



New Zealand Effie Awards 2016

Case Study

Categories:	Best Strategic Thinking/Charity or not for profit/Limited Budget
Award:	Gold x 3 and Highly Commended for the Grand Effie.
Agency:	Barnes Catmur & Friends Dentsu
Client:	The Heart Foundation
Title:	'Heart Attack Act'

Summary

Despite heart disease being New Zealand's biggest killer, The Heart Foundation knew that few Kiwis could recognise the signs of a heart attack. It needed to instigate a behaviour change by increasing awareness of heart attack symptoms and calls to 111. Barnes Catmur & Friends Dentsu created a memorable and shareable challenge called 'The Heart Attack Act', which helped recognition of heart attack symptoms. The resulting viewer engagement and social media sharing of the campaign directly attributed to saving at least four lives and an increase in heart-related emergency calls, as well as global coverage.

Key Learnings

Using quantitative and qualitative research, BC&F Dentsu discovered that its target audience didn't actually know what a heart attack looked like and would be unlikely to recognise the symptoms in time to get help. By challenging their preconceptions and demonstrating the subtle signs of a heart attack in an imaginative way they helped the audience change their behaviour around heart-related medical events.

Marketing Challenge & Objectives

Despite heart disease being New Zealand's biggest killer, it appeared that most people didn't know how to recognise the symptoms of a heart attack and waited too long to get help. The New Zealand Heart Foundation wanted to stop people dying unnecessarily by changing this behaviour.

Presenting a clear health message would be challenging because a heart attack can affect people differently, meaning there is a vast list of possible symptoms. There were also challenges in reaching the target audience of low socioeconomic Maori and Pacific communities, where poor diets and lifestyle choices can make heart disease more common and who are also less likely to seek help. Targeting this audience meant overcoming literacy and language barriers, while research showed that fear, embarrassment and uncertainty were emotional barriers too, coupled with the cost of an ambulance call-out (which could be a major deterrent).

It would require an imaginative approach to convey a complex health message to this target audience. BC&F Dentsu had just two weeks of airtime to increase awareness of heart attack symptoms by 15% and calls to 111 by 10%.



Creative Insight & Strategy

BC&F Dentsu was sceptical of a traditional 'list of symptoms' for three reasons: Its low-income target audience, particularly Maori and Pacific Islanders, are bombarded daily with health and social change messages and can start to ignore them; nobody thinks a heart attack will happen to them and therefore won't bother memorising a list of vague symptoms; and most people would rather avoid the thought of heart attacks.

Quantitative and qualitative research also revealed the root cause of people not seeking help: they didn't actually know what a heart attack looked like. BC&F Dentsu therefore reduced the large and complex list of symptoms to the four most common and subtle ones and created a simple key message: 'A Heart Attack Is Not Always As Dramatic As You Think'.

The limited budget meant viewer engagement and shareability was critical to spreading the message beyond the basic TV target. In an innovative and playful approach to social marketing, they created 'The Heart Attack Act', in which a series of ordinary people acted out what they thought a heart attack looked like and viewers were then challenged to choose the most realistic.

The twist lay in the fact the actual heart attack victim was off to one side, not one of the central actors. After the series of people gave their best impressions, the ad spot asked, "Did you choose the man on the bench? Have another look", before replaying the ad and highlighting the person sitting in the background. It then explained the more common and subtle symptoms. The deliberate misdirection dramatically illustrated how easy it can be to overlook a heart attack.

"A heart attack is not always as dramatic as you think" became the simple mental shortcut, so sufferers could recognise symptoms, take them seriously and call for help.

Communications Strategy

The campaign was based around TV because the older, often low-income target audiences were heavy consumers of this medium. It also provided the tools to create a powerful emotional connection that overcame language barriers, literacy levels and could visually show the shortcut to spotting New Zealand's biggest killer.

It also allowed families to watch it together and discuss its message. This was important as research indicated it was often family members who identified symptoms before even the sufferer themselves.¹

Social provided crucial amplification: the creative had been designed to be 'sticky' and shareable, so the ad was promoted to other groups who many not have caught it on TV through video on demand and YouTube pre-rolls, as well as Facebook promoted posts.

The audiences were also heavy radio listeners so the message was reinforced there, incorporating talkback stations that showed strong appeal to the demographic.

Using NZ statistics data on ethnicity, screens and posters targeted Maori and Pacific Islanders in over 215 dairies, while eye-catching pamphlets were delivered to a targeted 40,709 homes in low socioeconomic areas in the country. 40,000 pamphlets and posters were also requested by and distributed to GPs and health professionals nationally.

¹ Qualitative Research conducted by Pinstriped Leopard (total sample n= 21)

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Results

The “Heart Attack Act” started saving lives almost straight away, with four men reporting a direct correlation between seeing the campaign and recognizing their own symptoms and calling 111.

As soon as the campaign started, St John Ambulance reported a 28% increase in heart-related calls (significantly higher than the 10% target), with calls remaining 20% higher after the campaign, indicating a deep shift in awareness and behaviour. Government-funded research also showed symptom awareness improved across the board by significantly more than the target of 15%.

The YouTube video was viewed across 196 countries with translated versions made for Tongan, Samoan, and Cook Island TV. The TVC was viewed nearly 500,000 times. Facebook engagement gained a massive 10,629 engagement clicks. Six months later, one of the heart attack survivors who credited “The Heart Attack Act” for saving his life appeared as the lead in a hugely successful fundraising TVC for Heart Month.