

Case Study:
Susan G. Komen®

How GutCheck's Quantitative Cultural Sensitivity Testing helped Susan G. Komen® effectively target an underserved population of women.

Statistics demonstrate a staggering disparity between black and white breast cancer survivors:

- ✔ Black women are about 40% more likely to die of breast cancer than white women.
- ✔ Black women have a lower 5-year relative breast cancer survival rate compared to white women.
- ✔ Black women are more likely to be diagnosed with breast cancer at a younger age, at later stages and with more aggressive types of breast cancer than white women.

The Challenge

In an effort to reduce the disparity between black and white breast cancer survivors, Susan G. Komen created a new brand campaign to support its Stand for H.E.R. - a Health Equity Revolution program. The primary goal of the campaign is to inspire, build trust with and call to action the Black community with a highly engaging, empathetic and authentic message.

The key questions that needed answering were: "Which tone and sentiment best resonates with each identified group?" "Are the messages appropriate and received correctly?" and "What changes may be needed for a more empathetic approach?"

The Research Solution

GutCheck's Concept Prioritizer for cultural sensitivity testing is an exploratory quantitative analysis that we used to identify resonance, effectiveness, appropriateness/offensiveness, and impact for various Komen campaigns. This enabled us to discover potential red flags as well as optimization opportunities prior to launching a campaign.

Concept Prioritizer has 3 primary components:

Module I Prioritization & Key Metrics	Module II Emotional Responses & Empathy	Module III Development Considerations
Comparison of relative ad performance leveraging optimized campaign metrics that measure success/red flags, and drive clear differentiation in results.	Assessment of potential reactions and emotions via open and closed-end commentary to ensure messages are eliciting the appropriate response.	Identification of opportunities to refine messaging and drive greater impact toward the campaign goal and reduce risk of any potential negative reactions.

Komen wanted to find marketing creative that resonated with patients as well as healthcare workers. We tested a total of 12 claims via 3 different mediums (video, digital, and rack cards) to determine what tone and sentiment best resonated with each target group and whether the messages were appropriate and received correctly.

Patients exposed to PatientPoint messaging are more aware of Susan G. Komen - Launch Creative

The new creative resulted in a 9-17% lift in awareness of key messages:

- ✔ Black women are about 40% more likely to die of breast cancer than white women.
- ✔ Komen's Health Equity Revolution is aimed to empower women to take charge of their breast cancer.
- ✔ Komen's Health Equity Revolution offers support to guide women through their breast cancer journey.

Patients exposed to the new creative are significantly aware of Susan G. Komen's messaging

There was a 20%-29.5% lift in awareness of these important messaging attributes:

- ✔ Susan G. Komen is an organization that partners with you on your breast health journey to provide support.
- ✔ Together with Susan G. Komen, we Stand for H.E.R. - a Health Equity Revolution.

The Results

After testing various ad stimuli, Komen was able to identify which messages via which mediums had the highest resonance with their target audiences. Overall, the campaigns and media types stood out as engaging, original, and intriguing across all audiences. Prompted negative responses were negligible.

Based on responses, the main message of the campaign came through clearly: Respondents recognized both the disparity in breast cancer survival rates and that there are resources available to help. Stimuli touting the disparity statistics were particularly powerful, and the need to be proactive was a key takeaway with Black respondents, which is precisely the response Komen was seeking.

There was some material variation between how messages resonated with older versus younger Black patients. This was important information to uncover to be able to tailor messaging going forward.

Important Editor's Note:

While this research is the reason for this report and it is an important step, there is so much to be done to fight the disparity in breast cancer outcomes. Most of us know someone who has had breast cancer, as it is the most common form of cancer diagnosed amongst women in the United States. If you would like to know more or how you can help, please visit the Susan G. Komen website and read their Closing the Breast Cancer Gap research report [here](#)

If you would like to learn more about GutCheck's Concept Prioritizer and how it can help your brand meet different challenges, please [click here](#)