



CHANGING BEHAVIOUR GOTCHA COVERED

INCREASING UV PROTECTION WHILE GENERATING INCOME

 Cancer Council

 3rd INTERNATIONAL CONFERENCE MELBOURNE 2015


Author: Vivienne Molish Head of Licensing Cancer Council Australia



INTRODUCTION

- Cancer Council Australia has a unique opportunity to reinforce the Slip, Slop, Slap, Seek and Slide program through the sales of licensed sun protection product.
- Over 95% of skin cancers in Australia are caused by sun exposure
- As Australia has some of the highest rates of skin cancer in the world, it is important that we encourage the everyday Australian to protect themselves from the harsh rays in our sunburnt country.

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- Cancer Council recognises that we have an opportunity to reach a broad demographic by demonstrating that sun protection products can be appealing.
- And can fit into the Australian way of life and our love of the outdoors.

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METHOD

- Updating and refreshing our product marketing materials at retail, to reflect a realistic, appealing environment.
- Talking to the Australian public via our products and the marketing of our products, in an intentionally relaxed way, *inviting* consumers to embrace a sun smart lifestyle.

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CONCLUSION

- CCA branded products are sold across over 8000 outlets in Australia.
- Meeting the dual objective of educating and protecting consumers from skin cancers.
- Cancer Council raises funds from product sales to support cancer research and services.

