



**PROSTATE
CANCER UK**

BUILDING THE CASE FOR SUPPORTER EXPERIENCE

An audience research strategy

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OUR MISSION



We work every day to create a world where no man dies from prostate cancer. And we'll leave no man behind.



OUR START POINT



Every company has a center of gravity.



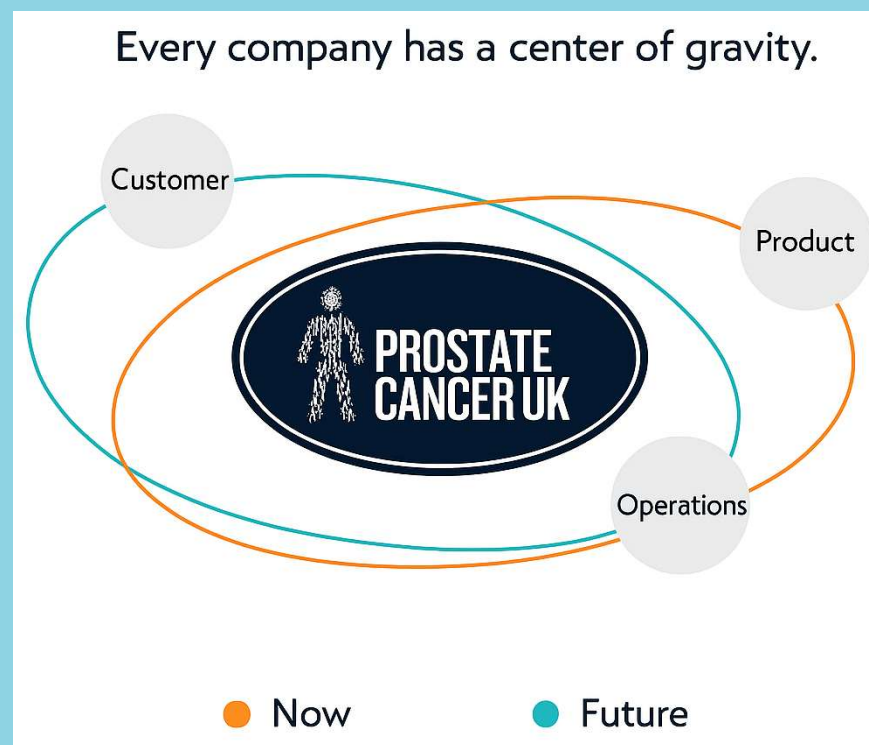
● Now

● Future



WHAT THAT LOOKS LIKE IN PRACTICE

- Inconsistent experiences
- One-size-fits-all comms
- Fragmented journeys
- Busy organisations, disengaging audiences



THE FIRST SORT

The picture we're following:

- Addressing **late-stage** diagnoses.
- Preventing **deaths**.
- **Reducing harm** from side effects.
- Ensuring more **support** for more men.



SEGMENTING THE LEGO BRICKS



Our existing segmentation:

- Demographics
- Behaviours
- Propensity to donate
- Broad understanding of prostate cancer needs



OVERCOMING COMPLEXITY

With this additional segmentation we:

- Build **faster** with fewer wasted bricks
- Ensure **every piece** is used in the best possible place
- Have a **stronger, clearer model** that reflects the full complexity of the people we serve





THE HONEST BIT

**“We’ve done
segmentation
before.”**

**“Over time it
just faded.”**

**“Past segmentation
work didn’t get
embedded.”**

WHAT WE'RE DOING DIFFERENTLY THIS TIME



- Led by **strategy**, not projects
- Built for **action**, not just insight
- **Embedded** in teams, not announced
- **Owned across the organisation**





WHAT SUCCESS LOOKS LIKE

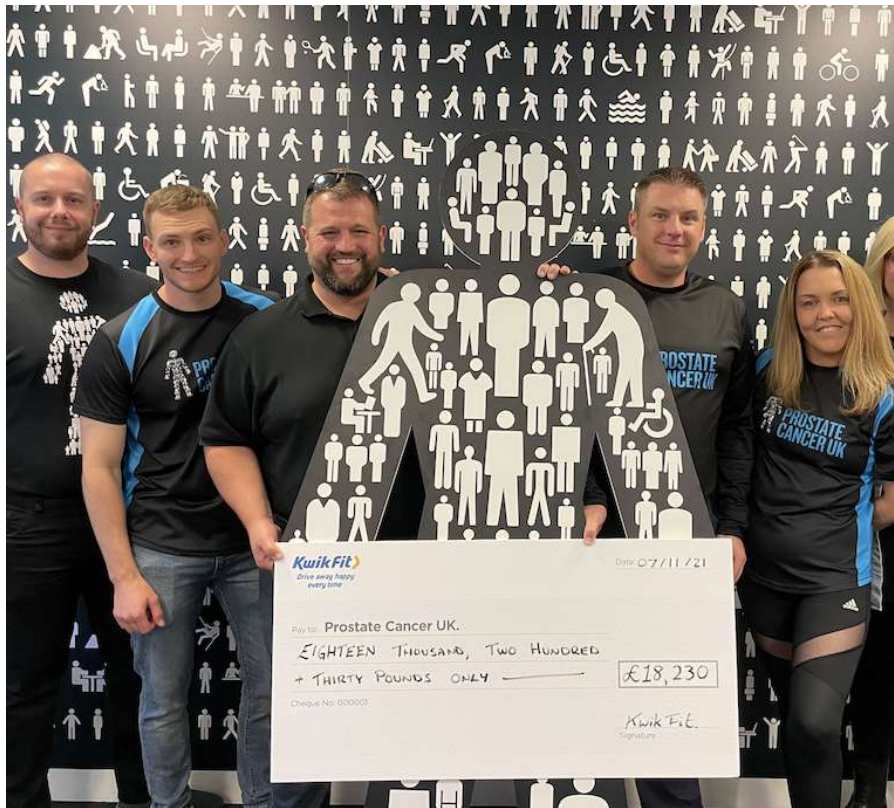
- Clearer **prioritisation**
- Better conversations
- Fewer 'general audience' defaults
- Experiences that feel more **intentional**





THE RESEARCH PROCESS

RESEARCH CONTEXT: TO MEET STRATEGIC GOALS, NEEDS OF SUPPORTERS AND SERVICE USERS MUST BE CENTRAL TO ORGANISATIONAL THINKING



CONTEXT:

- Likely increase in number of men living with or after prostate cancer
- More challenges navigating inequity in healthcare and catering to different needs
- Prostate Cancer UK aims to secure early detection, delivery of personalised treatment and clinical support for more men
- Sustained increase in income needed to respond to heightened need

RESEARCH GOALS FOCUS ON KNOWLEDGE AND THE ORGANISATIONAL JOURNEY



1. Build robust **needs based, emotional and motivational understanding** of whole audience and potential audiences



2. Unify all areas of the organisation with **shared, centralised view of audience and their needs**; bringing this to the heart of day to day working, planning, decision making and targeting - facilitating strong cross function collaboration

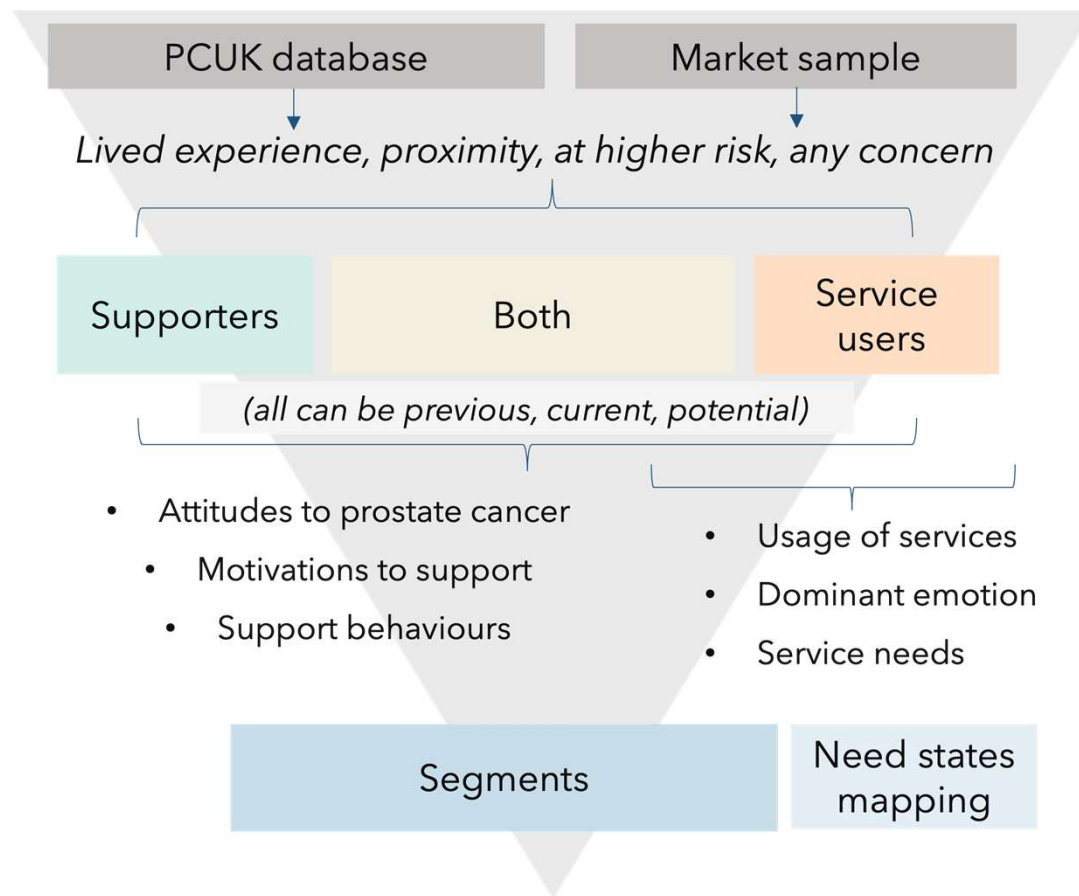


3. Be empowered as a whole organisation to truly meet audience needs, optimising engagement and the value exchange and in turn, achieve organisational goals – **leading the way on improving both outcomes of prostate cancer and life with prostate cancer**

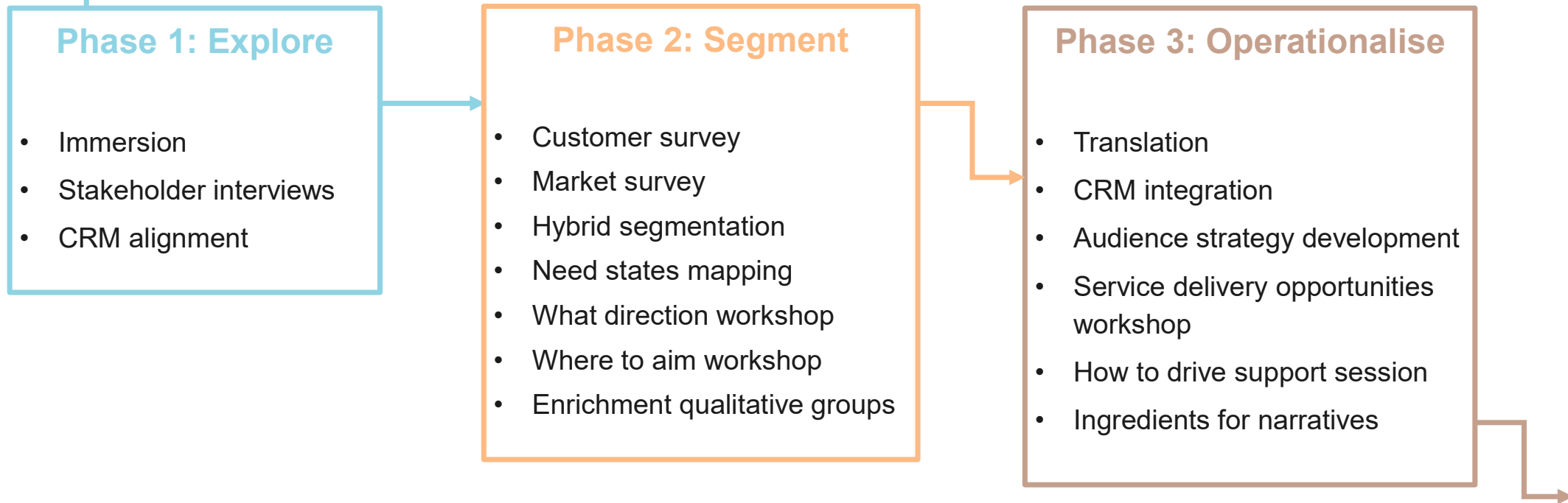


THE APPROACH: A HYBRID SEGMENTATION

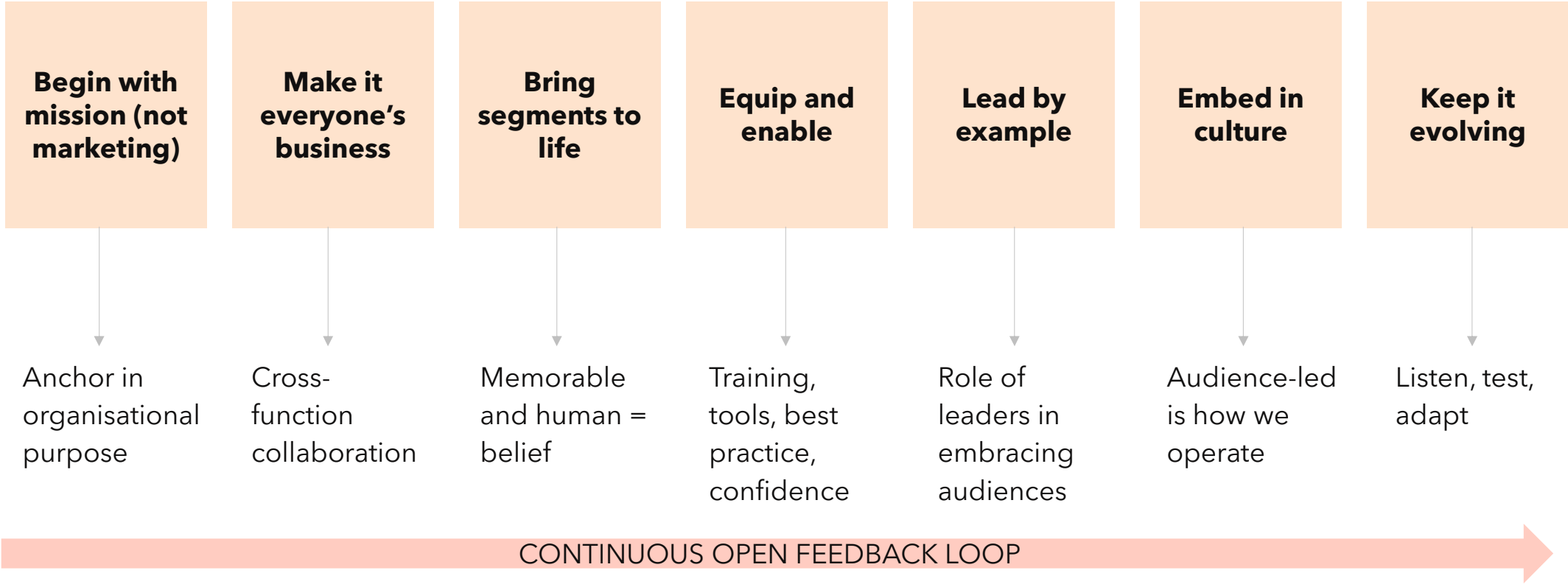
- A way of understanding supporters and service users by grouping them into statistically significant segments based on motivations, attitudes and needs
- Built from combination of CRM and survey data, with the segments appended to the CRM database
- Enables shared, comprehensive view of our community: what they do to support us, why they do it, and how they interact with our services – and a clear route to reach them
- An organisational capability, not just a research project – predictive of current and future behaviour



WE'RE APPROACHING THE SEGMENTATION IN THREE PHASES; OPERATIONALISE IS MAKING THE OUTCOME PART OF OUR DAY TO DAY THINKING AND DECISION MAKING



KEY PRINCIPLES OF SUCCESSFULLY EMBEDDING A SEGMENTATION AND AUDIENCE STRATEGY



STAKEHOLDERS SPOKE OF 6 KEY HURDLES IN EMBEDDING THE SEGMENTATION ACROSS THE ORGANISATION



1

Change from product led to audience needs driven

2

Embedding and sustaining segmentation

3

Resource constraints and operational feasibility

4

Accessibility, communication, practical application

5

Siloed working and limited collaboration

6

Equity and inclusive application



A REASSURING RESPONSE TO CONCERNS IS KEY



Accountability

Visibility of who is responsible, how application is measured, who steers the segmentation ongoing



Expectations

Clear on the broader aim and what this means at supporting levels (function, teams, individuals). How will this affect me? What will I need to do differently?



Support

What training and resources will exist, both at first and ongoing? Who will own and steward these?



GUIDING PRINCIPLES

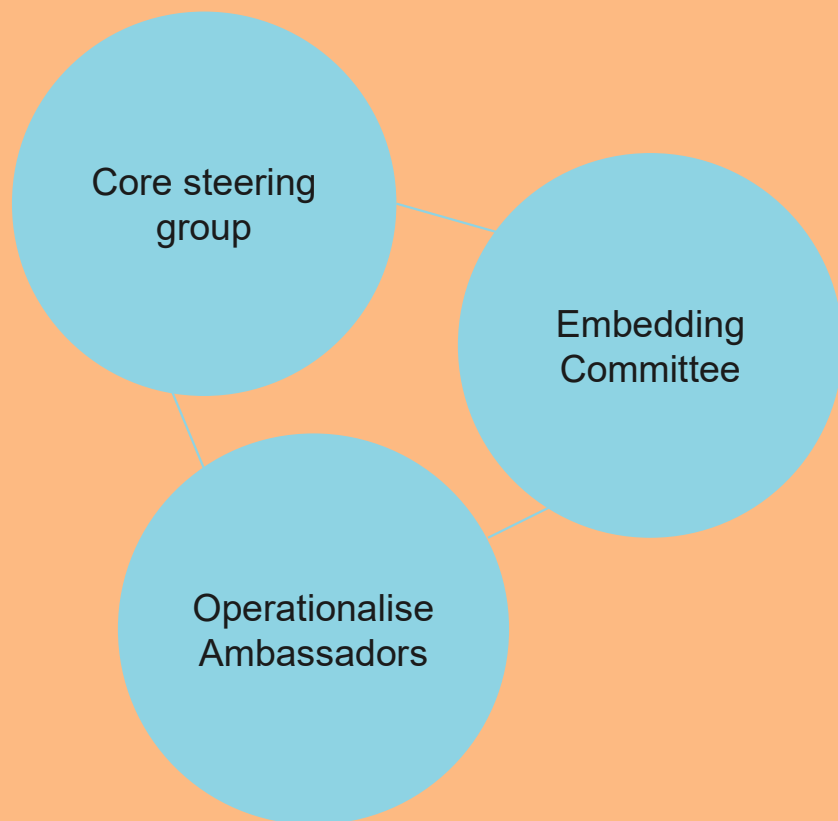


- Segmentation is a **strategic decision-making lens**, not a marketing add-on
- Embed into **existing processes** rather than creating parallel ones
- Focus first on **priority segments** and **segment moments**
- Balance consistency (shared framework) with flexibility (team application)
- Explicitly address **equity**



TO SHARE THE SEGMENTATION MORE WIDELY, AND TO COLLABORATE ACROSS THE ORGANISATION ON IMPLEMENTATION, WE ARE UTILISING:

Working groups



Big moments and outputs

Big Get Together
Internal webpage
Embedding materials
Value exchange mapping
Journey mapping
CRM team enablement
Function specific workshops
Piloting and test & learn