

NŪVA

ENDOMETRIOSIS

COMMUNICATIONS CAMPAIGN

Campaign planning case study

THE ASK

Nuva approved funding for a three-year research project focused on reducing the time it takes to diagnose endometriosis.

As Communications Officer, my role was to develop a campaign that would communicate the announcement to different audiences while reinforcing the organisation's position as a leading voice in women's health.

THE CHALLENGE

The campaign needed to explain **why the research mattered, engage diverse stakeholders, generate media interest, drive awareness, and strengthen the organisation's credibility.**



OBJECTIVE

Primary :

Increase awareness of the
newly funded research
among key audience

Secondary:

Stakeholder
engagement
Media coverage
Reputation building



THE APPROACH

I began by identifying the core communications objective.

Highlighting

- Key message
- Stakeholder mapping
- What they care about
- Communication channel
- Campaign timelines
- Success metrics



KEY MESSAGE

Nuva is funding a 3-year research project that aims to improve the early diagnosis of endometriosis in young women.

Why this matters - Endometriosis can take years to diagnose. Earlier diagnosis could help women access treatment and support sooner, improving quality of life.

AUDIENCE STRATEGY

Before creating campaign content, I identified the organisation's key stakeholder groups and mapped:
This process ensured that every communication was audience-led rather than channel-led.

What they cared
about

The desired
outcome for each
audience

The most effective
communication
channels



AUDIENCE MAPPING

	What they care about	Communications channel	Desired outcome
Supporters & donors	How their contributions are making a difference; evidence of impact; why continued support matters	Emails, Press, website news, impact reports	Feel their support is making a difference Continue donating Share the campaign Feel connected to the mission
Healthcare professionals	Research findings, Efficient patient outcomes? clinical relevance, collaboration opportunities	Newsletters, Journals, brochures, and conferences	View the research as credible Read the research Share findings Apply evidence in practice
Women with Endometriosis	How this research could improve diagnosis, treatment, support, and quality of life	Social media, podcasts, website articles, and radio shows	Feel hopeful and informed

AUDIENCE MAPPING

	What they care about	Communications channel	Desired outcome
Media	Newsworthiness, human impact, statistics, expert commentary, public interest	Press release, media pitches, interviews	New worthiness
Public	Why the issue matters, awareness, real-life impact, the organisation's role	Social media, podcast, website content, and awareness campaign	Understand why diagnosis delays matter

CALENDAR

Day 1 : Press release

Day 2: LinkedIn post,
conversation starter/
thought leadership

Day 3: Emails to
stakeholders

Day 4: Podcast with
medical professionals
discussing why the
research matters now

Day 5: Press conference

Day 6: Radio shows with
a QnA session where
women can call in.

Day 7: Conference
Bringing together
medical professionals,
researchers

Day 8: Social media post
driving the message
across younger
audience



RISK ASSESSMENT

What could go wrong

- Research data can be misinterpreted and misunderstood
- People may think a cure has been found

Mitigation measure

- Ensure communication is clear from the start of the campaign
- Website Q&A

HOW DO WE MEASURE SUCCESS

Website visits

Awareness

Social media

Engagement

Media

Coverage secured

Email

Click through rate

Stakeholder

Newsletter signups

MY RESPONSIBILITIES

- Developed the campaign strategy
- Identified key audiences
- Created key messages
- Planned communication channels
- Designed the campaign timeline
- Defined success measures
- Assessed communication risks