

A Case Study On The ROI Of A Social Media Campaign

“Secret cUUpcakes”

Social Media Metrics and ROI

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Abstract

This research paper will provide an in-depth analysis of the award-winning “Secret cUUpcakes” breast cancer awareness social media campaign. A summary of the campaign features the various tactics and strategies used and an in-depth analysis of the measurable outcomes of the social media campaign are presented. A Google Analytics PR Manager practice exercise will examine a real time analysis of the “Secret cUUpcakes” Google Analytics. Plus, an ROI (Return on Investment) summary on PR efforts is presented.

Keywords: Breast Cancer Awareness, Hong Kong Women Breast Cancer Awareness, Breast Cancer Self Exam Screenings

A Case Study on the ROI of a Social Media Campaign

A summary of the campaign you selected.

I chose Roche's "Secret cUUpcakes" campaign for my case study on the ROI of a social media campaign (Provoke Media, 2020). This campaign was a breast cancer awareness program that educated Hong Kong women on the importance of breast cancer self-exam screenings.

Historically, women in Hong Kong, have not been encouraged to practice breast cancer prevention by mammography or even breast self-examination. Breast cancer awareness has not been a national priority even though 1 out of 16 women in Hong Kong is diagnosed with this unfortunate disease. Additionally, on a government level, Hong Kong does not have a national breast cancer prevention program (Kwan, 2020). According to a case study from the International Council of Nurses, "Most of the Hong Kong women are highly educated and know about breast cancer, but they also believe it will never happen to them. In addition, most of them do not practice breast self-examination because of a lack of knowledge about how to do it and because they feel embarrassed about it" (Kwan, 2020).

Roche teamed up with Hong Kong-based DNA Medical Communications to create an integrated social media campaign to educate Hong Kong women on breast self-exam screenings. The integrated social media campaign consisted of beautifully wrapped pink pop-up vans that were dispersed around Hong Kong. In addition to a "Secret cUUpcakes" Instagram account and utilizing social media micro-influencers, self-exam classes were taught inside each pop-up van, which was staffed by nurses providing self-exam tips. Traditional media efforts generated press, and 6,000 pink breast-shaped cupcakes were distributed to participants. Every 16th cupcake had a "secret lump (Provoke Media, 2020)" which reflected the chances of 1 in 16 women developing breast cancer in Hong Kong (Provoke Media, 2020). The secret lump was actually a

piece of toffee. According to Karen Chan, “Secret cUUpcakes” PR Pro, “We wanted a campaign that charmed and delighted women instead of scaring them, I also wanted it to look super girly” (Chan, K.).

Identification of the goals of the campaign.

The goal of the campaign was to educate Hong Kong women on the importance of breast cancer self-exam screenings. The campaign did not want to scare or instill fear in Hong Kong women, but rather, to charm them into understanding the many benefits of self-exam breast cancer prevention. “Breast cancer awareness and self-examination levels are among the lowest in the world” (Provoke Media, 2019).

Identification of the tactics and strategies that were used to employ the campaign (e.g. how traditional media was used, which social media platforms were used, whether videos were used, what hashtags were used, what calls to action were used, etc.).

A combination of traditional media outreach efforts and social media efforts were used to employ the campaign. Traditional media was used that generated press, a special Secret cUUpcakes Instagram account was created, and influencers were used to pre-promote the event. The only Instagram hashtag found was #secretcupcake. The Call to Action was the “highly Instagramable” (Chan, K.) “Secret cUUpcakes” that motivated a response from Hong Kong women to act on the importance of breast cancer self-exam screenings.

Identification of whether any non-social media tools were used to assist the campaign (e.g. television ads, print ads, billboards, etc.).

After carefully researching this campaign, the only non-social media tools used were the pop-up pink vans and special cupcake samplings. The beautifully wrapped pink vans were an excellent grassroots vehicle that helped reach the target market, Hong Kong women.

Identification of the measurable outcomes of the social media campaign, including all of the following:

How was the influence measured? What was the measurement? (Ex: increase in the number of social media followers from X to Y).

The “Secret cUUpcakes” breast cancer awareness campaign was an 8-hour event. There had never been an event like this before. According to Karen Chan, Secret cUUpcake’s PR Pro, “The offline and online social media efforts reached 1.5 million people within 8 hours” (Chan, K.). The campaign delivered 147% beyond target (Chan, K.).

How was engagement measured? What was that measurement? (Ex: Increase in the number of comments on social media posts by a percentage of X%).

The Roche breast cancer campaign was a one-time event. The social media engagement was 13,260 on Instagram.

A summary of the final result of the social media campaign and whether the campaign had a strong ROI.

The cUUpcake campaign had an outstanding final result with 147% beyond reaching the target market. 1.5 million people were reached online with searches increasing by 240X from the previous month, which translates that the campaign had a strong ROI (Chan, K.). Hong Kong women were better informed and were now more willing to do self-examine breast cancer screenings.

Based on Google Analytics training, how would you approach analyzing this campaign if you were the PR manager in charge?

If I were the PR manager in charge of this campaign, I would be very interested in the Audience, Acquisition, and Goal reports.

The Audience report could provide the necessary data to see if the social media efforts reached the target market of women in Hong Kong. Additionally, the Audience report could provide the location, interests, and devices used to visit the website. For example, did the user use a mobile device to access the website? Since the Secret cUUpcake campaign relied heavily on influencers and their Instagramable cUUpcake hashtag, I would want to know if the user was using a mobile device. It would also help me determine if the user was new, returning, or just visiting the landing page (Google Analytics Academy: Unit 3, lesson 1).

The Acquisition report would let me know where the website visitors came from. It would allow me to know if the visitors are coming from other websites or from referral websites (Google Analytics Academy: Unit 3, lesson 2).

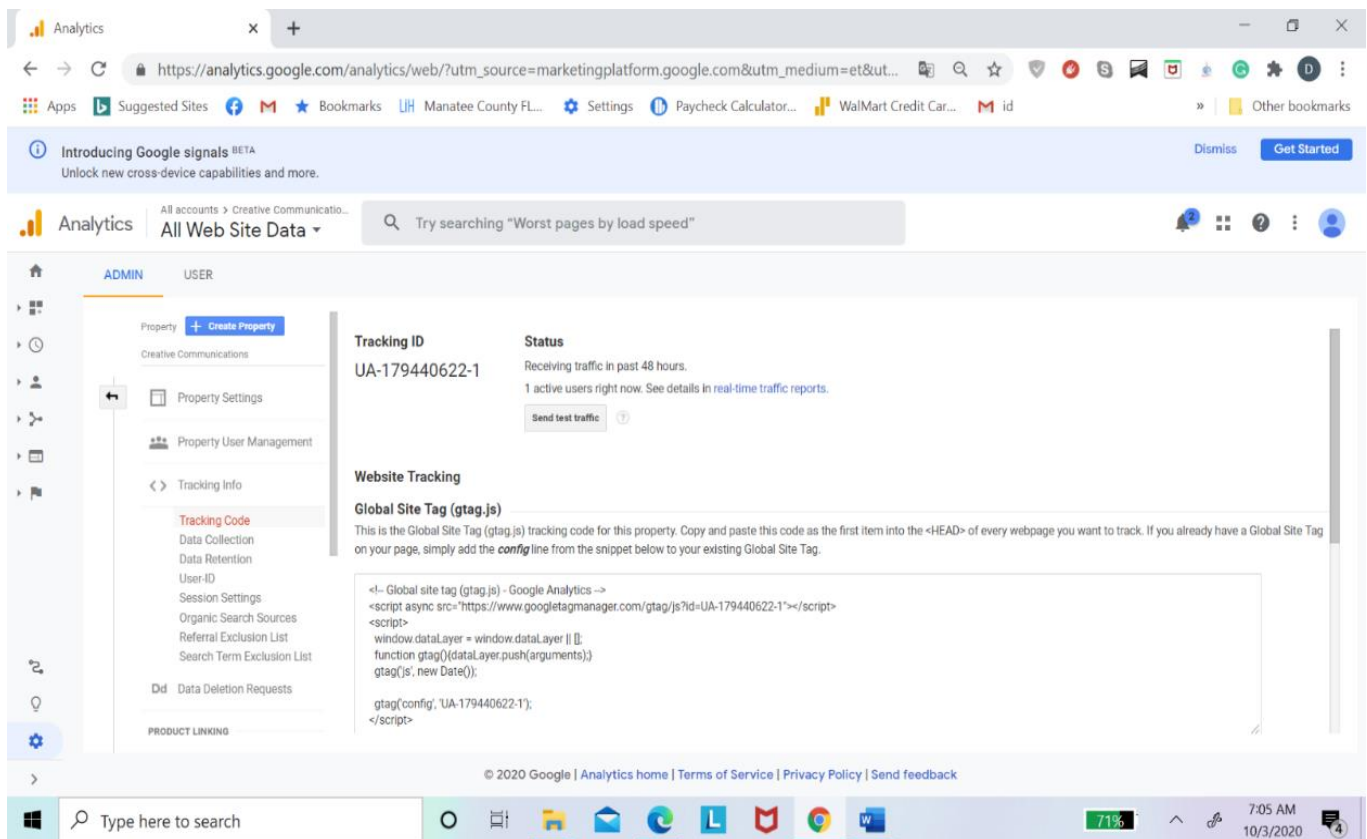
The Goal flow report. I would want to know if any goals were established prior to the campaign and if they reached a high goal conversion rate (Google Analytics Academy: Unit 4, lesson 3). An example, did the campaign track a visitor from the landing page to a submission form that provided an opportunity to download more information on self-exams for breast cancer screenings (Google Analytics, Lesson?)

A summary of what you learned in regard to the importance of measuring ROI of a campaign to show the value of your PR efforts.

Measuring ROI (Return on Investment) of a campaign is important because it provides value to the PR efforts. However, there are a number of variables to consider when producing a qualitative ROI PR report. When determining a campaign's ROI, you need to consider the costs involved in a campaign, i.e. persons working on the campaigns' salaries, material costs, and other costs related to the project. According to William Comcowich, "The traditional definition of ROI is $\text{Gain minus Costs} / \text{Costs} \times 100$ " (Comcowich, 2018). ROI is only valuable when trying

to understand the cost-effectiveness of the strategy. However, it doesn't show the qualitative metrics of a PR campaign. For example, were new relationships formed as a result of the PR campaign? Can a quantitative number be placed on a successful, effective crisis communications plan? Overall, measuring ROI of a public relations campaign needs to be viewed two-fold, quantitatively and qualitatively (Comcowich, 2018).

A screenshot showing that your site is connected to Google Analytics. (This is the site you created at the beginning of the program, not your client's site.) This is a screenshot showing my website, <http://www.creativecommunications.online>, is connected to Google Analytics.

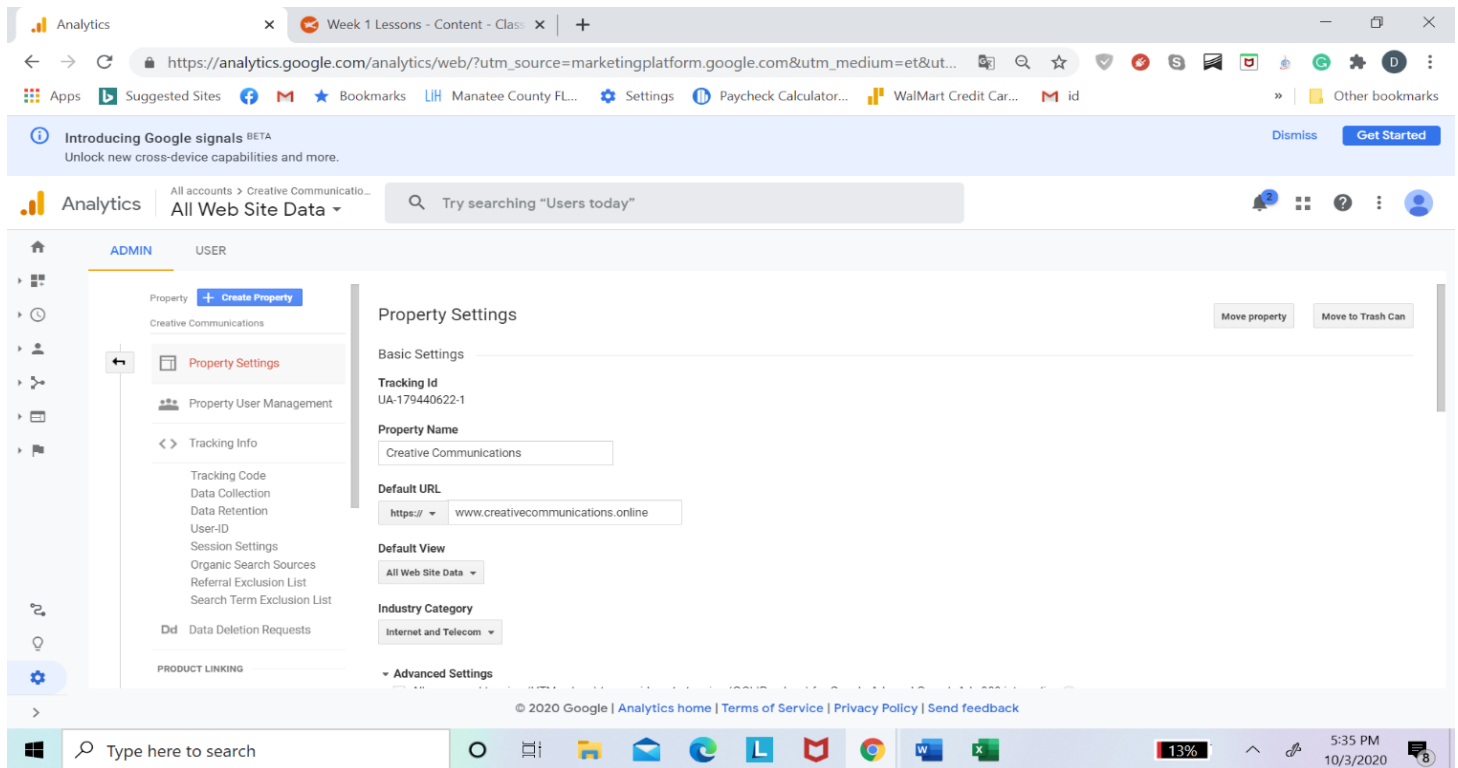


The screenshot displays the Google Analytics web interface. The browser address bar shows the URL: https://analytics.google.com/analytics/web/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=et. The page title is 'Analytics' and the main heading is 'All Web Site Data'. The left sidebar contains navigation options: ADMIN, USER, and a list of property settings including 'Property Settings', 'Property User Management', 'Tracking Info', 'Tracking Code', 'Data Collection', 'Data Retention', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', 'Search Term Exclusion List', and 'Data Deletion Requests'. The main content area shows the 'Tracking ID' as UA-179440622-1 and the 'Status' as 'Receiving traffic in past 48 hours' with '1 active users right now'. Below this, the 'Website Tracking' section provides the 'Global Site Tag (gtag.js)' code snippet:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-179440622-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-179440622-1');
</script>
```

The footer of the page includes the copyright notice '© 2020 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback' and the system tray shows the time as 7:05 AM on 10/3/2020.



Conclusion

The creative, integrated social media strategies of Roche's "Secret cUUpcake" breast cancer awareness campaign for Hong Kong women were highly effective and successful. The secret to the "Secret cUUpcake" campaign was thoughtful messaging, a target audience, an integrated social media campaign that used traditional media and social media, special cUUpcake samplings, and a grassroots educational component that featured pop-up pink vans.

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