


Case Study/ Check One Two



Using social to raise awareness
and educate a generation



At a Glance/ Check One Two

Background

Check One Two was founded in 2012 by two sets of brothers, Simon and Andrew Salter and Simon and Phil Tucker after recognising that men were needlessly dying from one of the most preventable forms of cancer.

Every year, due to a mixture of embarrassment and a lack of knowledge, thousands of men die needlessly of testicular cancer — the most common form of cancer in young men. However, if caught early, the disease is treatable — with a 95% recovery rate.

In 2014, the Check One Two movement was born, with a clear positive objective; stay in front of testicular cancer, stay 'In Check'. It's an empowering message that challenges the audience by asking, "Are you Feeling Nuts?" Anyone and everyone can take part and share the message by simply stating "I'm Feeling Nuts."

The movement's unique formula is focused on raising awareness of prevention, not money, and it's the audience who ultimately create the social media content for the campaign. As a result, the currency in the digital age becomes views, tweets, shares and likes rather than cash donations.

checkonetwo.co.uk

Key Results

- The movement has been seen up to 590 million times on Twitter and Instagram alone.
- Recorded over 100,000 Tweets about the movement.
- A new Tweet about the movement was posted every two minutes.
- Encouraged over 14,000 #feelingnuts challenges.

#FeelingNuts
reached

157

countries around
the world

The Story/ Keeping Men 'In Check'

The Goal

Check One Two needed to find a way to measure the extent of this awareness, optimize the ways its campaigns should grow, and make sure the connotations surrounding the movement were really encouraging males to check themselves.

Campaigns engineered around visibility rather than generating funds have long been difficult to measure, but Check One Two realized that social technologies could provide an opportunity to get closer to understanding this type of success.

The Challenge

The #FeelingNuts project was a solely social campaign — the aim was to get people sharing that hashtag online and use it to create content that spread the message. However, they had no way of understanding the amount of people who actually saw the hashtag.

Moreover, they couldn't check how many of those who saw the hashtag would interact, share it and perhaps more importantly, couldn't tell if all of this was actually getting people talking about testicular cancer in a meaningful way. Check One Two recognized a need for a social listening platform to comprehend these metrics and analyze the extent of the shift in attitudes that the campaign was designed to provoke.

The Solution

With buzz surrounding the #FeelingNuts movement growing faster than ever, Check One Two knew they needed a powerful social listening solution. After a thorough selection process, Check One Two partnered with Brandwatch Analytics.

"With awareness as our primary objective, we needed to partner with a vendor that really understood what we were trying to achieve. Working with a tool that **tracked global conversation and interaction** across different sites proved to be crucial, and **Brandwatch was the obvious choice** for helping us dissect the actual meaning behind the conversation."

Simon Salter

Co-Founder & Executive Producer

With Brandwatch onboard, Check One Two began to create a unique, one-of-a-kind strategy to help stop preventable deaths from testicular cancer.

Measuring a Campaign Solely on Social/

Using Brandwatch Analytics, **Check One Two** needed to understand the influence of the **#FeelingNuts** campaign.



Measuring the Movement

Check One Two had been looking for a way to effectively measure the real extent of their movement and Brandwatch helped provide the tabulation that powered the totaliser on the Check One Two website showing how far the #FeelingNuts hashtag had reached.

Brandwatch demonstrated that the movement was generating 861 unique posts per day, equating to a new post about the campaign on social every two minutes. This data was also tracked in real-time, meaning the team at Check One Two could keep tabs on the conversation as it happened.

Notorious Nuts

Check One Two found very early on that the best way to spread their message on social was through influential users of social media.

They started to target comedians, pop stars, and other individuals with a passionate social following and invited them to join the movement through a broad array of short form video content and image uploads such as the "Crotch Grab Challenge" by posting an image or video of themselves grabbing their crotch.

To continue spreading the message these celebrities would challenge their fans and fellow celebs to do the "Crotch Grab Challenge" and they would encourage more — thus multiplying the growth of the movement, all the while including the #FeelingNuts hashtag.

Using Brandwatch Analytics, Check One Two were able to understand just how influential the celebrity involvement was and who it reached.

Using the Brandwatch demographics feature, Check One Two discovered celebrities such as pop stars Conor Maynard, Union J and 5 Seconds of Summer were mainly generating interest from females. This wasn't necessarily a problem as they needed females to share and participate in the campaign just as much as males, but Check One Two ideally wanted a 50:50 gender split.

Check One Two took the demographic data on board and began targeting celebrities such as Hugh Jackman and Neil Patrick Harris, who had a relatively equal amount of male and female fans.

The campaign could then target specific celebrities that would be demographically appealing — data relating to Gary Lineker's involvement indicated that Check One Two could reach huge volumes of relevant males.

Broadcasting the Balls

The movement culminated in a 90 minute comedy television show broadcast on Channel 4, one of the largest broadcasting networks in Europe.

The show, hosted by famous comedian Jack Whitehall, contained a range of celebrity comedy sketches from a galaxy of stars such as One Direction, James Corden and Cara Delevigne and reunited iconic shows such as Men Behaving Badly, each with the intention of educating and informing the audience to check themselves, and all the while making them feel comfortable talking about testicular cancer.

Check One Two used Brandwatch Analytics during the live broadcast to measure the success in real-time, using a host of different metrics. The platform tracked a relevant Tweet every 1.5 seconds during the broadcast. Using location features, Check One Two were able to track Tweets mentioning the television show that were being shared in over 75 countries around the world.

The social team finished the night with a roundup tweet from their main account announcing that using Brandwatch, they were able to track engagement from the movement had been seen over 56 million times during the show.

Testicular Cancer Conversation

Check One Two achieved far more than retweets and shares. The television show caused non-campaign related conversation about testicular cancer to grow eight times higher than the weekly average. Internet users were freely talking about the need to check themselves on an unprecedented scale, beyond the realms of the campaign itself.

This showed that the campaign was much more than an entertainment success, it was clearly achieving the objective they set out all along — to get people talking about testicular cancer in a open and honest way.

Impressively, this increased discussion was not just during the show. In fact, from Aug 1st to the show in late October 2014, conversation about testicular cancer had steadily increased. Check One Two's use of Brandwatch to optimize their effective social media strategy led to a symbolic increase of awareness in what many see as a sensitive topic.

Check One Two/
(@check_one_two)



What an amazing show!
You've spread #feelingnuts
56,594,112 times so far!
That's incredible!

RETWEETS 67 | FAVORITES 103

The Future

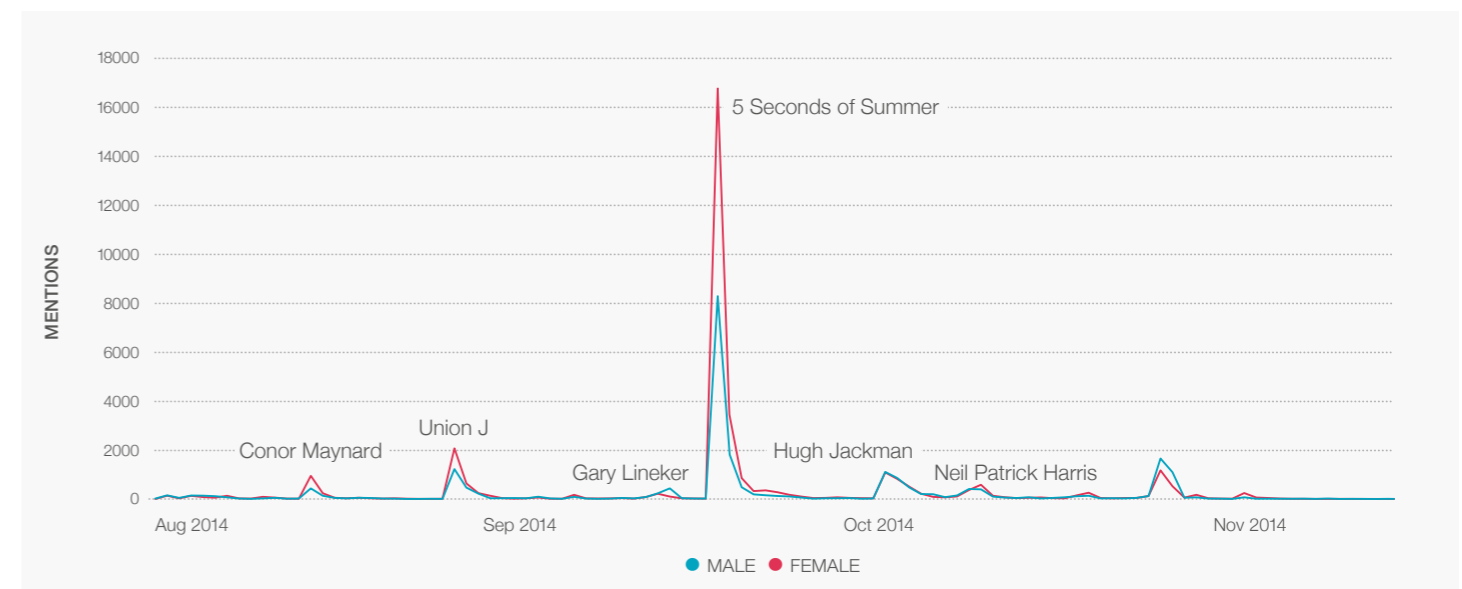
The show certainly felt like a celebration of Check One Two's hard work over the past two years, but they have no plans to stop there.

Using Brandwatch, they were able to analyze where the campaign had been most successful. Again equipped with location features within Brandwatch, Check One Two found that over 40% of their global mentions were coming from the USA, which is particularly impressive considering how the campaign had primarily focused itself upon the UK.

Check One Two realised that the US population not only resonated with the celebrity influencers — Hugh Jackman especially — but were also challenging one another to do the "Crotch Grab" despite no direct American promotion from Check One Two.

Summary

The #FeelingNuts campaign set out to do something phenomenal — to help stop needless deaths from testicular cancer by using the power of social networks. Brandwatch gave them the tools to measure and optimize what was extremely successful campaign, and are proud to support Check One Two as they take the movement to the United States.



About/

"We used Brandwatch Analytics to set up a Query based around the campaign. It allowed us to immediately see how many times the hashtag had been shared — and where."

Andrew Salter

Co-Founder & Executive Producer
Check One Two

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Every year, due to a mixture of embarrassment and a lack of knowledge, thousands of men die needlessly of testicular cancer — the most common form of cancer in young men. However, if caught early, the disease is treatable — with a 95% recovery rate.

In 2014, the Check One Two movement was born with a clear, positive objective; stay in front of testicular cancer, stay 'In Check'. It's an empowering message that challenges the audience by asking, "Are you Feeling Nuts?" Anyone and everyone can take part and share the message by simply stating

"I'm Feeling Nuts"

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Brandwatch

Brandwatch is one of the world's leading social intelligence companies. Its social media listening and analytics technology platforms gather millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of \$22 million. The company grew over 100% year-on-year in 2013, has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth. The Brandwatch platform is used by over 1000 brands and agencies, including Whole Foods, Whirlpool, Pepsico, British Airways, Papa John's, and Dell.

Now you know.

brandwatch.com