

PARTNERING TO COMBAT STIGMA



www.nike.com/livestrong

Since 2004, Nike has helped the Lance Armstrong Foundation to raise over \$100,000,000 to fight cancer.



WHY CHINA?



GC MACRO TRENDS DID YOU KNOW?

China has **360 million youth**, larger than the US's total population

China, the world's 2nd largest economy, is expected to grow **7.5% in FY13**, faster than the US, Europe, India, Brazil and Russia

Investments rather than exports now lead China's economy. Internal investments accounted for **48% of China's GDP in 2011**

By 2020, China's consumer consumption will amount to **~22% of the total global consumption**



Luxury goods sales are expected to rise **25% annually through 2016**

Chinese internet users are **5x's as likely to have blogs** as Americans, making digital a major source of information

By 2015, women in China are expected to account for **55% of the \$9B luxury goods market**

By 2025, China will build **10 New York-sized cities**

OUR FOCUS CONSUMER



LAF FINDINGS FROM 2008 RESEARCH

CHINESE PUBLIC IS CONFUSED ABOUT CANCER

Three quarters of respondents think cancer is spoken about freely and openly in China, however over 60% are more concerned with other serious diseases. Just over half think that people bring cancer on themselves. Only half think cancer can be treated and only a fifth know what cancer services are available.

SIGNIFICANT SCOPE TO IMPROVE CANCER KNOWLEDGE

There is lack of understanding about cancer in China with the majority either feeling not well informed (37%) or holding a neutral perspective. Just over 1% were informed with only the small minority being “very well informed”.

CHINESE PEOPLE TURN TO EXPERTS, THE INTERNET, AND CANCER SURVIVORS FOR INFORMATION

The most popular sources of information on cancer are doctors (44%), websites (41%) and news sources (40%). Chinese people are more likely than other nations to indicate that they do not wish to be informed about cancer (14%).

LAF FINDINGS FROM 2008 RESEARCH

CHINESE PEOPLE WOULD CONFIDE IN FAMILY AND FRIENDS IF THEY HAD CANCER

Around 6 out in 10 of the Chinese public would tell their family if they had cancer. A quarter would tell their friends and a fifth would chose to tell no one. Less than one in ten would have no qualms and would tell everyone

OVER HALF HAVE NO PERSONAL CONNECTIONS TO CANCER

The Chinese population seems to have less connection to cancer than other countries surveyed (except India). Over half do not have any connections. A fifth have a friend / loved one with cancer.

INCREASED FUNDS FOR RESEARCH AND GREATER ACCESSIBILITY TO TREATMENT

Seven out of ten think China should provide more funding for research, half think more resources should be provided for survivors. Over a third think

FRAMING THE ISSUE IN CHINA

1.9 MILLION CANCER DEATHS EACH YEAR

2.8 MILLION NEW CANCER CASES EACH YEAR

LIVESTRONG 

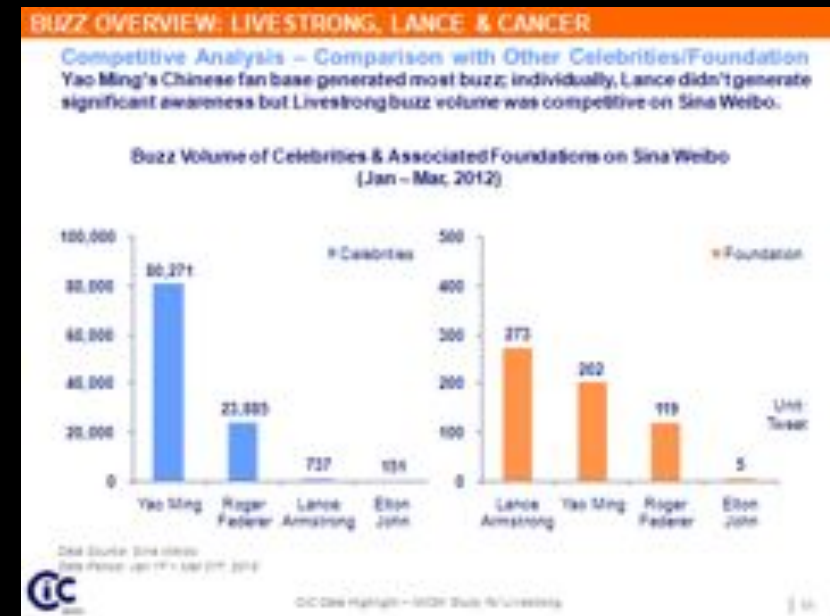
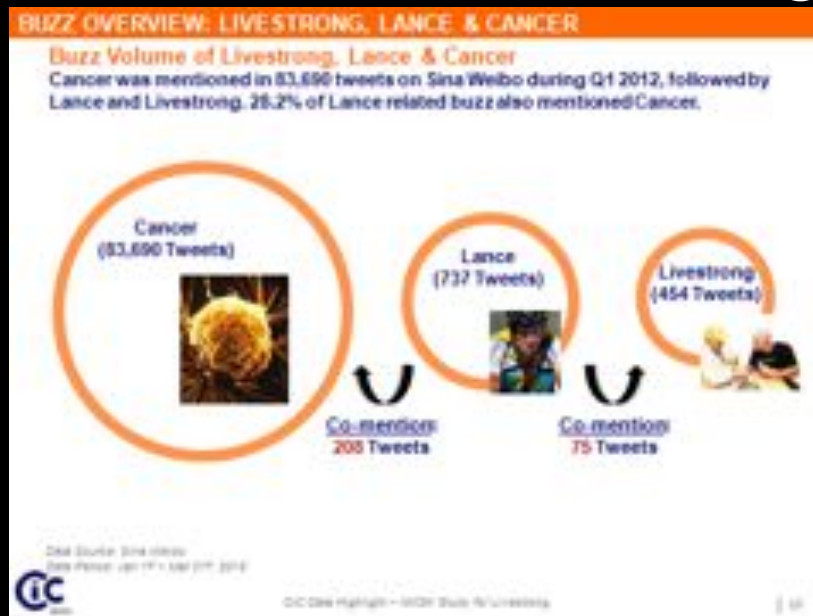
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CIC RESEARCH: JANUARY – MARCH 2012



The report aims to deliver a systematic, quantitative and qualitative analysis of Chinese social media conversations about Lance, Livestrong and Cancer

OVERVIEW OF CANCER RELATED BUZZ

Sharing of cancer experience generated a significant volume of online conversation

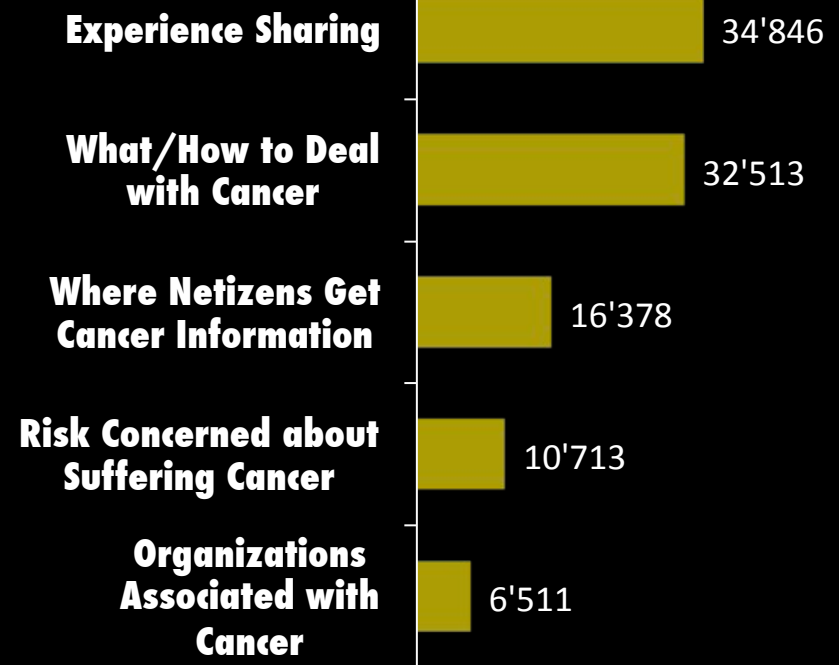
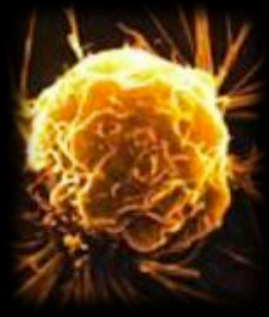
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Cancer
(83,690 Tweets)



Unit: Tweet

Data Source: Sina Weibo

Data Period: Jan 1st – Mar 31st, 2012

LIVESTRONG CHINA

