



**Alzheimer's
Research
UK**

Alzheimer's Research UK Raises its Profile and Positions Itself as a Key Voice in Dementia Research with Cision

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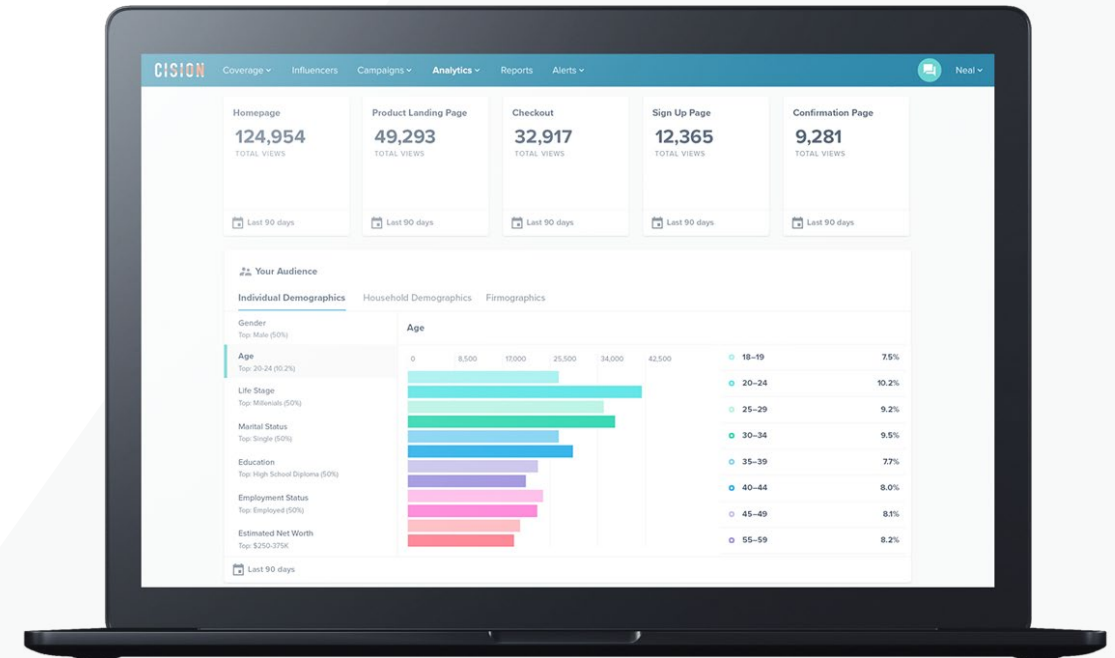
CASE STUDIES

Alzheimer's Research UK Raises its Profile and Positions Itself as a Key Voice in Dementia Research with Cision

As one of the world's largest dementia research charities, Alzheimer's Research UK is here to fund research breakthroughs that will deliver life-changing treatments for people with dementia. Alzheimer's Research UK operates almost entirely on public donations so it's imperative that it develops and executes a flawless communications strategy to ensure it reaches its targeted audiences. The charity turned to Cision to help increase their visibility, position them as key influencers in dementia research and ultimately increase their brand profile.

KEY TAKE AWAYS

- Cision services led to making more informed decisions and to communicate more strategically
- Cision Communications Cloud helps Alzheimer's Research UK access a wide and accurate influencer database, allowing them to target and send more personalized outreach
- Using Cision Insights to take a deep dive into analytics to learn more about their targeted audience and benchmark themselves within the sector



The Challenge

For decades, dementia has been hidden away – a silent crisis affecting millions. For just as long, funding for research has lagged far behind other medical conditions. One of the main communications goals for Alzheimer’s Research UK is not only to bring awareness of the charity and its work but to shine a light on dementia itself.

“We have a number of people that we have to communicate with, the largest one being the general public in the UK and internationally,” said Laura Phipps, PhD, Head of Communications & Engagement at Alzheimer’s Research UK. “There are so many charities in the UK that in order to raise our profile, it’s important to make people aware that dementia is an issue that urgently needs greater support. We need to galvanize that support that will ultimately allow us to fund more pioneering research.”

Additionally, Phipps and her team want to position Alzheimer’s Research UK as an influential voice in dementia research.

“We want to grow our brand to attract donations and, at a broader level, we also want to grow our influence in terms of what research is being focused on; be a key voice amongst researchers and policymakers,” said Phipps.

The Solution

Phipps and her team turned to the Cision Communications Cloud®, taking advantage of features that include accurately monitoring coverage, a vast database of journalists and other contacts, and analytics capabilities. “We have been growing a lot as an organization and in the past, we didn’t need all of tools that we need now, so when it came time to renew, we decided to upgrade to Cision Communications Cloud, be one of the early adopters of the platform, and really take a look at all the tools we can use to further our communications goals,” said Phipps.

Alzheimer’s Research UK recently added Cision Insights to its product suite. “In the past, we always felt a little bit too small to need those kinds of detailed reports. Now, adding Cision Insights will help us strategically shape our communications strategy even further,” said Phipps.



The Results

Phipps' team takes advantage of the platform's full offerings of database, monitoring and analytical tools. Some of the specific areas of value for them include:

» A STRATEGIC OUTLOOK ON COMMUNICATIONS:

Using Cision Communications Cloud, Phipps and her team can now get a clear picture of where their communications stand and what they can act on. "Cision Communications Cloud allows us to have a broader view of how we're doing," said Phipps. "We can monitor how we're doing and areas we can improve on, analyze the kind of coverage we get, and compare that to the rest of the sector. Is there a shift on how dementia is being covered in the media, what type of outlet it's being covered in, what kind of sentiment prevails about the subject, or who is talking about dementia? These are all questions we can now answer, which allows us to be very strategic with our communications."

Alzheimer's Research UK can now identify opportunities for them to start to talk about dementia, or to capitalize on discussions that are already happening. For example, if the team sees that there is a lot of coverage about dementia that is driven by celebrities, but they are not mentioned in those pieces of coverage, Cision Communications Cloud helps them develop longer-term strategies to make sure they are part of that conversation moving forward.

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"Cision Communications Cloud is not limited in its coverage or doesn't have a cap," said Phipps. "When it came to comparing coverage with our partner, we could see that the Cision Communications Cloud gave us a broader picture of coverage. Overall, the platform allowed us to monitor how the campaign performed with a high level of detail and allowed us to see the key moments in that campaign as well."

— Laura Phipps, PhD, Alzheimer's Research UK

» OPERATIONAL EFFICIENCY WITH ACCURATE MONITORING AND DATABASE:

Alzheimer's Research UK takes full advantage of Cision Communications Cloud features like word tagging. Rather than having to manually tag coverage to look at results of a specific campaign, the team can now automatically set tags in the system which makes it that much easier to report back to stakeholders.

Cision Communications Cloud offers Alzheimer's Research UK access to a wide and accurate influencer database. Using filters such as geography, topics etc. Alzheimer's Research UK can now easily identify influencers they can target and send personalized outreach to.

» **A BETTER WAY TO MANAGE CAMPAIGNS:**

Alzheimer's Research UK uses the campaign function to compartmentalize specific project/campaigns and get a wholistic view of how this campaign is running separate from general coverage.

"One part of the team works on pitching human interest stories to national media outlets, which involves personal pitches to freelancers or editors at feature desks," said Phipps. **"Now that they do their pitches through Cision Communications Cloud, they can tag coverage to a specific campaign and can easily look up how many pitches have gone out, who they pitch it to, what their success rate is, who has been coming back, etc.** It really allows them to get a more detailed picture of the work that they are doing. They can learn lessons more quickly than they were able to do before."

Recently, Alzheimer's Research UK collaborated on a joint campaign called "Dementia Revolution" with another UK dementia charity. They were the chosen charity for the 2019 Virgin Money London Marathon. The team generated stories around runners and the marathon with the goal of driving awareness and increasing fundraising. By using the campaign tab to track the term "dementia revolution", the team was able to accurately identify all the coverage they received.

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» **A DEEP DIVE INTO ANALYTICS:**

Alzheimer's Research UK recently added Cision Insights to its portfolio. When commenting on the process of setting these reports up, Phipps noted that the Cision team was very open and willing to help. They had great advice on what a charity like Alzheimer's Research UK would need, and what to focus on.

Alzheimer's Research UK found the report to be extremely useful. Understanding what key message is getting out to their targeted audience provides invaluable insights. They also found the report to be very granular when it comes to demographics. By setting up specific key audiences they would like to reach, they could see if they were actually reaching those demographics, with what message, how they compared to the sector's average, and even how they compared to charities with whom they never had a benchmark with before.

"This process really puts the onus on you as the comms team on finding out what you actually want, what are your ultimate goals, what key message are you trying to track, what does success look like to us," said Phipps. "It's a great process to go through, kind of a test and learn, and the data is so much more meaningful that we've ever had before. It's very useful to be able to have that kind of information to bring back to our board of directors"

THE CUSTOMER

Alzheimer's Research UK is the UK's leading dementia research charity dedicated to diagnosis, prevention, treatment and cure.

Backed by our passionate scientists and supporters, we're challenging the way people think about dementia, bringing together the people and organisations who can speed up progress, and investing in cutting-edge research.

We believe that medical research can and will deliver life-changing preventions, treatments and one day, a cure for dementia. Alzheimer's Research UK exists to make this happen and with your support, we'll make life-changing breakthroughs possible.

Visit www.alzheimersresearchuk.org to find out more.



ABOUT CISION

Cision Ltd. (NYSE: CISN) is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision's software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,000 employees with offices in 22 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit www.cision.com and follow Cision on [Twitter @Cision](#).

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