

#GetOnARoll

How a supporter's email led
to a £2.3m partnership



Bowel Cancer^{UK}
Beating bowel cancer together

M&S

Hello!



Let's rewind to summer 2022



Bowel cancer is treatable and curable



Stage 1
Around 9 out of 10 will survive



Stage 4
Around 1 out of 10 will survive

Yet...

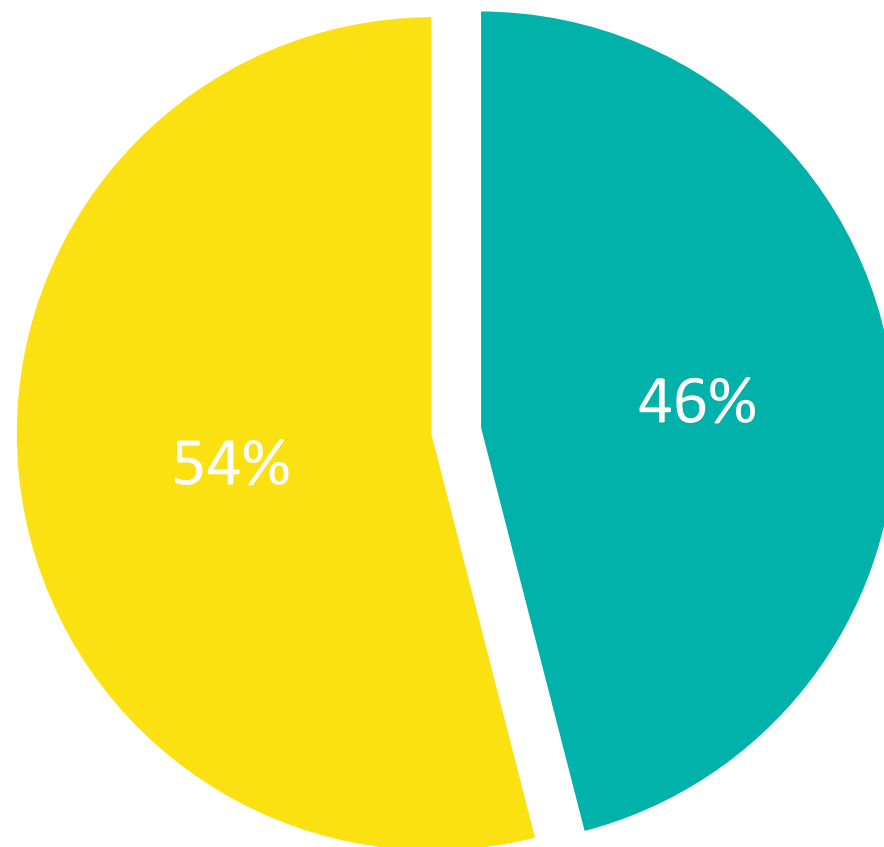


...only 4 in 10 people
are diagnosed at the
earliest stages.

We need to change that.

A problem

Nearly half of UK
adults couldn't name a
single bowel cancer
symptom



The red flag symptoms



Bleeding from your bottom



Blood in your poo



A change in how often you poo, or regularly having diarrhoea or constipation



Losing weight but you're not sure why



Feeling very tired all the time but you're not sure why



A pain or lump in your tummy

Early diagnosis as the driver



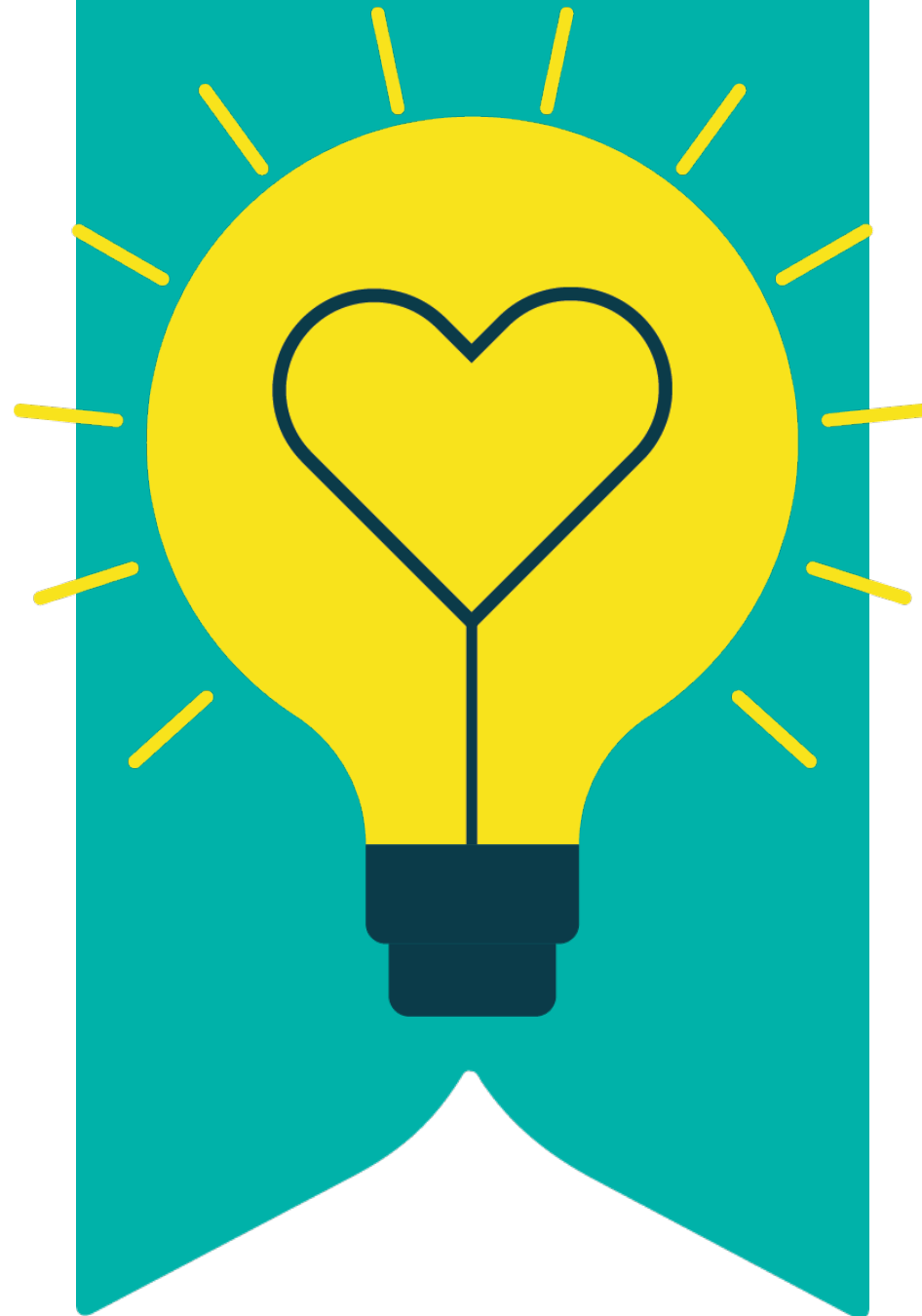
Goal 1

Increase awareness and
understanding of bowel cancer



Goal 2

Remove the barriers to people being
diagnosed quickly, and at the
earliest possible stage



Power of partnerships



16 June 2022 - Bowel Cancer UK and M&S launch Cara's idea



By 8 July 2022 - Six more supermarkets and the UK's leading toilet paper brand – Andrex - sign up



By February 2023 - 38% of the public have seen the campaign and the percentage of people who can name at least one symptom of bowel cancer has jumped by 7%

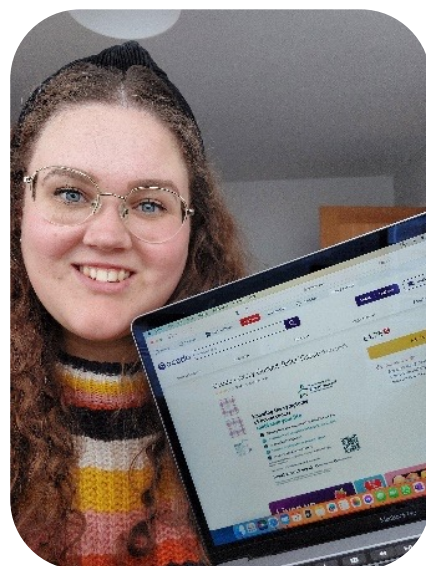


Today - Ten partners live, campaign is award-winning and very much still rolling...

Thanks to partnerships, our **life-saving messaging** is across **millions of toilet rolls**, thousands of posters in stores and toilets and hundreds of customer comms. We've also raised more money for our vital cause.



Our team showing
off
their #shelfies!



#GetOnARoll partners





From #GetOnARoll to #GetComfortable



Get Comfortable
Andrex[®]



In partnership with
Bowel Cancer UK
Beating bowel cancer together

The change we want to see, together



Get every person in the UK to have a healthier relationship with going to the toilet and poo, to help drive earlier diagnoses of bowel cancer.



Provoker

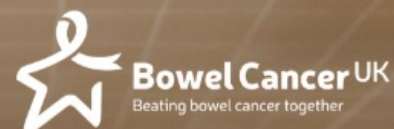
Mass reach



Expert

Targeted
message

Andrex
Get Comfortable



ANDREX'S COMMITMENT WITH BOWEL CANCER UK:

3YR

Minimum 3 year strategic partnership

10M+

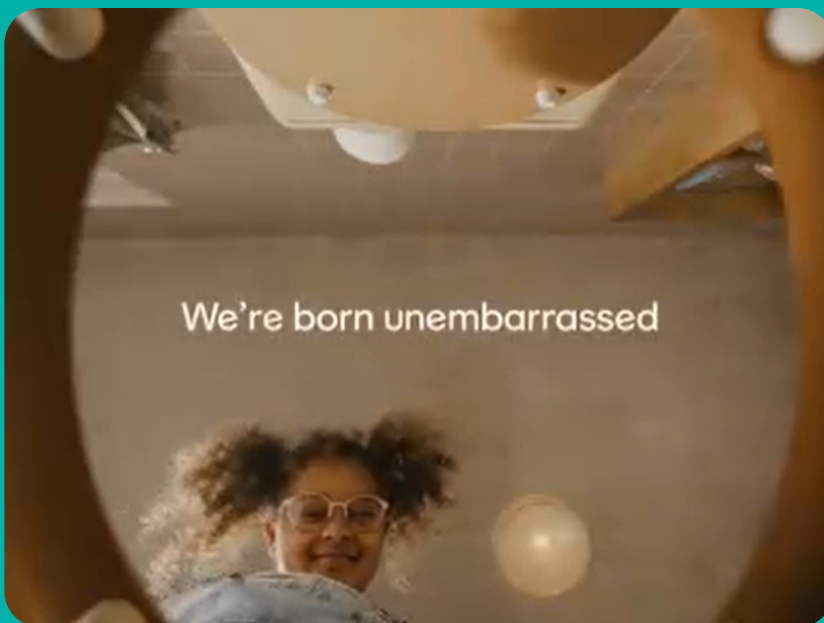
Households reached via packaging

£2M

Investment in co-branded marketing

£300K

Donation to fund earlier diagnosis of bowel cancer



One idea sparked a movement



“This campaign has really shown me the power of collaboration. A simple idea with a simple campaign behind it, but it had a big effect.

I find it hard to express what this campaign means to me. To have the signs and symptoms out there on such a large scale is just the beginning. There is so much more that needs to be done to ensure that we are moving towards a world where no one dies from bowel cancer, but just for a moment I am pausing to reflect, to remember those in our community that have died from this disease, hoping that I have done them proud.”

Cara Hoofe

Patient advocate and M&S employee who sparked the #GetOnARoll campaign



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Beating bowel cancer together

Thank you!

bowelcanceruk.org.uk



/bowelcanceruk



@bowelcanceruk