reduce the number of people reporting they use sunbeds – in both the short term and medium term to ensure any reported behaviour change resulting from the campaign is sustained
- Minimum of 60% of respondents to take action as a result of the campaign

Strategy

With an appearance obsessed audience - prone to switching off to preachy health messaging and possessing an attitude of invincibility - we decided to focus on a pure vanity message – that using a sunbed would make you look old before your time. It was vital to personalise the message to the audience and show them the impact their sunbed use was having on their own faces. To increase the relevancy of this message, we needed a credible and trusted partner from the beauty industry. We teamed up with sk:n clinics to offer our audience the chance to see cosmetic damage such as wrinkles and pigmentation on their own skin and invisible to the naked eye for free. This provided a graphic glimpse into the future of their face, if they continued overexposure to UV. Free skin scans were offered via experiential activity and vouchers could also be downloaded and taken into one of sk:n’s clinics nationwide to redeem a free scan. These were badged ‘two scans for none’ to encourage the vital older influencer audience to share the scan experience with a younger sunbed user.

PR and celebrity engagement was an important part of this campaign, to leverage the impact of our messages through credible and influential spokespeople and show our audience that despite what they think, their favourite celebrities are also shunning sunbeds. To reach our target audience, we borrowed from text speak, with the play on words - **R UV UGLY?** A pre/post questionnaire was created for completion in-clinic, enabling us to gather vital data on attitudes and reported behaviour around sunbed use. By teaming up with celebrity favourite fake tan brand Vita Liberata (secured for free), we also offered all participants safer alternatives to sunbeds.

Tactical implementation

Experiential

A ‘digital photobooth’ was created and taken to high footfall areas in Manchester (Arndale Centre) and Newcastle (Gateshead Metro Centre) – both cities with a high concentration of sunbed outlets. The customised photobooth incorporated a UV skin scanner. After undergoing the scan, a sk:n therapist was on hand to interpret the results by pointing out areas of cosmetic damage and crucially convey the key message that further damage could be avoided by not using sunbeds in the future. Participants were given a print out of their scan to take away to show family and friends and were encouraged to upload a picture onto social media sites using a bespoke hashtag.

PR Outreach

Two news stories were also released, designed to make sunbed dangers a national talking point. The first focused on how friends and family were encouraging their loved ones to use sunbeds and inadvertently putting their lives at risk (to resonate with the older influencer audience). Coverage included a ten-minute spot on the Daybreak sofa with Dr Hilary Jones and Camilla Dallerup whose mother, a former sunbed addict, had suffered with skin cancer.



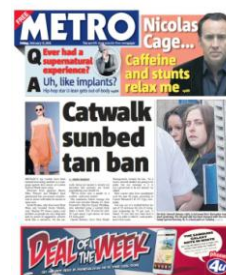
Then, building on the vanity angle, we rallied the nation's largest model agencies (Next, IMG, Premier etc) to agree a cross agency ban on sunbed use. With models being key influencers to our audience we launched the news story on the first day of London Fashion Week. With the media's attention firmly focused on the catwalks, we stole the limelight resulting in extensive national print and broadcast media including the front page of the Metro and live broadcasts on BBC Breakfast, Five News and Sky News. Coverage was also secured in many of the female orientated onlines read by the audience and youth focussed programmes including Radio One Newsbeat. Many model agencies tweeted the news to our dedicated #RUVUGLY hashtag which led to further influential tweets from the likes of Nicola Roberts. Finally, the model story went global with Al Jazeera picking up on it and Australian model agencies following suit.

Celebrity engagement

Celebrity ambassadors secured to support the campaign and amplify messages included Binky Felstead (Made in Chelsea), Maria Fowler and Sam & Billie Faiers (TOWIE), Gemma Merna (Hollyoaks), Kym Marsh (Coronation Street) and singer Paloma Faith. We promoted their involvement through interview placements (including a double page feature in The Sun), featured skin assessments and by encouraging them to tweet to drive fans to the Facebook voucher page. Paid for advertorials in women's magazines (including Heat, Closer and More), generated further awareness and engagement via QR codes, and calls to action to download the free skin scan voucher.

Results

- **1,648** skin scans conducted in target cities (1,190 on roadshows and 458 in clinics)
- **13** celebrity supporters
- **27** pieces of national print / online coverage including The Daily Mail, The Sun, The Star, The Express, Metro, MSN, Chat, Closer, Heat, Reveal, Now
- **131** pieces of regional press coverage including Manchester Evening News, Liverpool Echo, Yorkshire Post
- **553** online pieces of coverage
- **75** pieces of broadcast coverage including ITV Daybreak, Sky News, Radio 1, BBC Breakfast
- Over **2,000,000** Twitter impressions for #RUVUGLY (source – Tweetreach) and over **200** tweets from celebs/influencers with **1000+** followers



Effectiveness (outcomes vs objectives)

<p>Positively influence attitudes and behaviour towards using sunbeds:</p> <ul style="list-style-type: none"> • Increase the reported level of concern sunbed users feel about the impact of sunbeds on their looks • Reduce the number of people reporting they use sunbeds – in both the short term and medium term to ensure any behaviour change resulting from the campaign is sustained 	<ul style="list-style-type: none"> • Levels of concern about the impact sunbeds have on premature ageing of the skin increased from 7.5 to 8.1 following the scan • <u>75% of sunbed users</u> who, before the scan, said they expected to use sunbeds more or the same in the future, changed their minds immediately after their scan and said they expected to use them less or not at all • Following the scan only 8% of sunbed users said they planned to use sunbeds the same or more than they did before (compared to 24% pre campaign) • Immediately after the scan, <u>half of the sunbed users aged under 25 said they would not use sunbeds in the future compared to 22% who had said this before the scan</u> • In the eight week follow-up survey*, data indicated that positive intentions were <u>sustained with 46% of respondents reporting they'd stopped using sunbeds or use sunbeds less than they did before</u> <p><small>Note the sample size for the follow up survey was relatively small (N=62).</small></p>
<p>Minimum of 60% of respondents to take action as a result of the campaign</p>	<p>Eight weeks after the campaign, 92% of respondents had told a friend or family member about the skin assessment, 64% had discussed the damaging effect of sunbeds and 65% had discussed health risks of using a sunbed.</p>

Stakeholder verdict

"When I saw my picture it was worse than I thought. I could see there was damage round my mouth where a few wrinkles are already starting and I was told this could turn quite leathery in a few years. I am definitely going to stop using sunbeds now."

Anonymous participant

"The R UV Ugly campaign took insights and translated them into something meaningful for our target audience – who are traditionally hard to reach with health messages. The results reported were so compelling we have funded the campaign again in 2013."

Thomas White, Cancer Awareness and Earlier Diagnosis Project Manager, Department of Health