

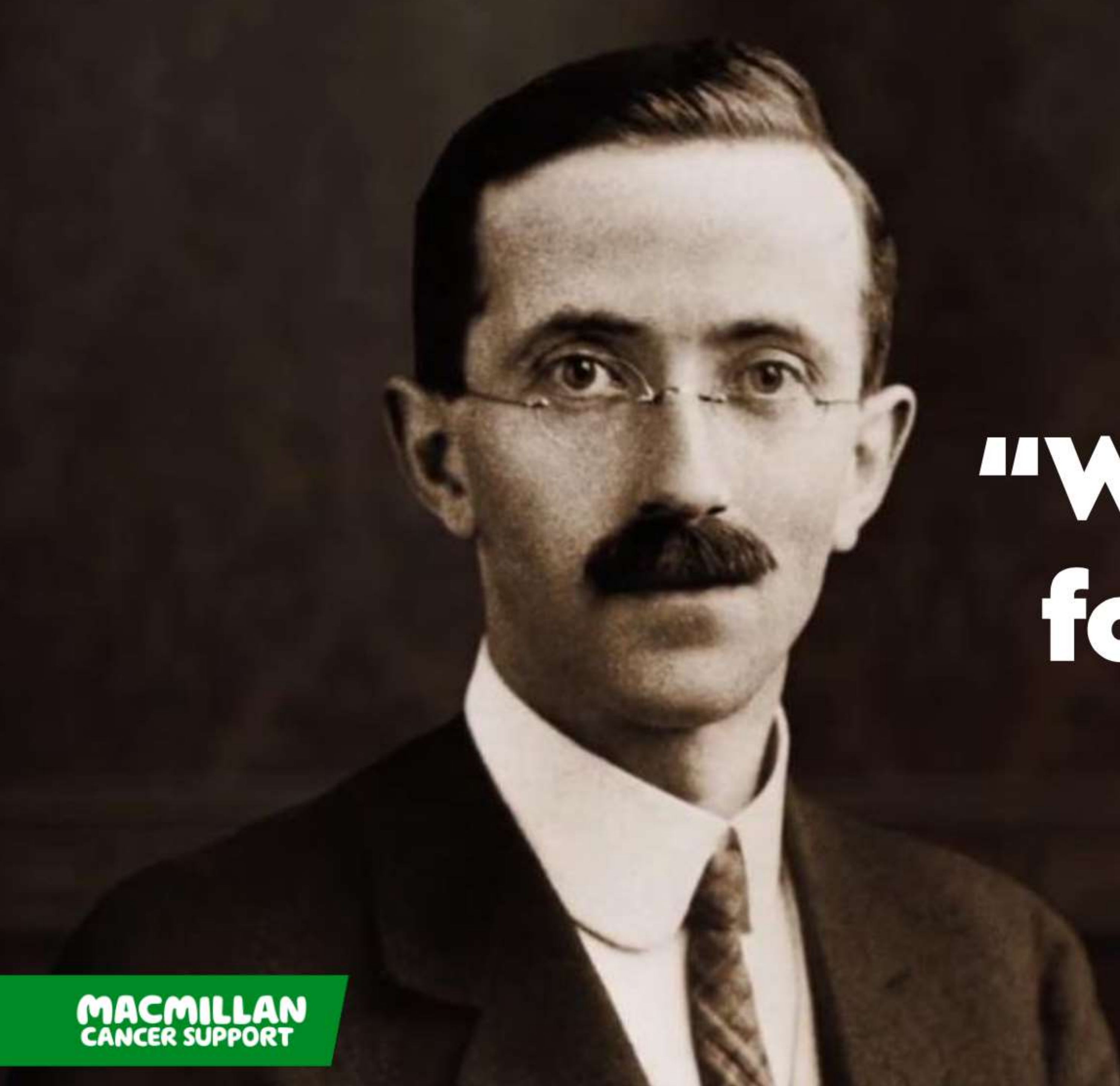
A close-up photograph of a woman with dark skin and curly hair, wearing a dark blue t-shirt, hugging a child from behind. The child is wearing a green hoodie and a yellow and black checkered headscarf. The woman's eyes are closed, and she has a gentle expression. The background is a plain, light-colored wall.

MACMILLAN.
CANCER SUPPORT

WHATEVER IT TAKES

OUR PURPOSE:

TO HELP EVERYONE WITH CANCER LIVE LIFE AS
FULLY AS POSSIBLE



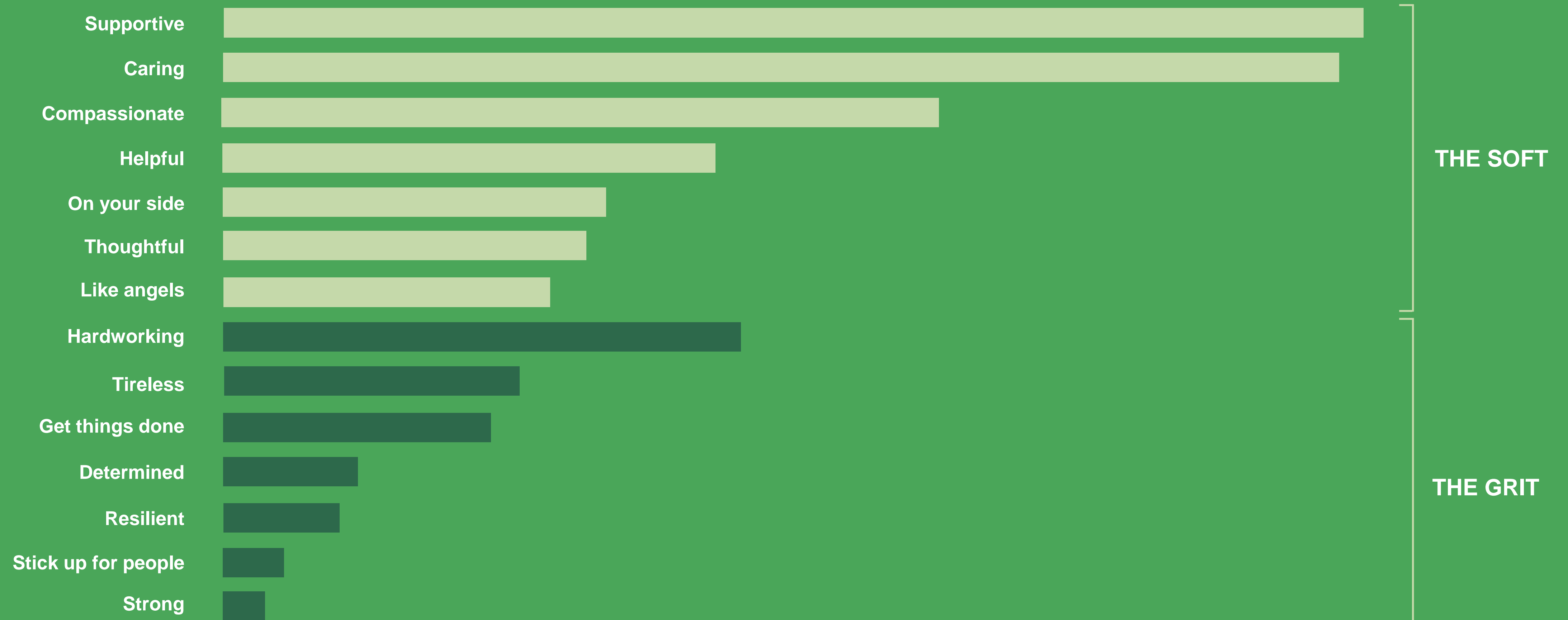
**"We stand
for betterness"**

Douglas Macmillan, 1913

“What Superhumans did for disability, we want to do for cancer”



MACMILLAN IS SEEN OVERWHELMINGLY IN TERMS OF ITS 'SOFTER' SIDE



**BUT THOSE THAT KNOW YOU CLOSELY,
KNOW WE'RE MORE DYNAMIC THAN THAT**

**'...ROLL UP THEIR SLEEVES
AND GO THE EXTRA MILE'**

**'NOT THE CHEERFUL
FAIRY GODMOTHERS I'D THOUGHT'**

**'THEY MOVED MOUNTAINS
NOTHING TOO BIG OR TOO SMALL'**

**'THEY'RE FIXERS...SORTED
EVERYTHING AND EVERYONE OUT'**

HOW PEOPLE SEE YOU MATTERS IT INCREASES AVERAGE DONATIONS

Those who give to Macmillan

See Macmillan as Caring

48%

See Macmillan as Caring + Dynamic

52%

Average
annual
donation

£19.08

£26.15

THE BRAND PERSONALITY

Compassionate Warrior

Capturing the whole
spirit of Macmillan

COMPASSIONATE

The nation might
know and love us for
our **softer side**

The care, support,
and thoughtfulness
we offer

WARRIOR

But those who know us
well know we're more
dynamic than that

The determination,
commitment and
strength we show

THE BRAND IDEA

We do the small acts, and the big. The tender acts and the tough. We deal with the logistical, and the emotional. The heart warming, and the heartbreaking. We do all of this, and more, to help everyone with cancer live life as fully as they can.

Put simply, we do....

Whatever It Takes





“650,000 treatments have been delayed, while 47% of cancer treatments haven’t happened at all”

“Cancer became the forgotten C”







THE RESPONSES FROM ALL KEY AUDIENCES HAS BEEN PHENOMENAL

I urge you to watch this. “Whatever it takes” must apply to cancer services too. It’s the forgotten C and we are only scratching the surface of the collateral that awaits us.

Deborah James (Bowel Babe) Cancer Campaigner, Fundraiser & host of BBC Radion 5 Live “You, Me and the Big C

Wow, this campaign is just amazing Macmillan Cancer Support . It took me back to my dad’s passing so vividly. It touched every nerve ending, every part of my heart and & soul. I didn’t blink and barely breathed throughout. Well done for it’s honestly and bravery. Just wow”

Member of the public.

As a Macmillan Palliative Care Clinical nurse specialist, I believe this is Macmillan’s best advertisement - a true reflection of situations myself and my Macmillan colleagues encounter. Well done and thank you.

Macmillan Professional

If you work in advertising and sometimes wonder whether what you do matters, watch this. Never before has an ad more deserved to be pick of the week. Bravo @macmillancancer @AMVBBDO & the NHS for underpinning it all.

Tess Alps, Council Member of Advertising Standards Authority.

CREATIVE AWARDS

Cannes Lions International Festival of Creativity

Silver Lion, Film Craft, Casting
Silver Lion, Film, Not-for-profit/ Charity/
Government
Shortlist, Health & Wellness, Non-profit/
Foundation led Education & Awareness
Shortlist, Film Craft, Editing
Shortlist, Film Craft, Cinematography

D&AD

Graphite pencils:
Film, TV/VOD Commercials 61 - 120 Seconds
Editing, Film
Direction, Film
Film, Other Screens

Wood pencils:
Sound Design & Use of Music, Existing Music
Direction, Scripted Entertainment
Casting, Film
Cinematography, Film

Shortlist:
Film over 120

Creative Circles Awards

Gold in Editing
Gold in Direction
Gold in Casting
Bronze in Music

Kinsale Shark Awards

Grand Prix in Film Direction
Gold - Editing
Gold - Charity

Eurobest 2021

Gold, Eurobest Award
Gold, Film Craft

Clio Awards

Silver Winner, Film Craft, Editing

The One Club

Gold Award, Casting
Bronze, Direction- Single
Merit, Online Films & Video, Long Form- Single
Merit, Television & VOD, Long form
Merit, Film, Health & Wellness
Merit, Editing - Single
Merit, Branded Content
Merit, Cinematography- Single

Marketing Society

Sliver, Bravest Team
Silver, Most inspirational story

Caples

Finalist, Not for Profit

Brand Film Festival awards

Winner, Most Emotional Film
Highly commended/ Silver, Charity

Thinkbox, Thinkboxes Award

Winner Jan/Feb 2021

Campaign BIG Awards

Gold, TV & Cinema
Gold, Charity
Gold, Students Choice Awards for TV &
Cinema

Creative Floor

Gold, Film

**'POWERFUL NEW FILM TO LAUNCH
OUR NEW CAMPAIGN
#WHATEVERIT TAKES . THE LAST
CLIP ESPECIALLY GAVE ME A LUMP
IN MY THROAT. SO PROUD TO
WORK FOR THIS ORGANISATION.'**

**'PROUD TO BE PART OF THIS
ORGANISATION'**

**'SO INCREDIBLY PROUD OF THIS
BOLD AND UNIQUE ADVERT WHICH
DEMONSTRATES THE IMPACT OF
OUR WONDERFUL NURSES. WHILE
IT'S DIFFICULT TO WATCH, IT IS
ALSO BEAUTIFULLY EMOTIONAL
AND SHOWS EVERYONE THAT WE
WILL DO WHATEVER IT TAKES TO
SUPPORT PEOPLE LIVING WITH
CANCER #FORGOTTENC'**





MACMILLAN
CANCER SUPPORT
WHATEVER IT TAKES

**We heal the scars
you can't see**



MACMILLAN
CANCER SUPPORT
WHATEVER IT TAKES

**We restore an
appetite for life
when everything else
is hard to stomach.**



MACMILLAN
CANCER SUPPORT
WHATEVER IT TAKES

Can I still date on chemo?

More?

**Do I freeze
my eggs?**

Whatever you
need to ask
**Search
Macmillan
Cancer
Support**

WHAT WE LEARNED

- 1. Set out your north star and never let it fade**
- 2. A strong brand idea has the power to pump up an entire organisation**
- 3. Always strive for authenticity**
- 4. Bring people with you**