

2  **22** **WORLD
HEART
DAY**

CAMPAIGN RESULTS

CONTENTS

HOW DO
YOU MAKE
A GREAT
DAY EVEN
BETTER?



IN 2022,
WE LOOKED
FOR MORE
MEANINGFUL
WAYS TO
CONNECT
WITH PEOPLE.

MORE PERSONAL

To deepen the level of engagement, the campaign prioritised traffic to the website so that people could download resources or create posts/posters rather than just seeing content via impressions of social posts and online ads.



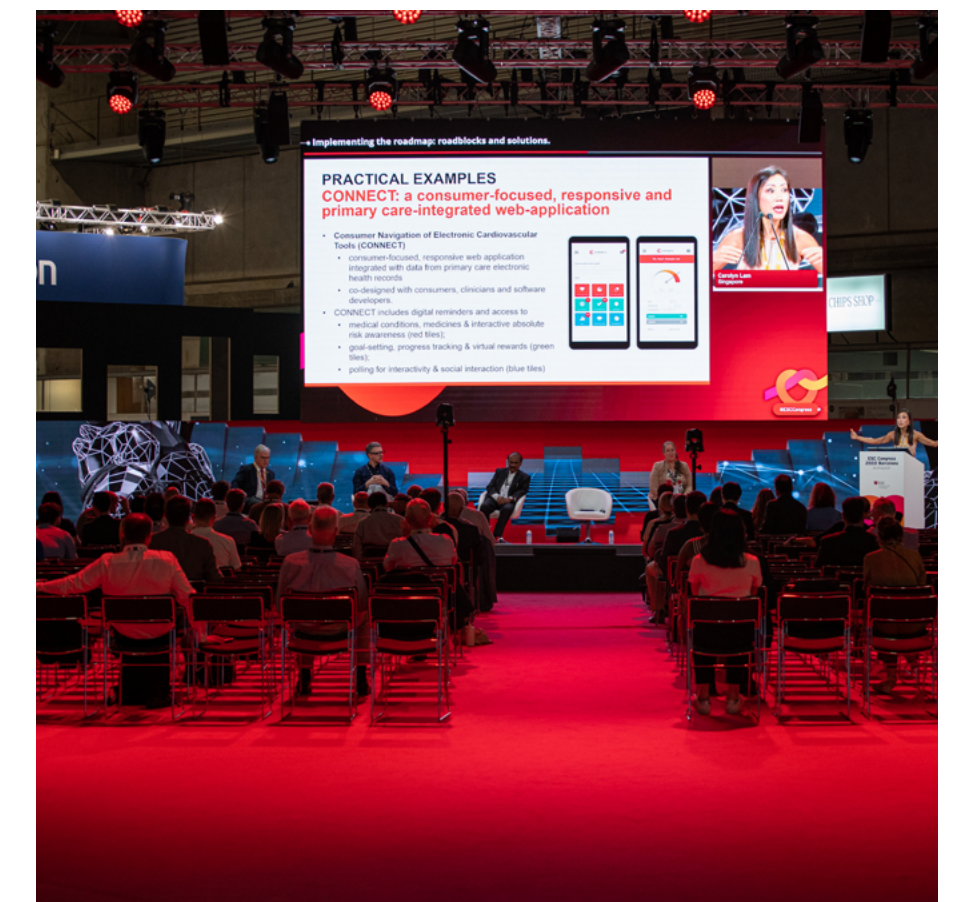
MORE RELEVANT

In the third year of #UseHeart, the campaign focused on relatable, universal themes: equity in healthcare; the environment and climate; and self-care – and brought them into daily life with street art and a playlist.



MORE INCLUSIVE

A longer lead-in to grow awareness of the campaign, especially among the High Heart audience. This included a specific paid media campaign for the ESC Congress 2022 at the end of August.



1.3 HIGHLIGHTS



MORE PERSONAL

MORE RELEVANT

MORE INCLUSIVE



PERFORMANCE AGAINST GOALS AND TARGETS

Deliver a valuable
campaign for Members

WHF GOAL

100%
MEMBER ACTIVATION

Make heart health
more popular

COLLECTIVE GOAL

#1 HEALTH
DAY
IN 2022

Help reduce the
global burden of
cardiovascular disease

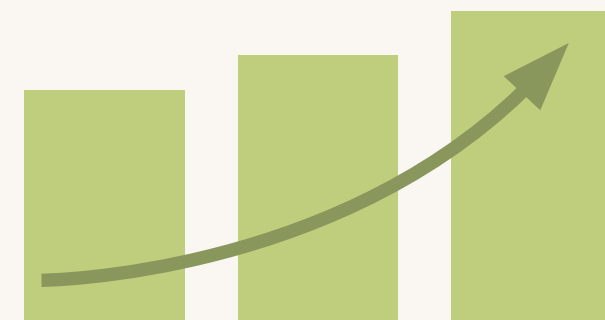
COLLECTIVE GOAL

**AWARENESS
AND BEHAVIOUR
CHANGE**

106

MEMBERS
ACTIVATED

91 IN 2021
79 IN 2020



2000+

EXTERNAL ORGANIZATIONS ACTIVATED

198 IN 2021

Top companies who got involved
USD \$166BN+ revenue
350,000+ employees



2.3 TARGET 2: BECOME THE #1 HEALTH DAY

+6.5% FOLLOWERS OVERALL, 2X ON INSTAGRAM, +5K ON TWITTER

2020

	SOCIAL MEDIA COMMUNITY	FOLLOWERS	FANS	FOLLOWERS
UN WORLD WATER DAY	203,012	82,200	120,812	100,687
WORLD HEART DAY	186,038	29,100	153,000	3,938
WORLD DIABETES DAY	130,730	80,700	50,030	-
WORLD MULTIPLE SCLEROSIS DAY	119,640	16,800	102,840	-
WORLD CANCER DAY	78,500	-	65,000	13,500
WORLD AIDS DAY	40,992	7,324	32,000	1,668

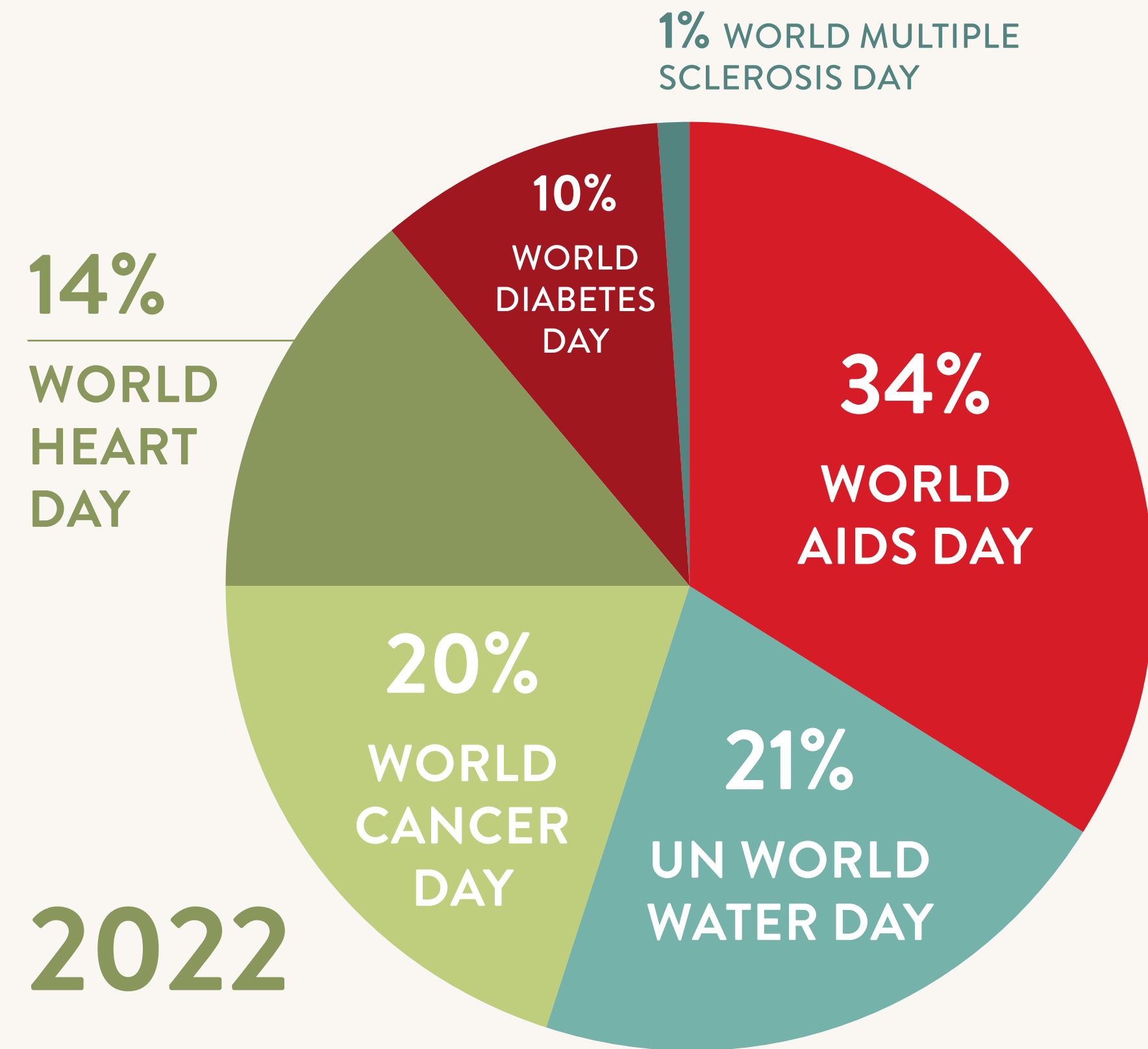
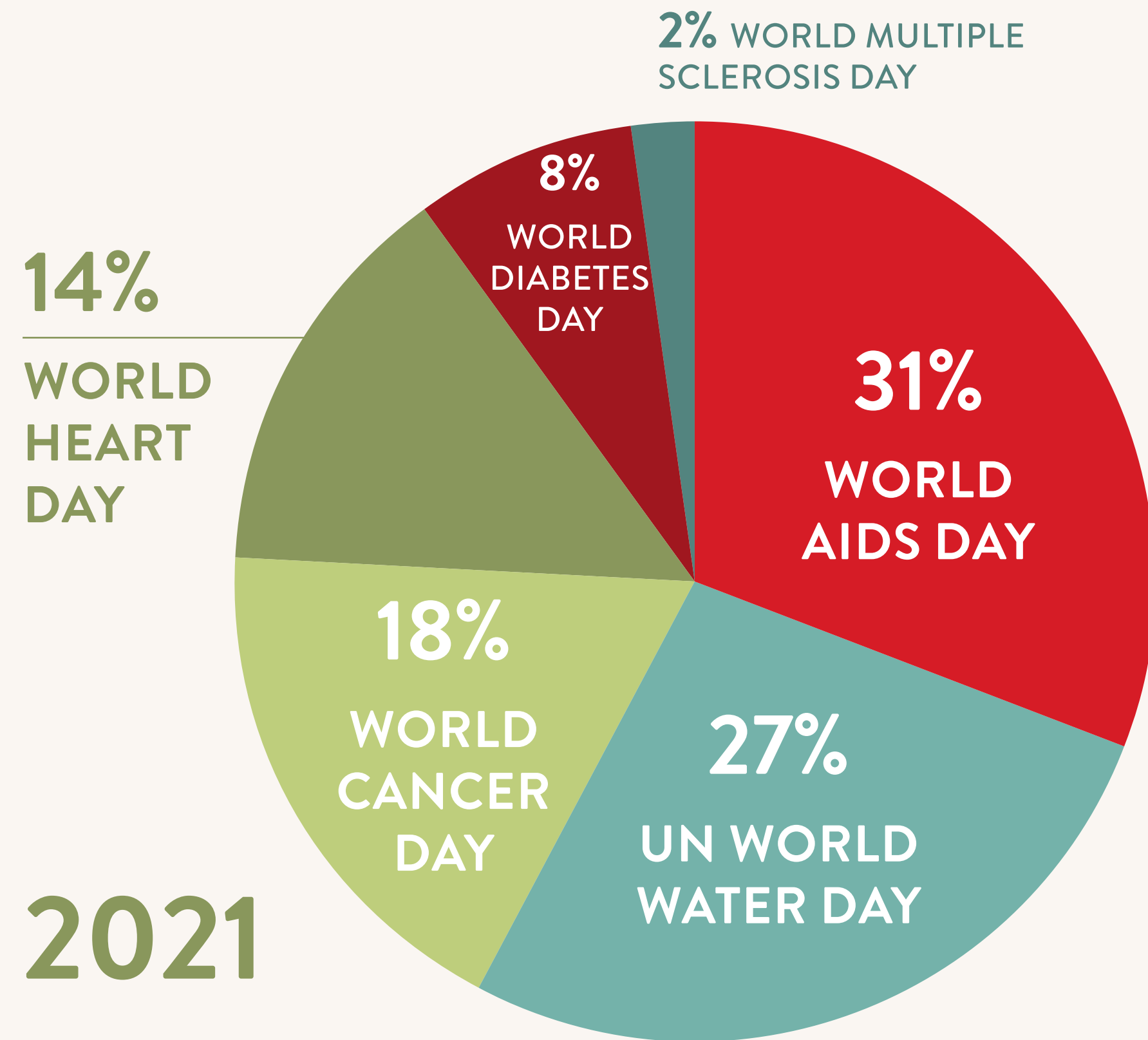
2021

	SOCIAL MEDIA COMMUNITY	FOLLOWERS	FANS	FOLLOWERS
UN WORLD WATER DAY	375,841	92,300	122,551	160,990
WORLD HEART DAY	186,291	30,602	150,289	5,400
WORLD DIABETES DAY	143,900	83,415	60,485	-
WORLD MULTIPLE SCLEROSIS DAY	125,425	17,173	102,679	5,573
WORLD CANCER DAY	78,500	-	69,181	-
WORLD AIDS DAY	40,992	7,324	32,000	1,668

2022

	SOCIAL MEDIA COMMUNITY	FOLLOWERS	FANS	FOLLOWERS
UN WORLD WATER DAY	572,019	103,931	286,000	182,088
WORLD HEART DAY	198,502	35,600	151,760	11,142
WORLD DIABETES DAY	194,195	62,043	131,000	1152
WORLD MULTIPLE SCLEROSIS DAY	120,934	17,473	97,000	6,461
WORLD CANCER DAY	107,084	9,336	74,418	23,330
WORLD AIDS DAY	48,331	25,547	17,000	5,784

SHARE OF VOICE IS STATIC VS PREVIOUS YEAR



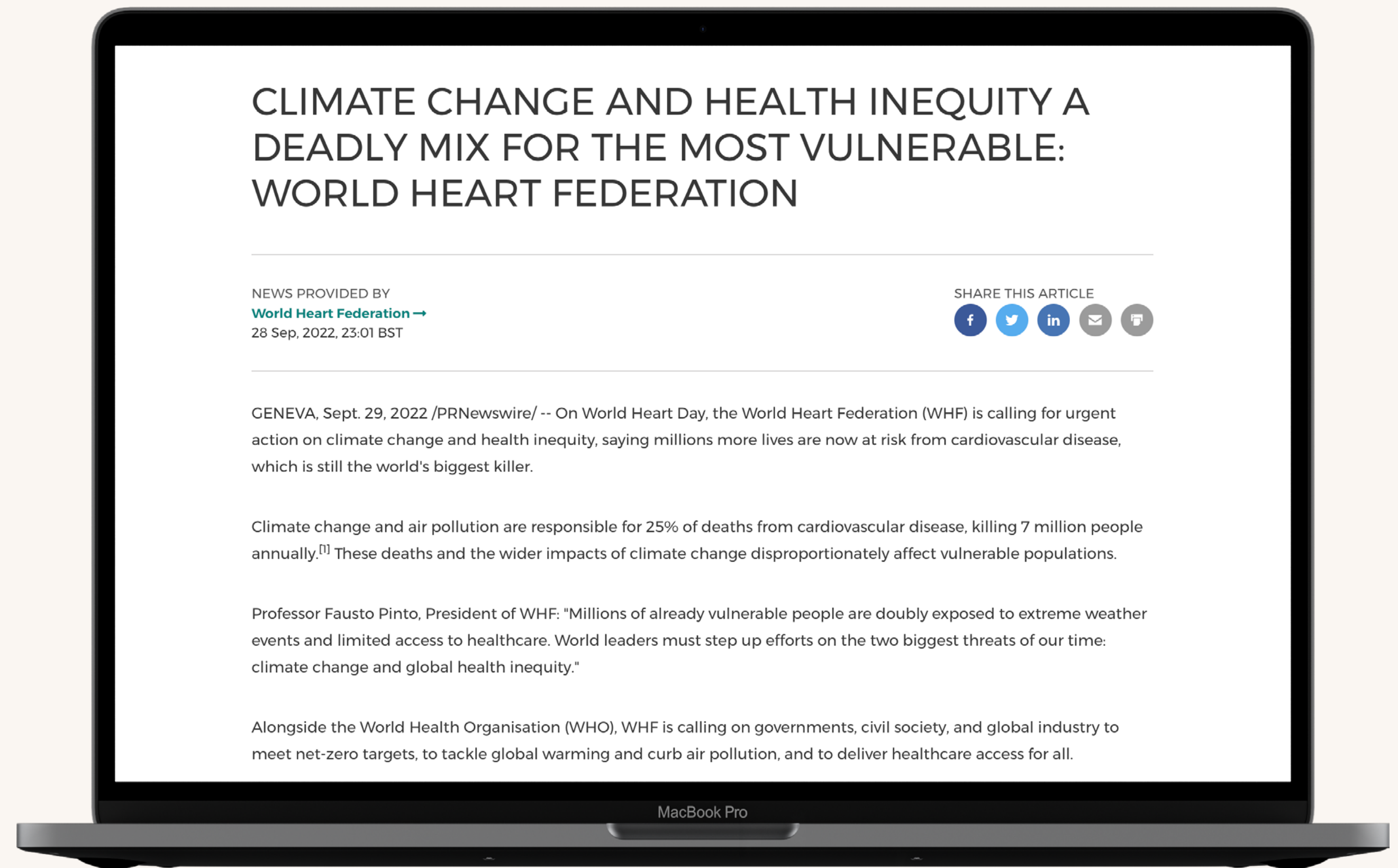
Source: CISION media monitoring, full-year 2022 vs 2021

POTENTIAL REACH IN MAINSTREAM MEDIA GROWING YEAR-ON-YEAR

2.2 BILLION

POTENTIAL MEDIA COVERAGE
7.9 BILLION IN 2021
1.7 BILLION IN 2020

In 2021, the press release was picked up by a user on Reddit news, the Internet chat forum which has 30 billion views every month, which pushed the potential reach of the press release up by approximately 5.5-6 billion. Without the “Reddit effect”, the 2021 press release would have had a potential reach of around 2 billion.



EXPONENTIAL GROWTH IN REACH ON SOCIAL MEDIA

2 BILLION

POTENTIAL REACH ON
SOCIAL MEDIA OF THE
CAMPAIGN HASHTAGS
1.1 BILLION IN 2021
72.7 MILLION IN 2020
43.5 MILLION IN 2019



THE CAMPAIGN

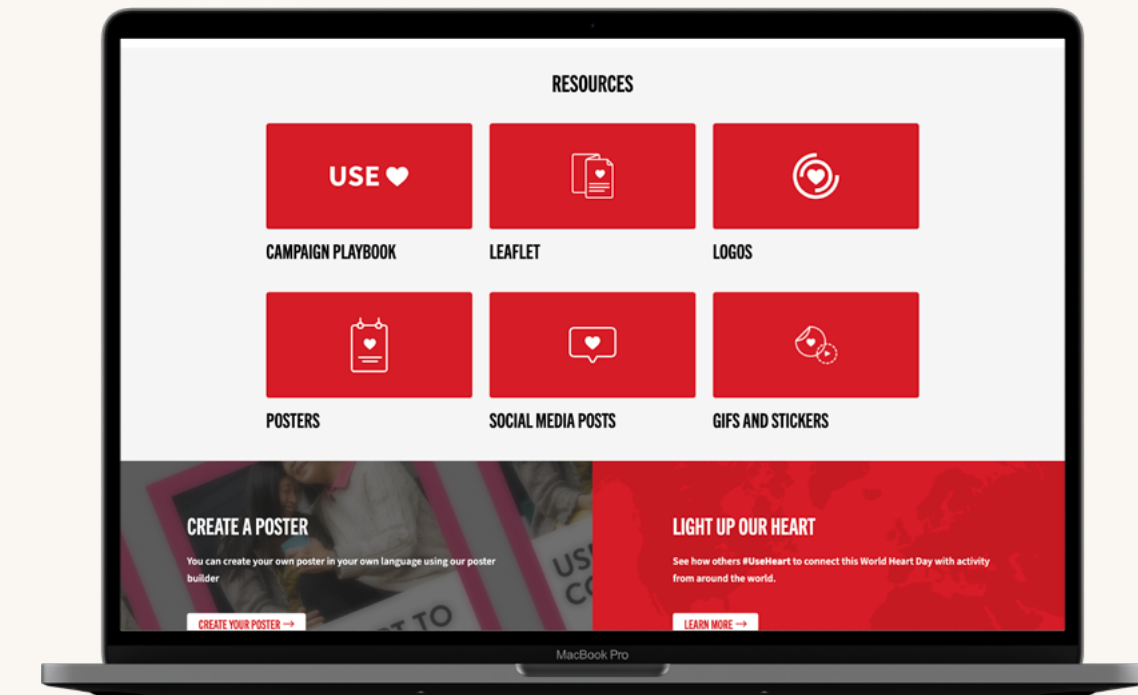
3.1 KEY CAMPAIGN ACTIVITIES



FULL SUITE OF ASSETS



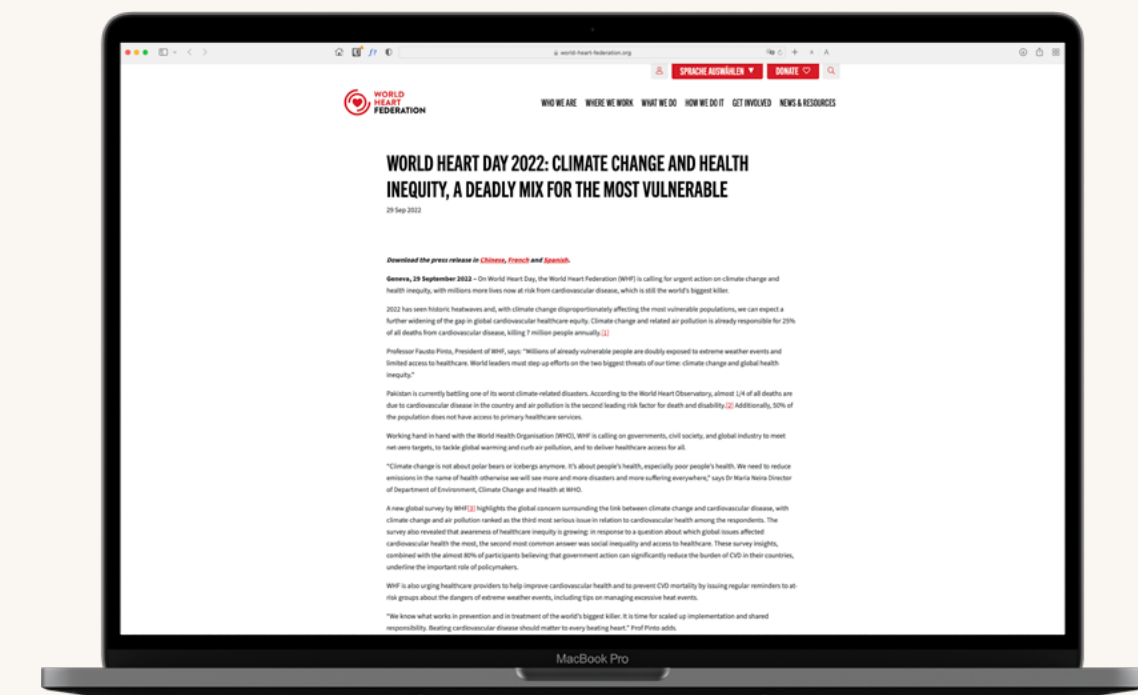
2 PLAYBOOKS



INTERACTIVE RESOURCE HUB



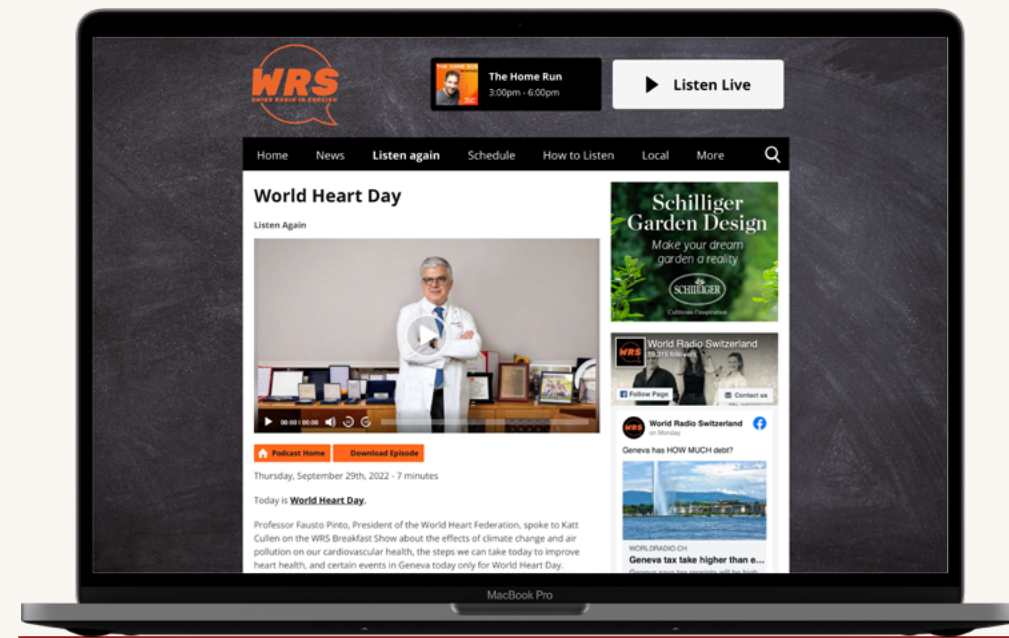
LANDMARK ILLUMINATIONS



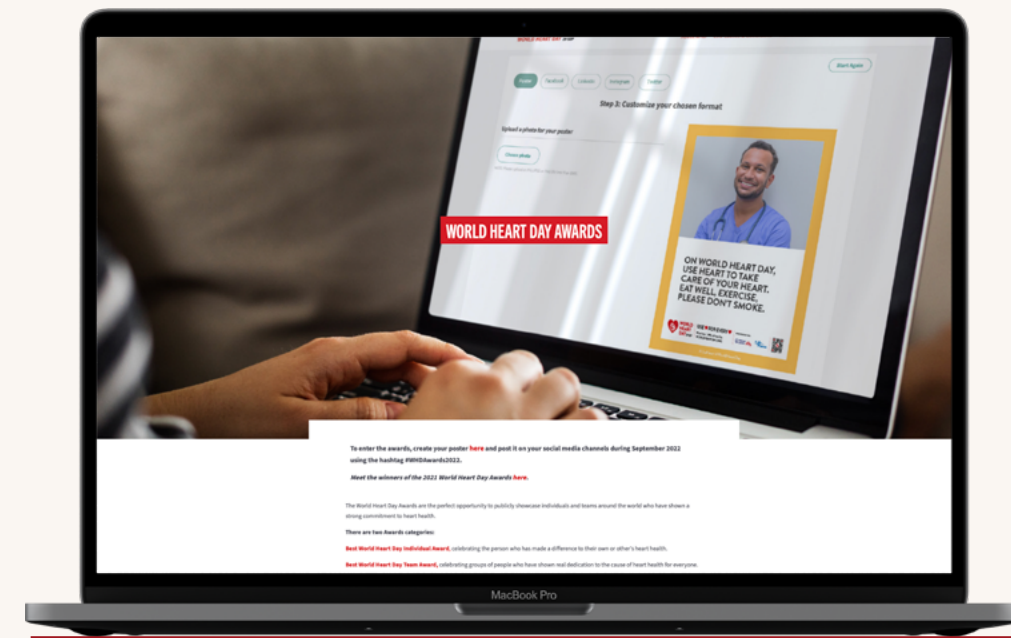
PRESS RELEASE IN 7 LANGUAGES

HIGH-HEART

LOW-HEART



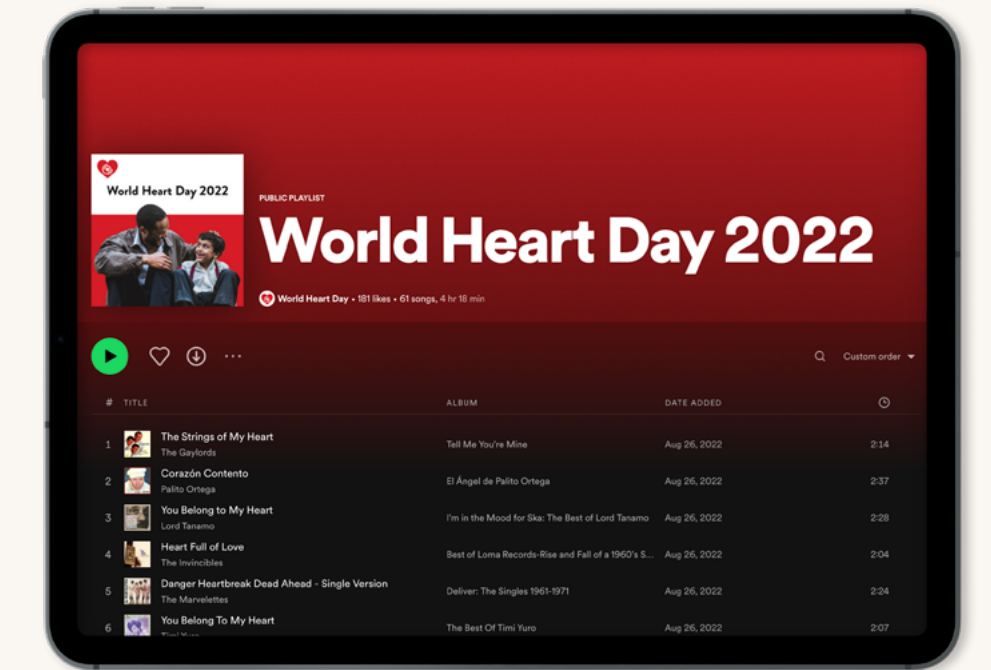
RADIO AND TELEVISION INTERVIEWS



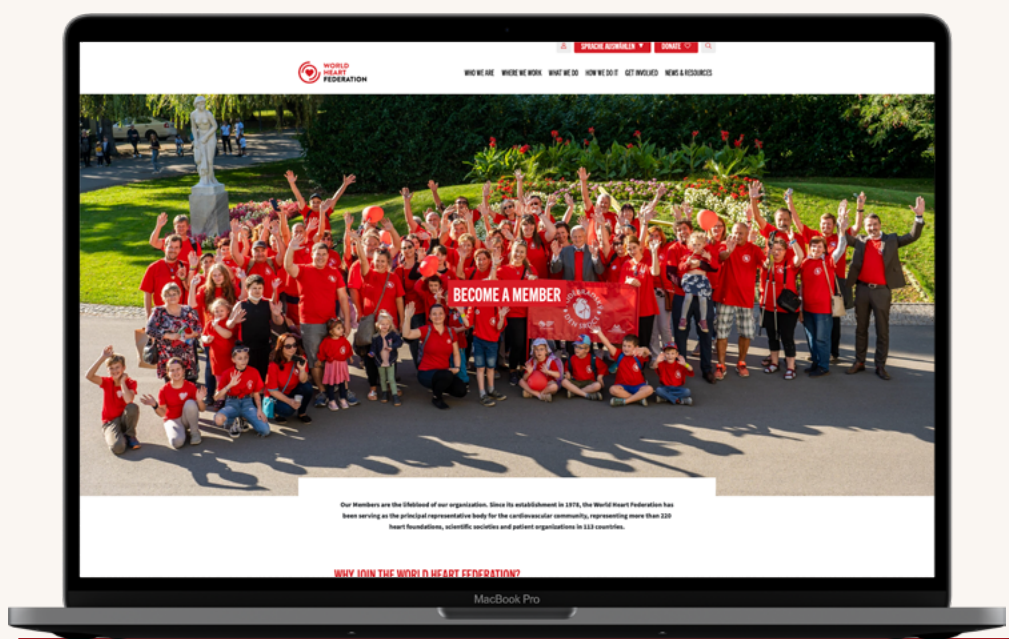
WORLD HEART AWARDS



VOX POPS (34 IN TOTAL)



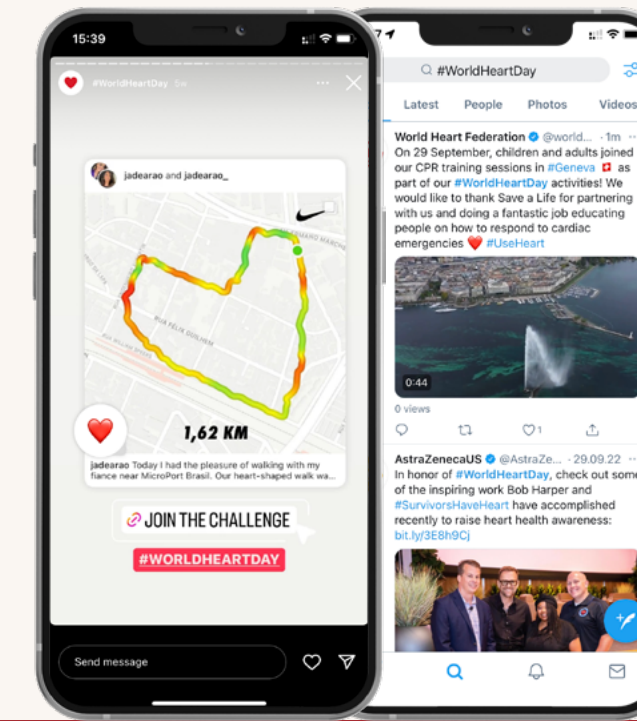
BESPOKE PLAYLIST ON SPOTIFY



MEMBER ENGAGEMENT



ESC ACTIVATION



SOCIAL MEDIA MONITORING & COMMUNITY ENGAGEMENT



INSTAGRAM STICKERS & GIFS

MORE THAN DOUBLE THE NUMBER OF PEOPLE WATCHED THE CAMPAIGN FILMS THIS YEAR

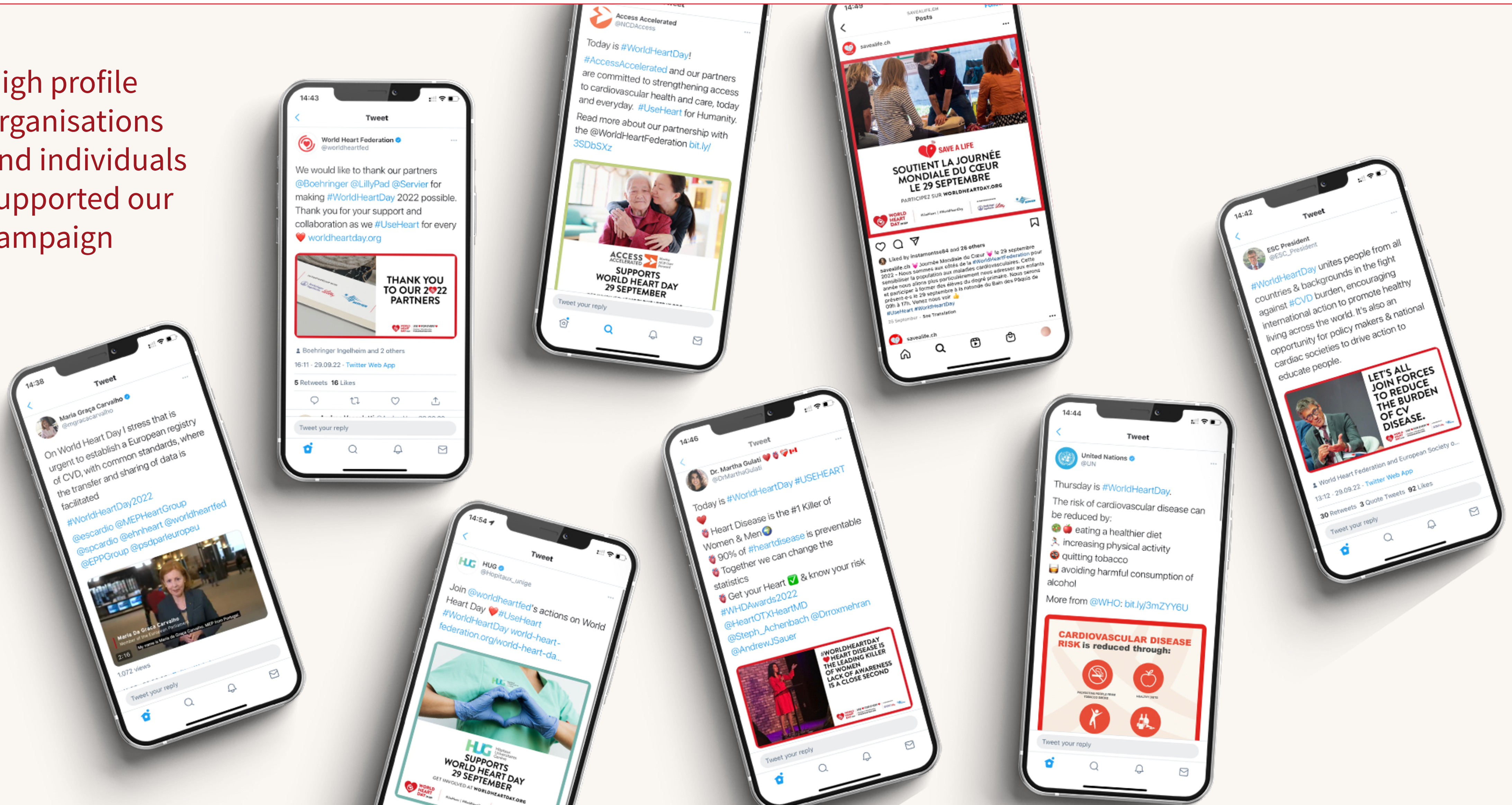
194K

WHD FILM VIEWS
85K IN 2021



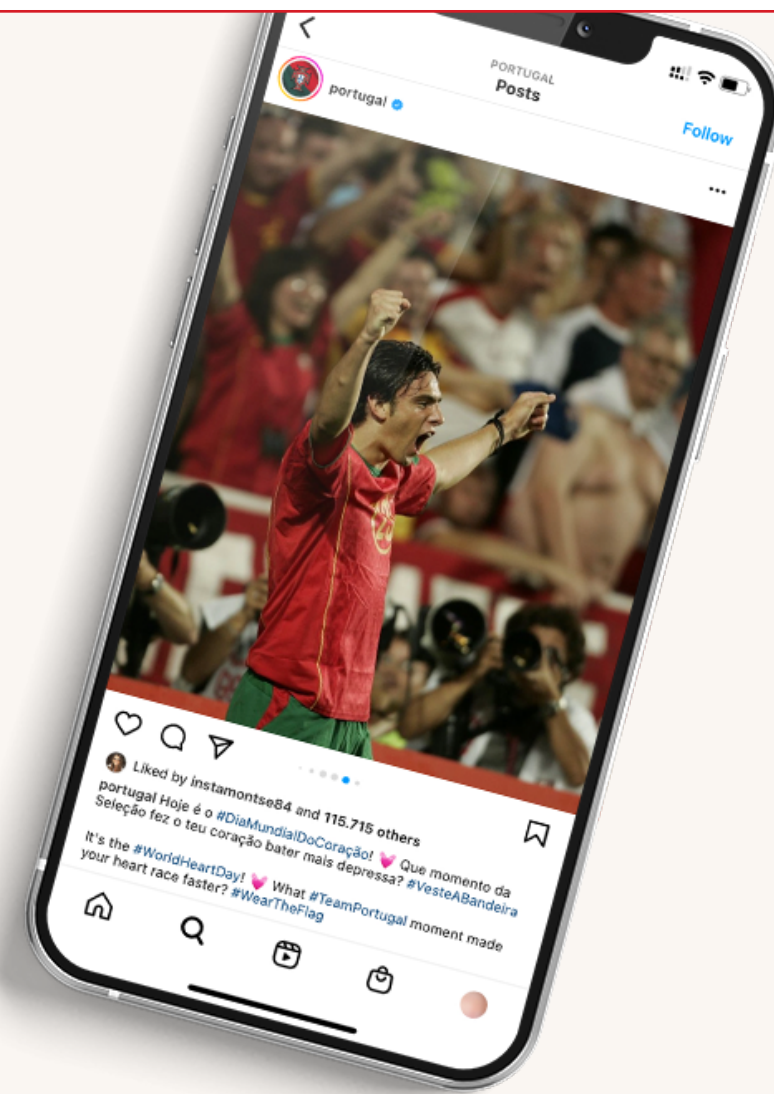
3.3 SUPPORT FROM OUR FRIENDS

High profile organisations and individuals supported our campaign



3.4 INFLUENCER AND CELEBRITY ACTIVATIONS

KENYON GLOVER
164K FOLLOWERS
17K LIKES



DR KUMAR VISHVAS
9.5M FOLLOWERS
10K LIKES

MELISSA JOAN HART
1.7M FOLLOWERS
12K LIKES



KEY STATS

SOCIAL MEDIA & PR

**2.2
BILLION**

TOTAL 6 HASHTAGS
POTENTIAL REACH
1.1 BILLION IN 2021

**1.4
BILLION**

#WORLDHEARTDAY
POTENTIAL REACH
1.1 BILLION IN 2021

798.9K

#WORLDHEARTDAY
ENGAGEMENTS
891K IN 2021

**166
MILLION**

#USEHEART
POTENTIAL REACH
43.3M IN 2021

107.1K

#USEHEART
ENGAGEMENTS
76K IN 2021

ISSUED BY WHD & RELEASED THROUGH PR NEWSWIRE

2.2B

POTENTIAL REACH

28.4K

VIEWS OF THE RELEASE

581

MENTIONS ACROSS
INTERNATIONAL MEDIA

6

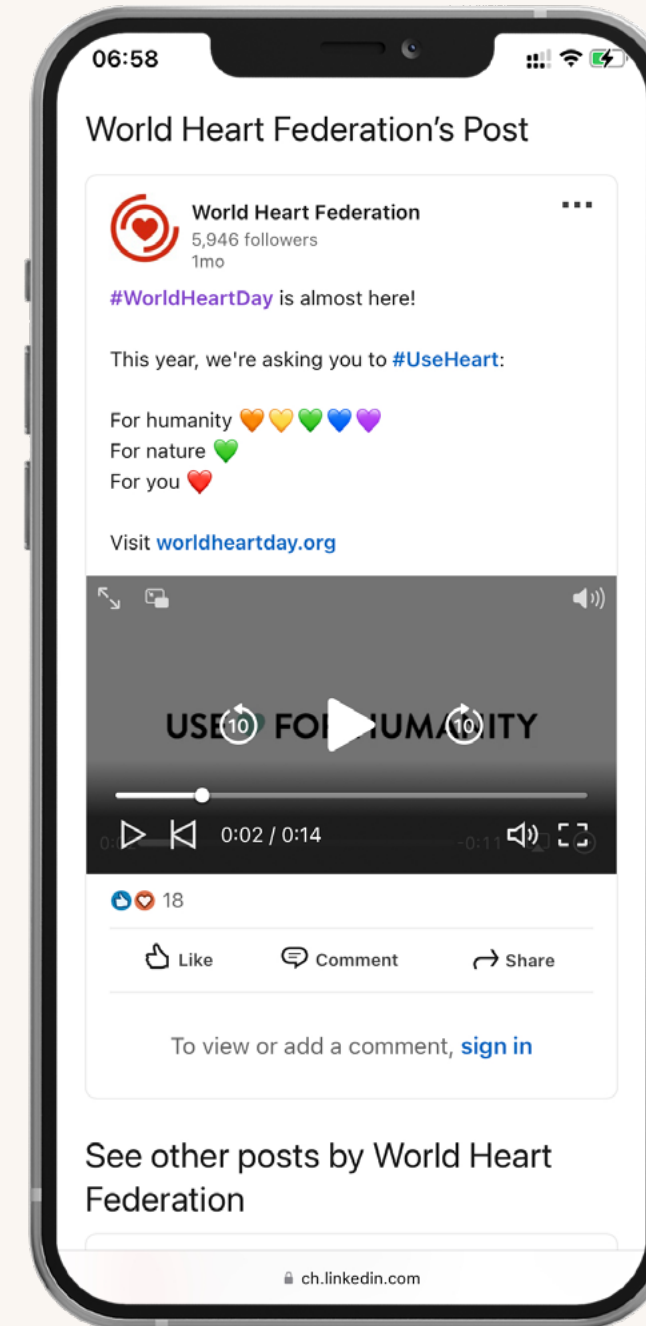
LANGUAGES
TRANSLATED



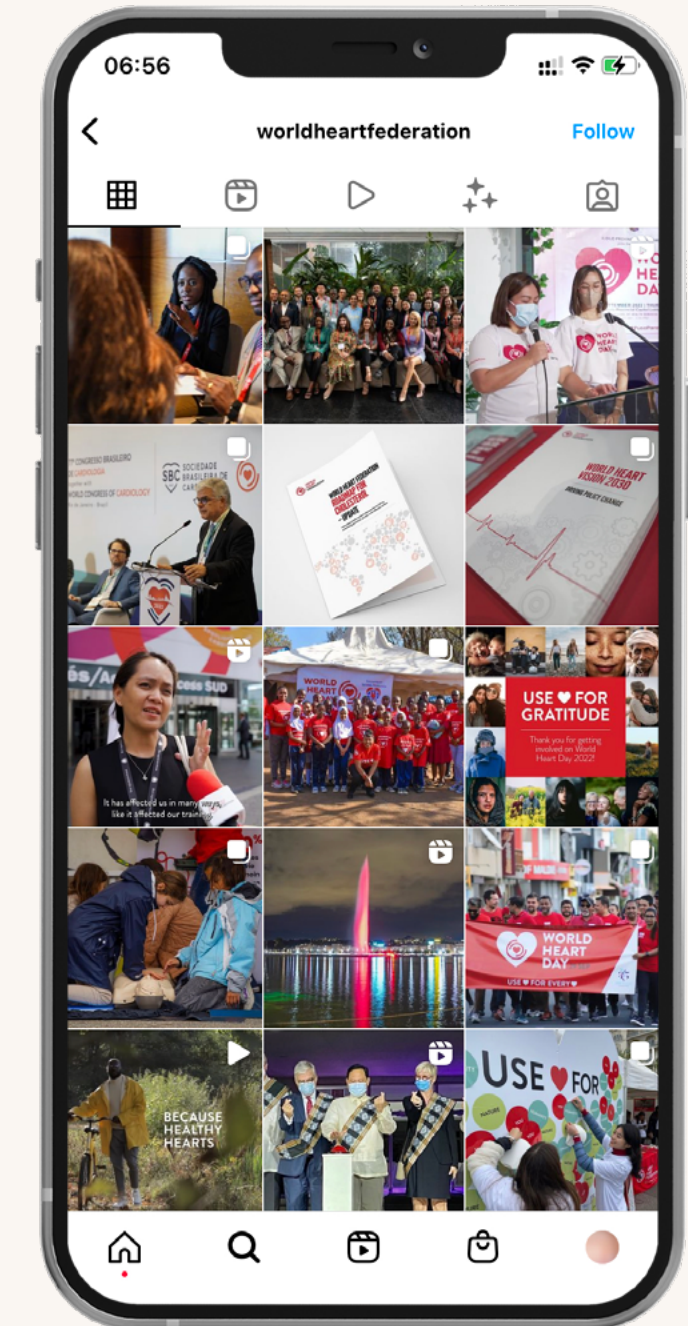
Own tweets: **405**
 Engagement: **24.3K**
 Total impressions: **292.3K**
 Potential reach: **52.9M**



Own posts: **38**
 Engagement: **632**
 Total impressions: **7.2M**
 Potential reach: **4.5M**



Own posts: **64**
 Engagement: **3K**
 Total impressions: **80.8K**
 Potential reach: **339.9M**

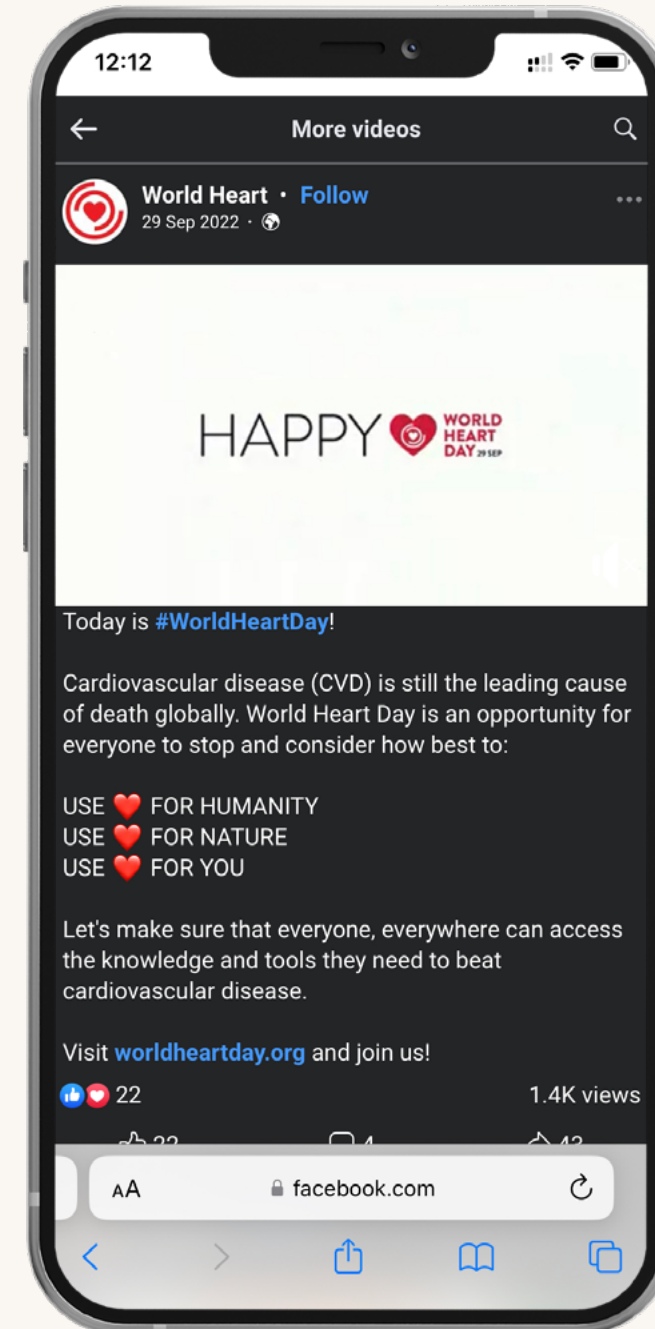


Own posts: **60**
 Engagement: **36.2K**
 Total impressions: **3.8M**
 Potential reach: **138K**

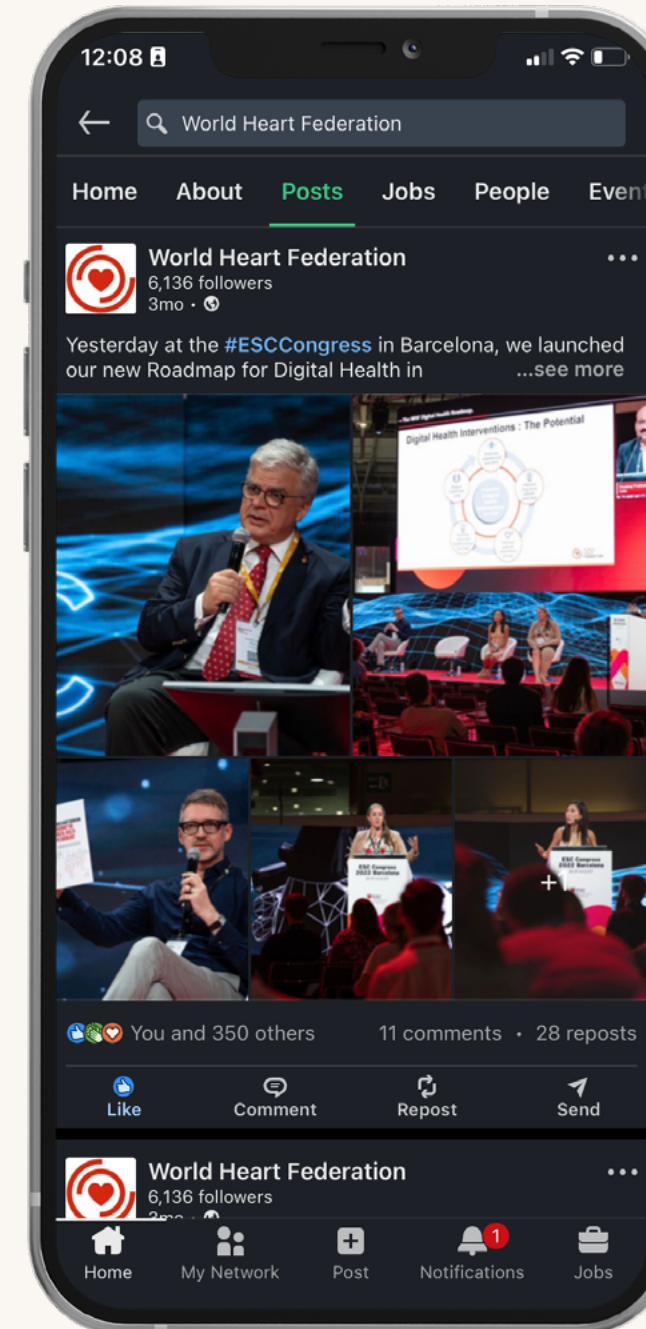
4.4 MOST IMPACTFUL POSTS



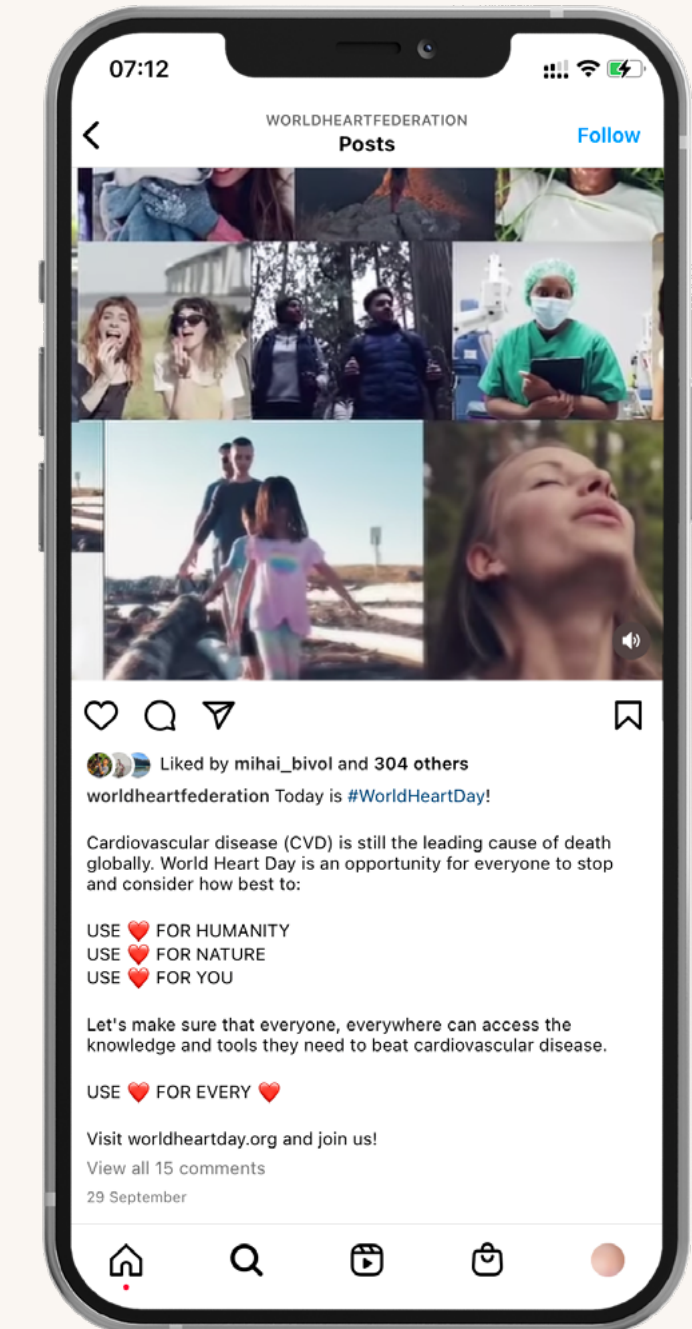
Reach: **34.8K**
Retweets: **71**
Replies: **28**
Impressions: **1.2K**



Reach: **2.3K**
Reactions: **61**
Shares: **46**
Impressions: **2.4K**



Reach: **4.8K**
Reactions: **359**
Shares: **23**



Reach: **7.3K**
Reactions: **319**
Likes: **304**

252,916

USERS
194,472 IN 2021

30%

INCREASE
VS 2021

TOP 10 COUNTRIES VISITING

Philippines	75,542 (33.65%)
Nigeria	44,598 (19.87%)
India	44,288 (19.73%)
United States	13,084 (5.83%)
United Kingdom	8,078 (3.6%)
Australia	3,654 (1.63%)
United Arab Emirates	3,647 (1.62%)
Pakistan	1,893 (0.84%)
Indonesia	1,587 (0.71%)
Bangladesh	1,433 (0.64%)

18,510

**RESOURCES
DOWNLOADED
19,855 IN 2021**


8,009

**WHD POSTERS
CREATED
8,989 IN 2021**

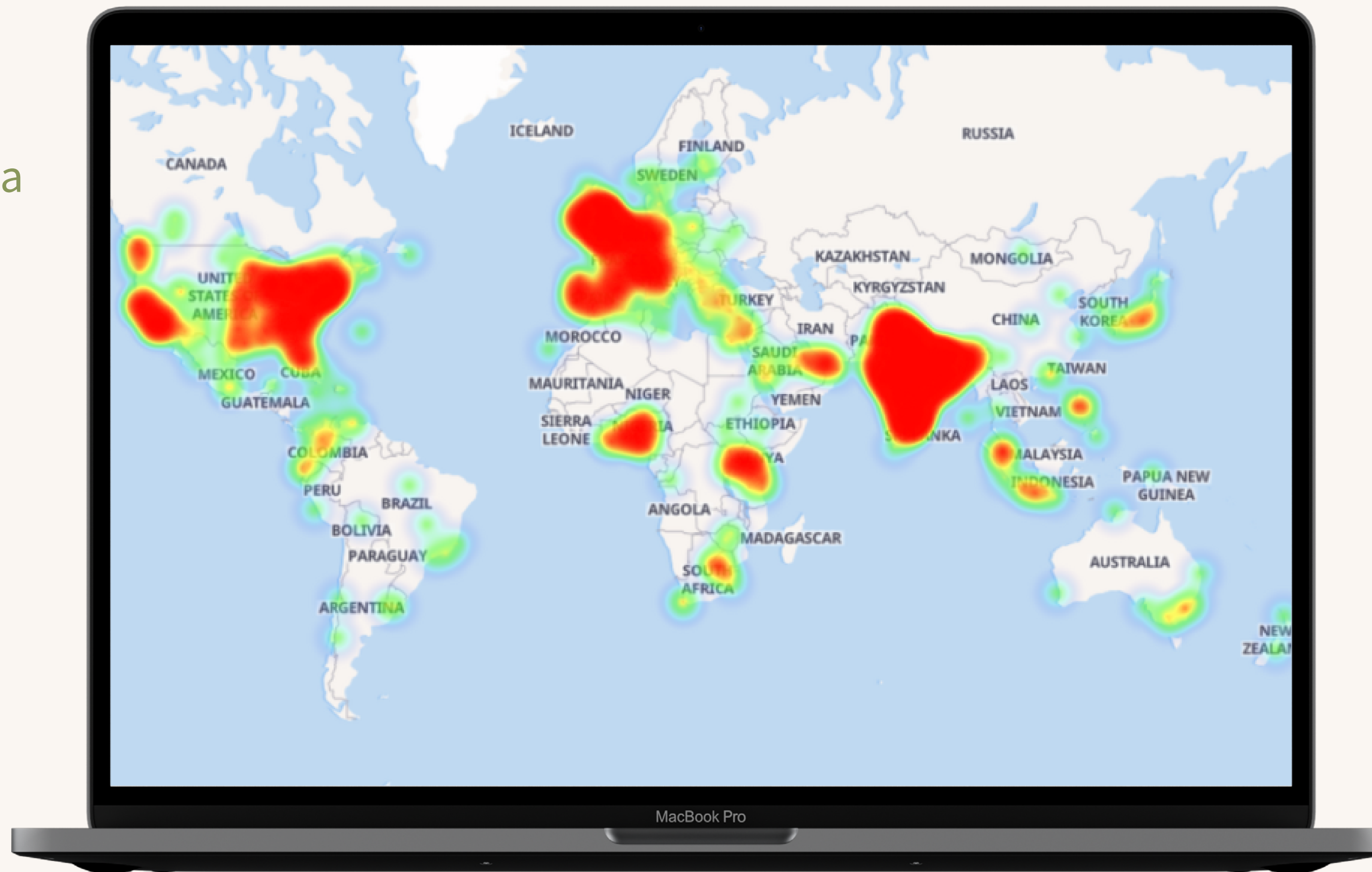
Poster builder was not functional for a number of days. The issue was rectified on September 15th.

WHO IS TALKING ABOUT
WORLD HEART DAY, AND
WHAT ARE THEY SAYING?

join care heart @sanjaybpi #heart
world #worldheartday diseases
celebrate #WorldHeartDay में स्वस्थ exercise
good #WorldHeartDay2022 beat #heartday
spread happy cardiovascular awareness
lifestyle healthy day



This year saw notable increases in participation in Nigeria and the Philippines, where much of the paid media and in-person campaigns were focused.

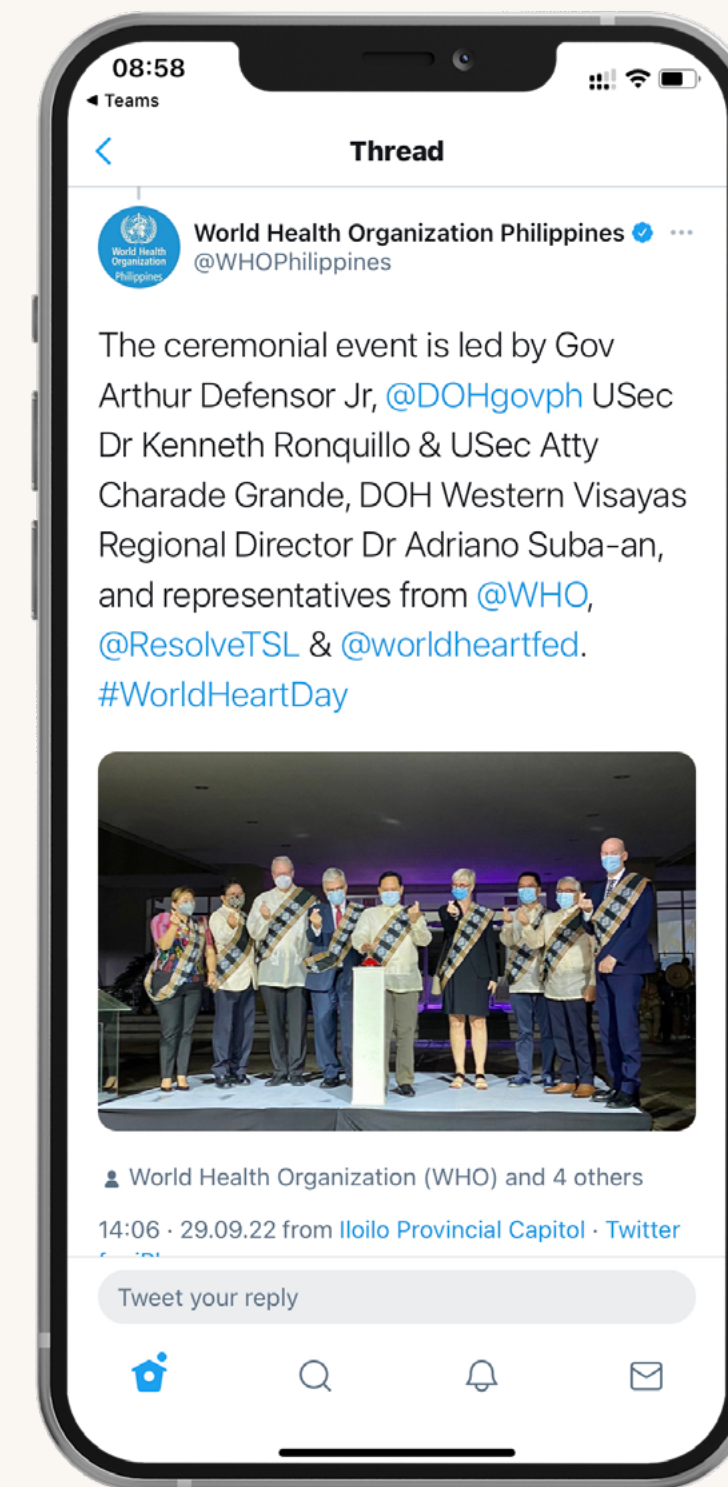
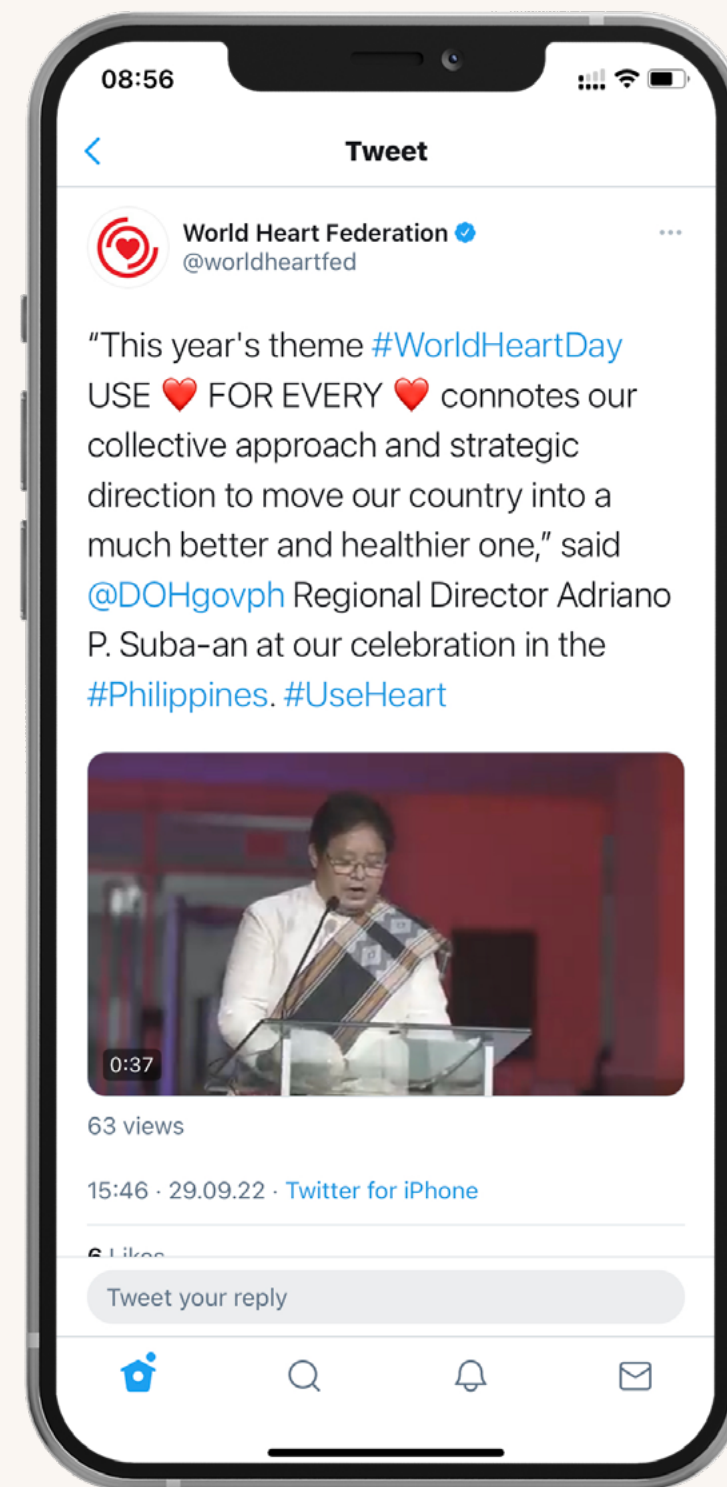


A note on China:
Digital data is not shared outside the country. The below was shared by partners at the Chinese Cardiovascular Association.

- **65 million** social media reach
- **20 cities** TV stations and broadcasting stations reach
- **10 mainstream media** platforms reach
- **4,000 hospitals** and **600,000 patients** participate in WHD free clinic and education
- **45,000 views** and downloads of 2022 WHD toolkit

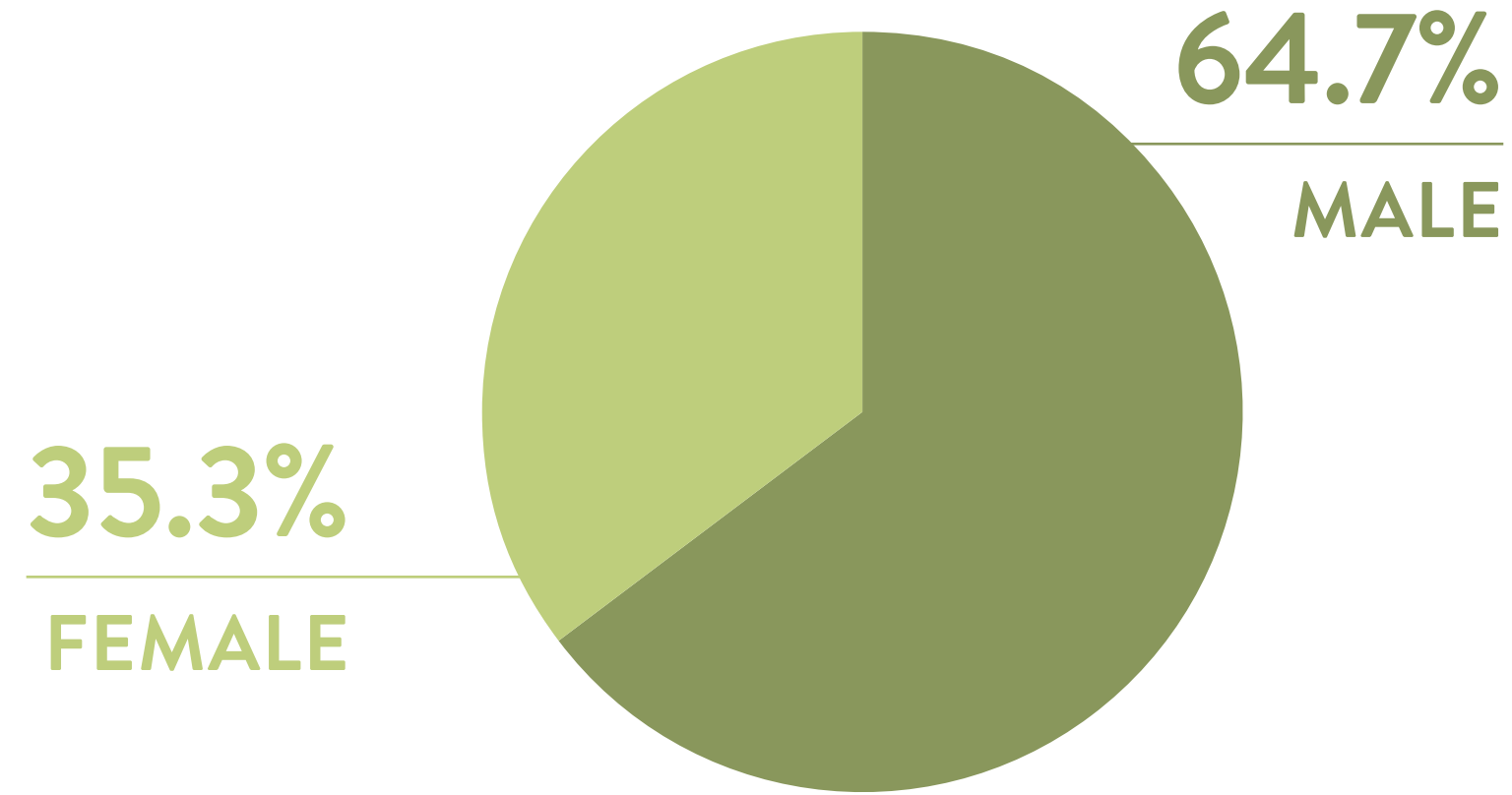
As the host of the main WHD event in 2022, the Philippines was prioritised across digital campaigns: on social media the week of WHD, and on Google (search, display, email and video) for the duration of the campaign.

The combined online and offline focus proved a success, with the Philippines driving most people to the World Heart Day site and marking the 28th and 29th alongside the WHO and local partners in Iloilo.

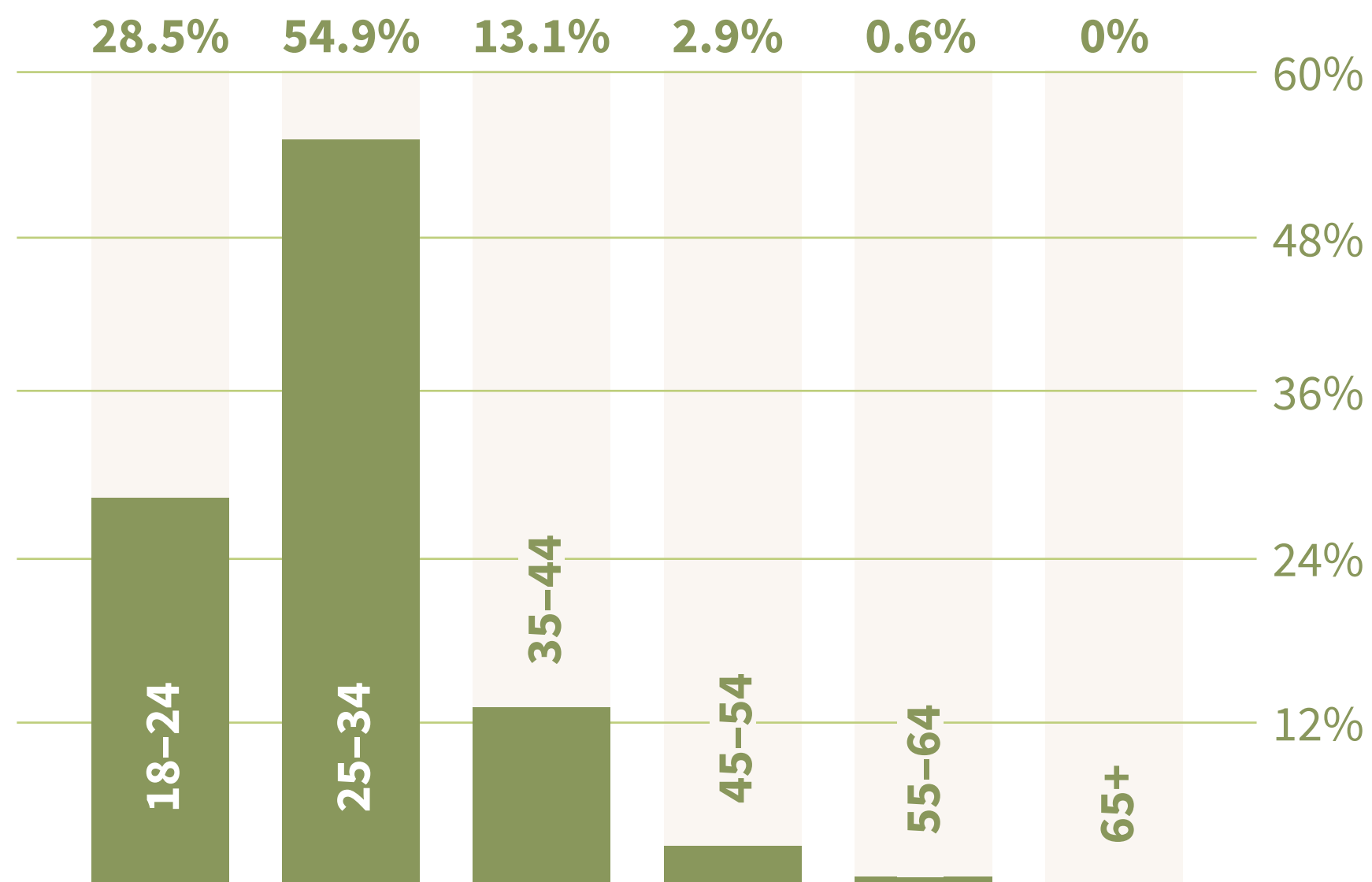


The campaign skewed towards a younger male audience this year.

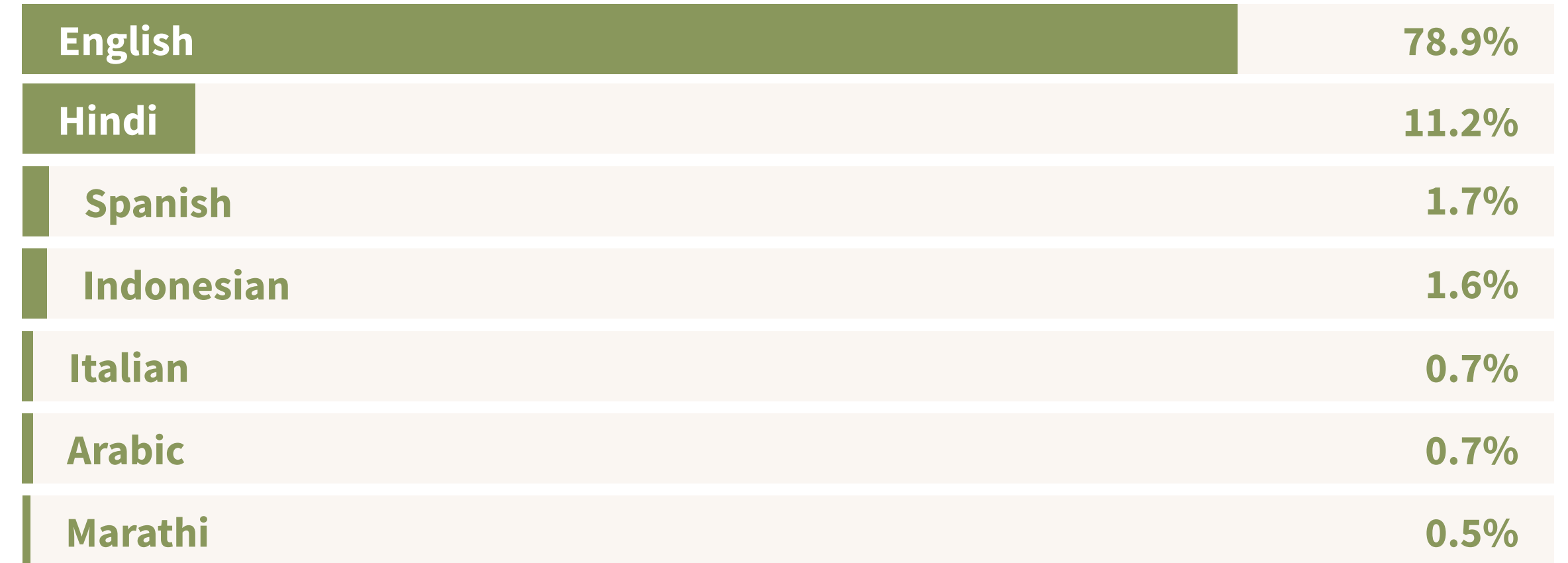
GENDER



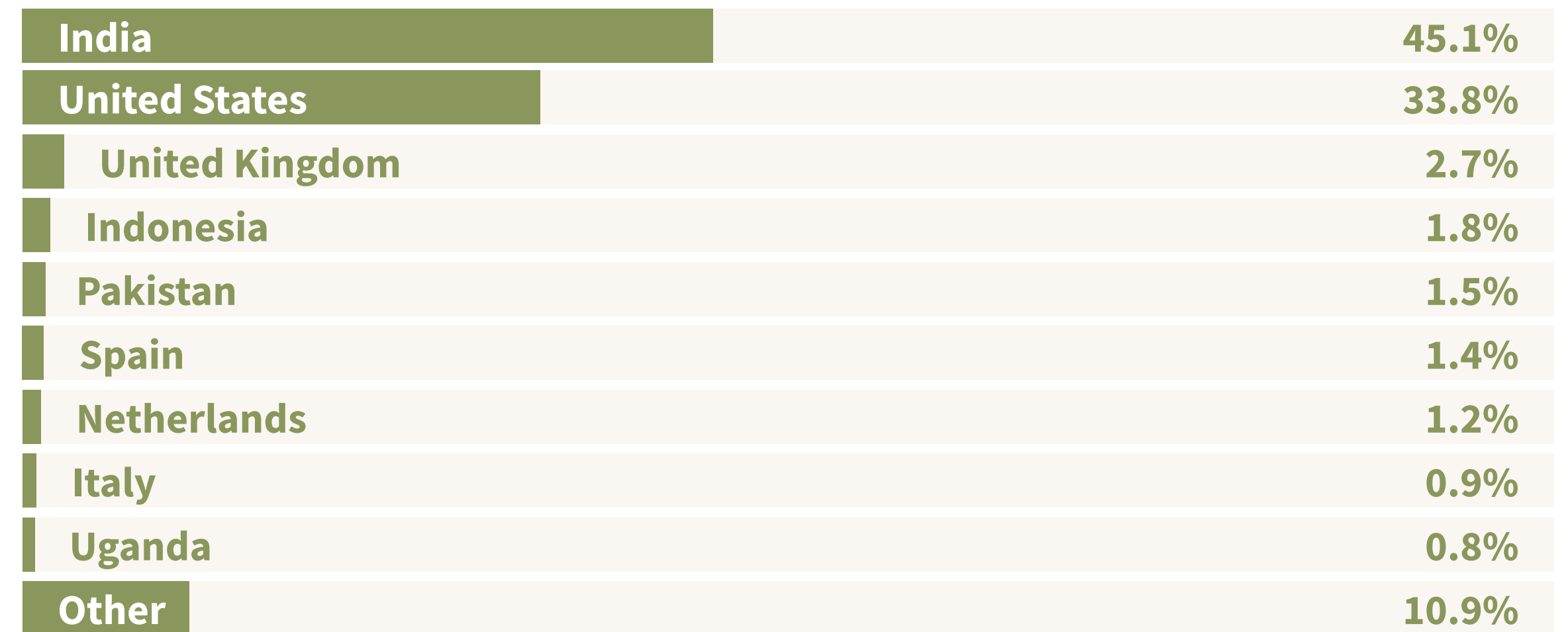
AGE



LANGUAGES

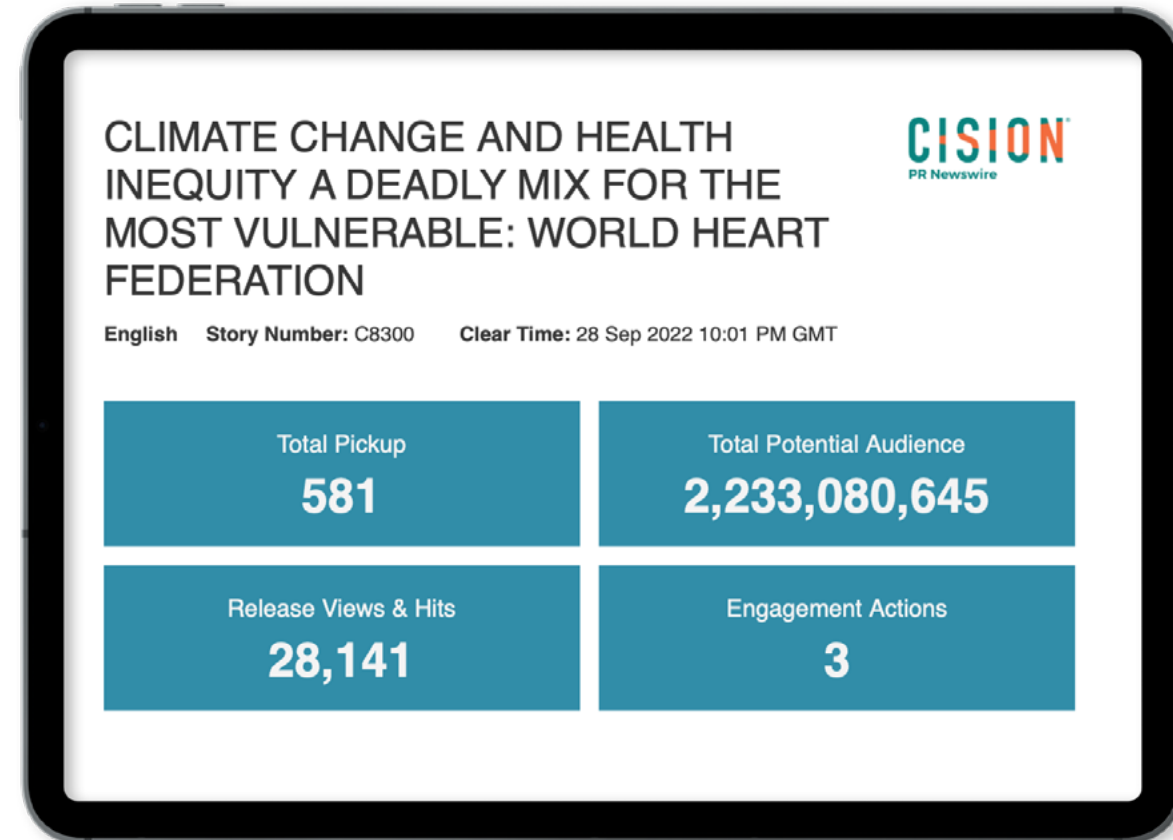


COUNTRIES

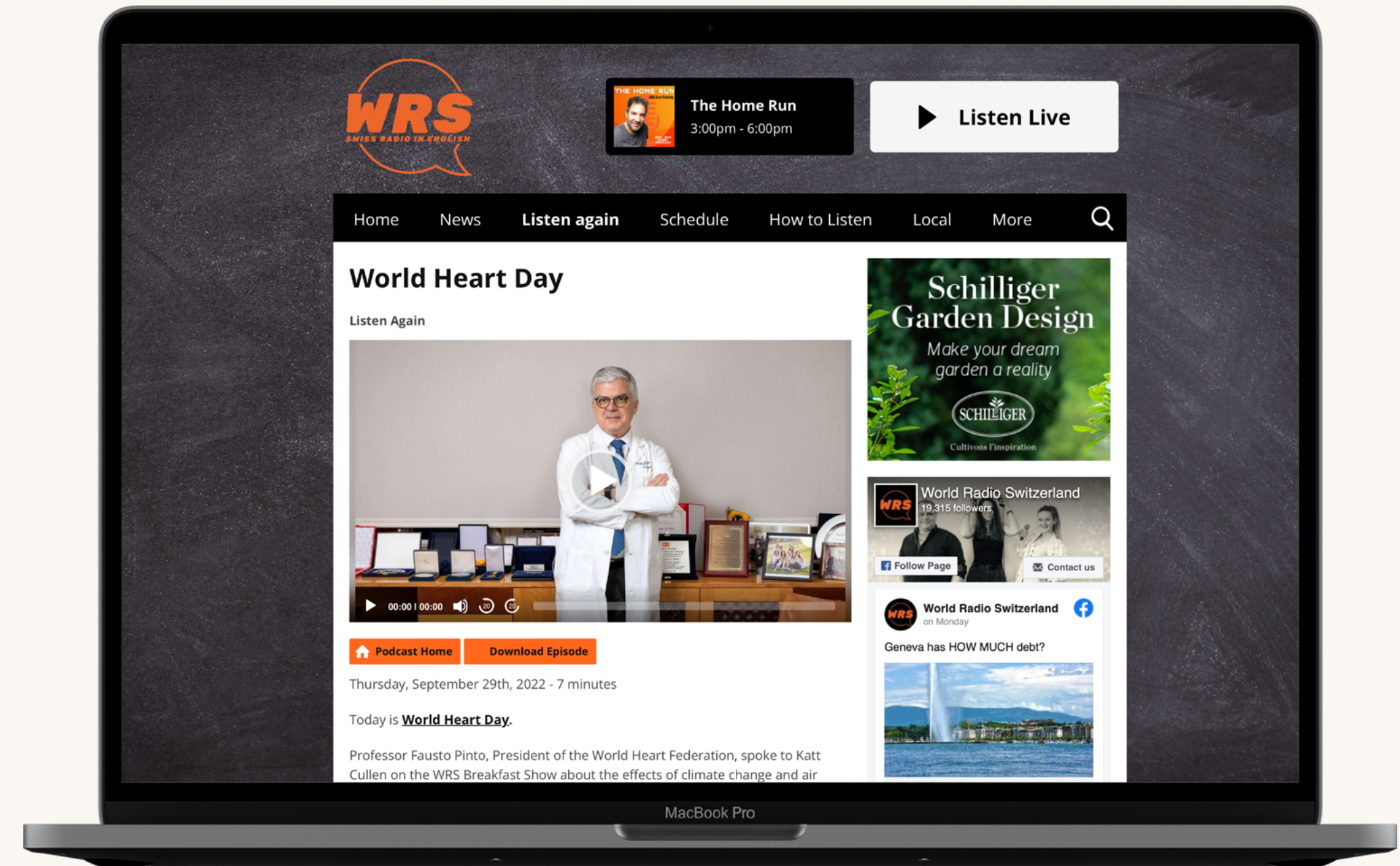


ENGAGEMENT & COVERAGE

6.1 MEDIA COVERAGE

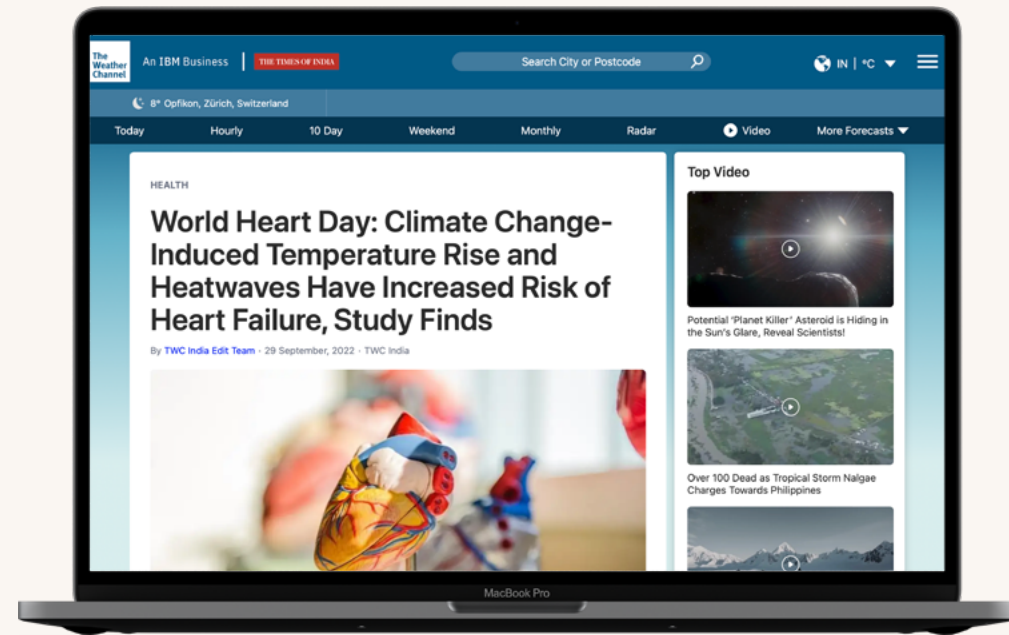


OUTLET NAME	UC Media	Industrial Planet	new.qq	page.on.qq.com	iNews	baijiahai.baidu	CNET Japan	post.mp.qq.com	ifeng.com	Yahoo! Australia	Yahoo! Finance
LOCATION	Mainland China	Mainland China	Mainland China	Mainland China	Mainland China	Mainland China	Japan	Mainland China	Mainland China	Australia	Global
SOURCE TYPE	Mobile website	WeChat	Portal	Mobile website	News & information service	Mobile website	Online news sites & other influencers	Mobile website	Mobile website	Online news sites & other influencers	Online news sites & other influencers
INDUSTRY	General	Financial	Media & information	General	Media & information	Media & information	Tech	General	General	Media & information	Media & information
POTENTIAL AUDIENCE	338,530,000 visitors/day	261,312,000 visitors/day	261,312,000 visitors/day	261,312,000 visitors/day	261,312,000 visitors/day	250,976,000 visitors/day	88,000,000 visitors/day	80,000,000 visitors/day	58,220,000 visitors/day	47,428,093 visitors/day	47,428,093 visitors/month



WHF President Fausto Pinto was interviewed on leading broadcaster ITN and World Radio Switzerland.

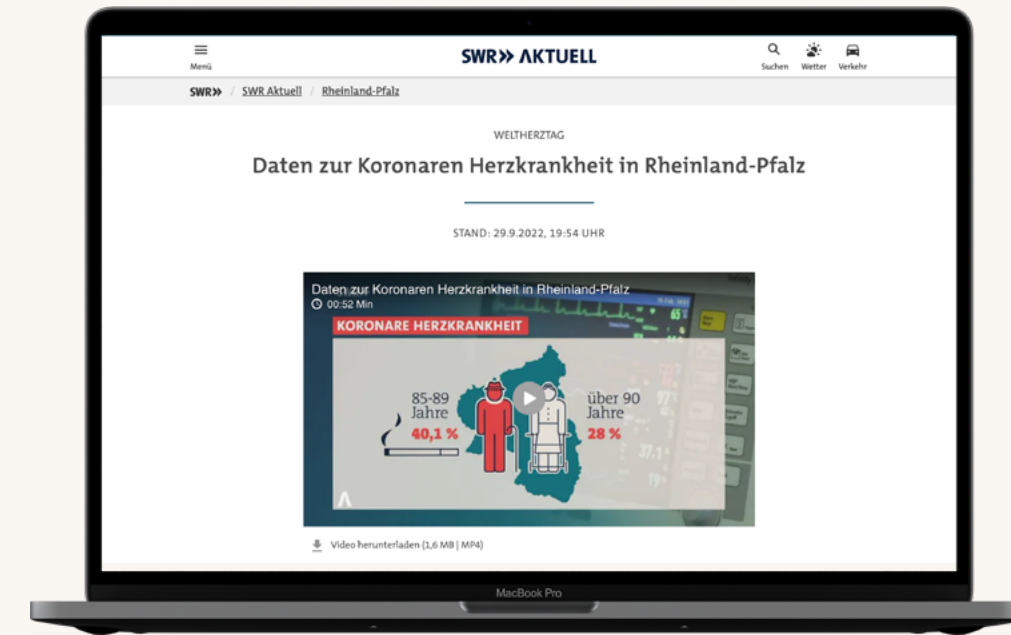
6.3 ADDITIONAL MEDIA COVERAGE



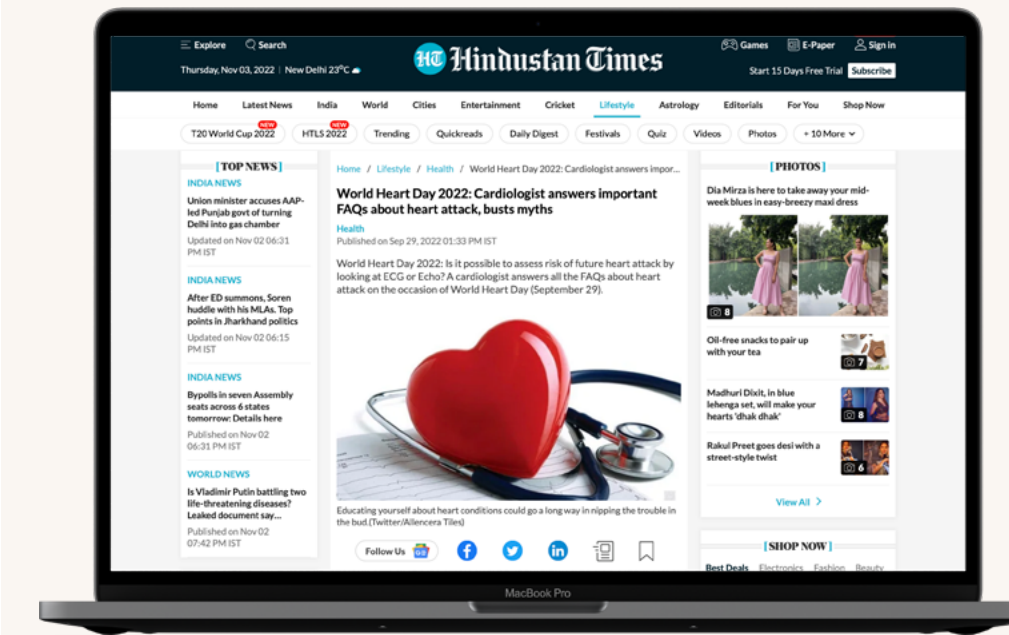
THE WEATHER CHANNEL



THE MIRROR



SWR



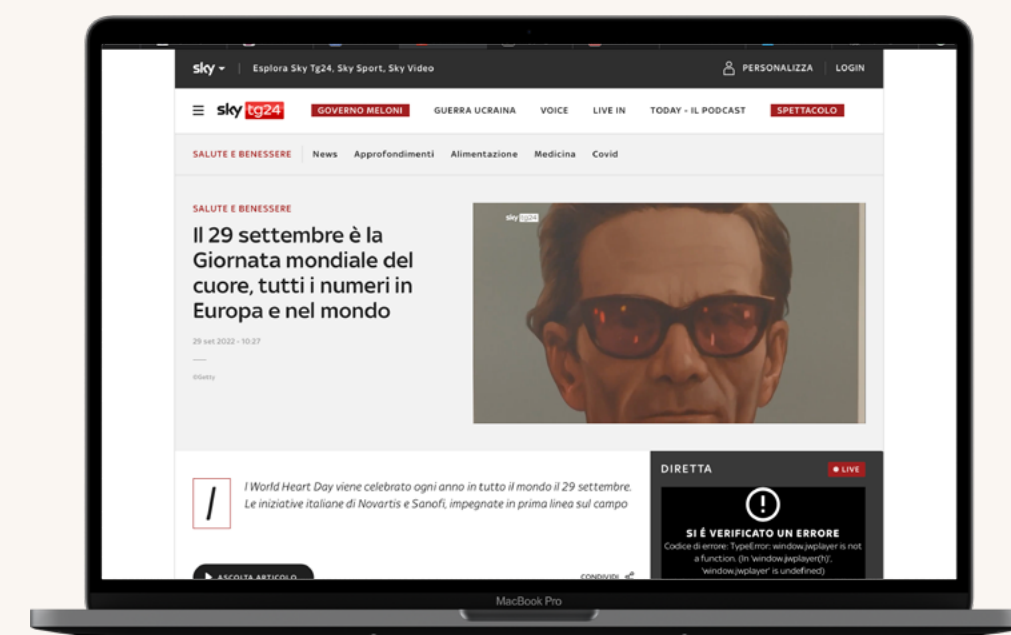
HINDUSTAN TIMES



CNN TÜRK



FORBES



SKY TG24



SHANGHAI DAILY

EVALUATION PAID MEDIA & INFLUENCERS

For WHD 2022, two-thirds of media spend went towards Google Performance Max – a goal-based, multi-channel approach. Sponsored World Heart Day content appeared in Google Search, Display, Email, Video, Shopping and Local results.

The goal of the campaign was to drive traffic to the worldheartday.com campaign site. This approach resulted in a 30% increase over last year's traffic during the month of September.

2021

**WHF INVESTED
26,848 USD IN
PAID PROMOTION**

SPLIT OF INVESTMENT:

Facebook & Instagram dynamic ads: **1000 CHF**

Twitter ads: **1,600 CHF**

Google Display ad campaign: **7,855 CHF**

Google video ads: **5,393 CHF**

Celebrity management &
influencer outreach: **10,000 CHF**

2022

**WHF INVESTED
25,286 USD IN
PAID PROMOTION**

SPLIT OF INVESTMENT:

Facebook & Instagram dynamic ads: **5,634 CHF**

Twitter ads: **3,000 CHF**

Google Performance Max: **16,652 CHF**

Influencer outreach: **5,000 CHF**

Responsive Display Ads
August 23–30
Impressions: **272,313**
Clicks: **572**
Cost: **208 CHF**
Target: **Barcelona**

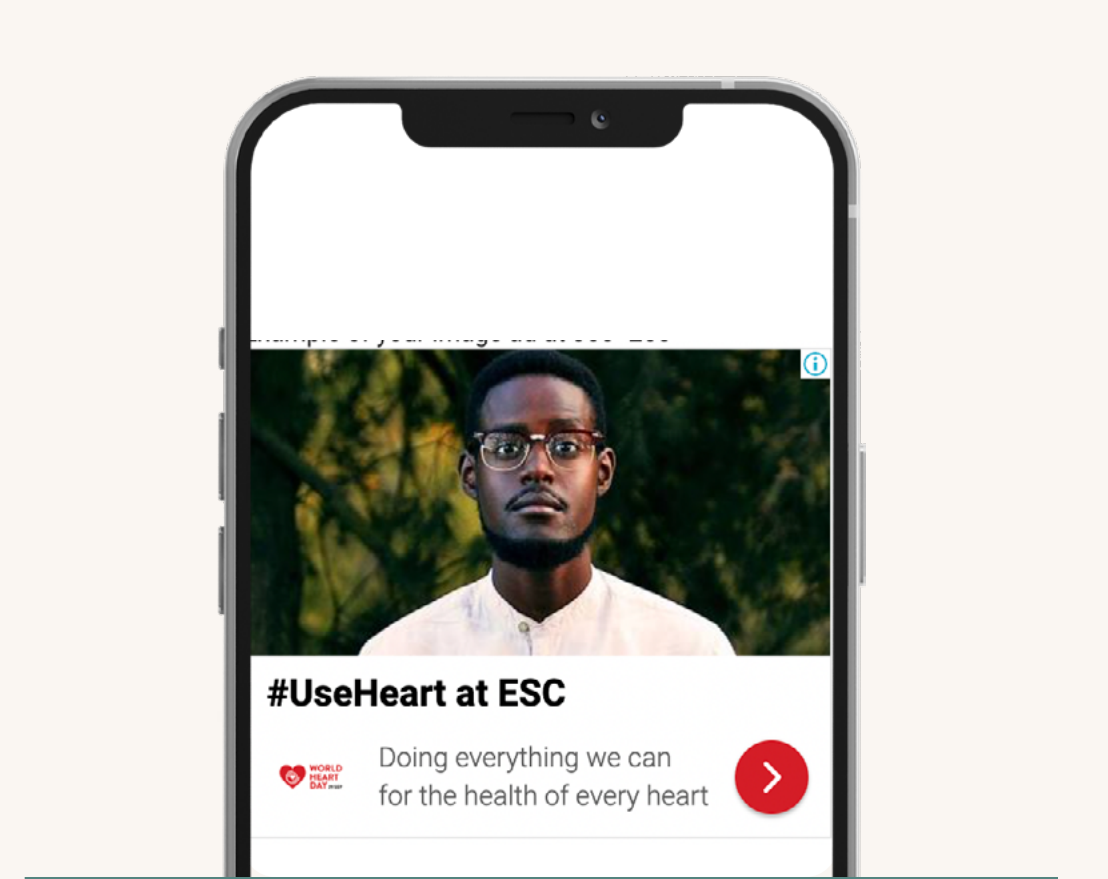
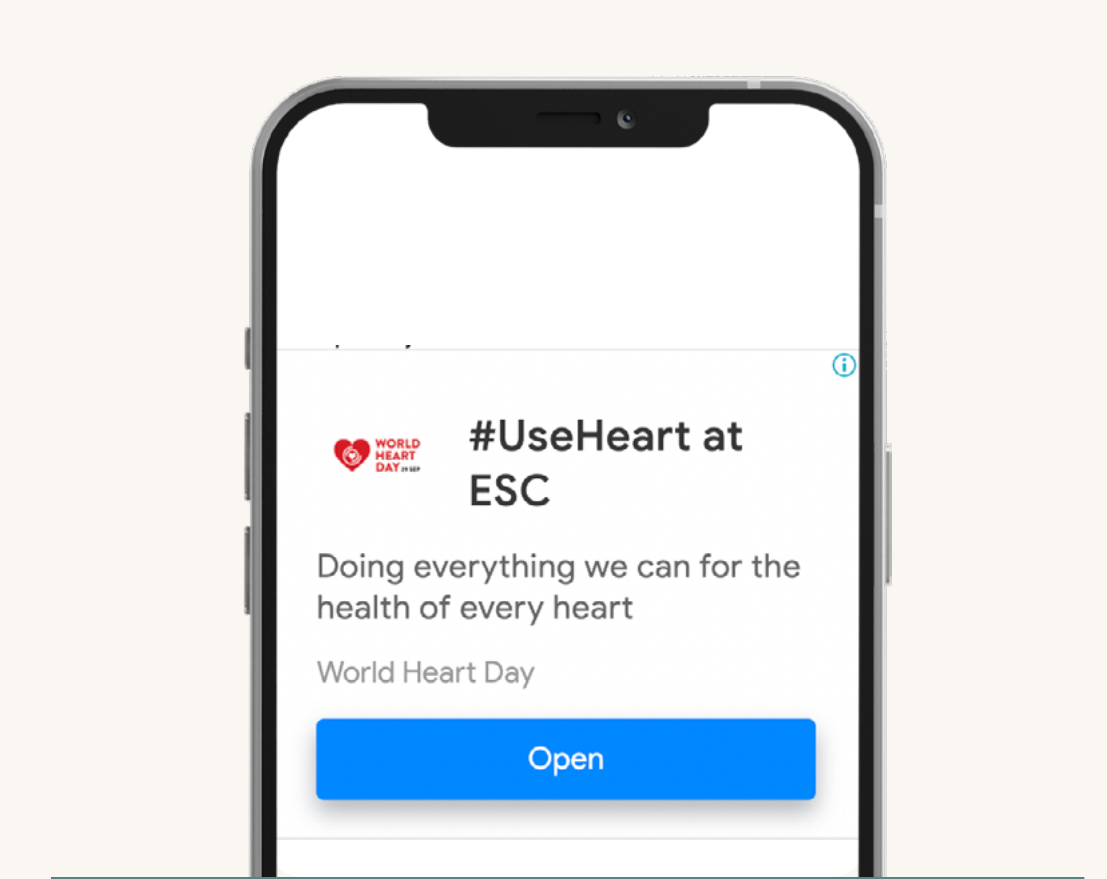
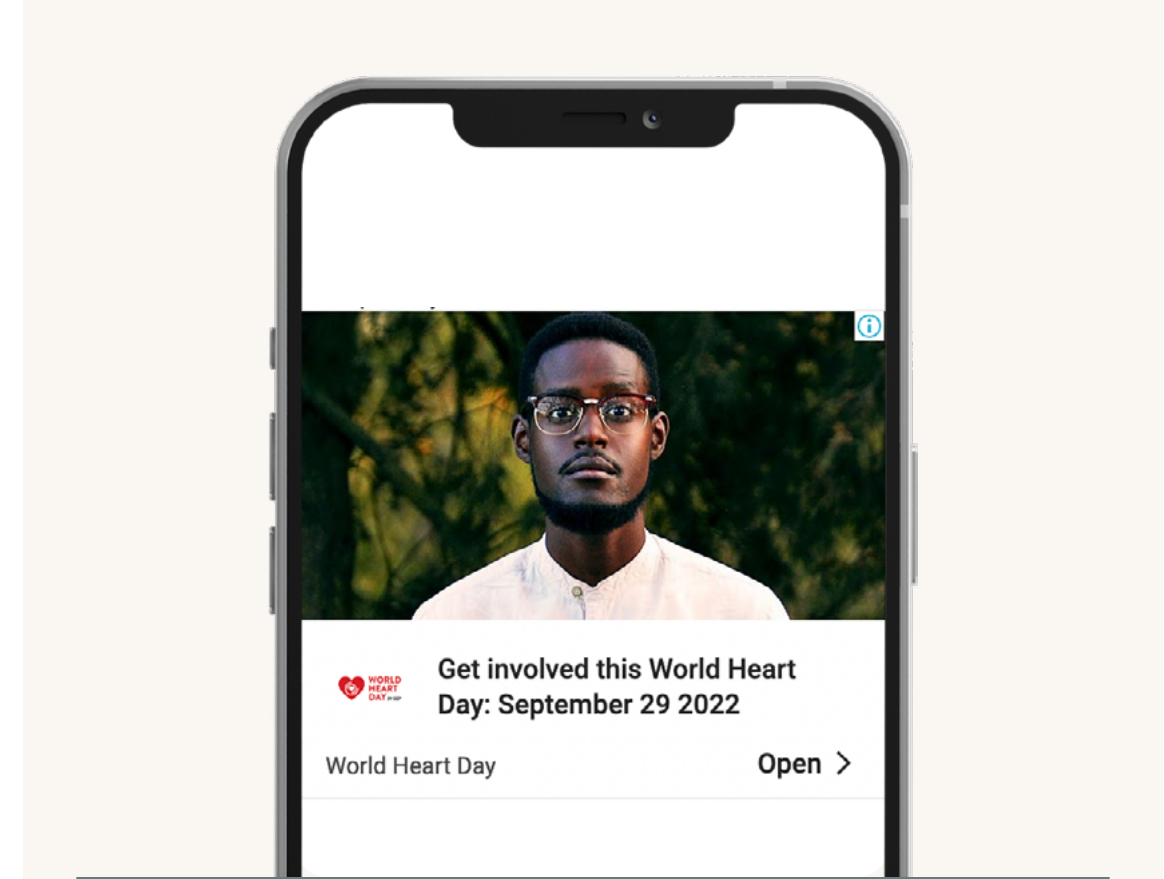


IMAGE AD

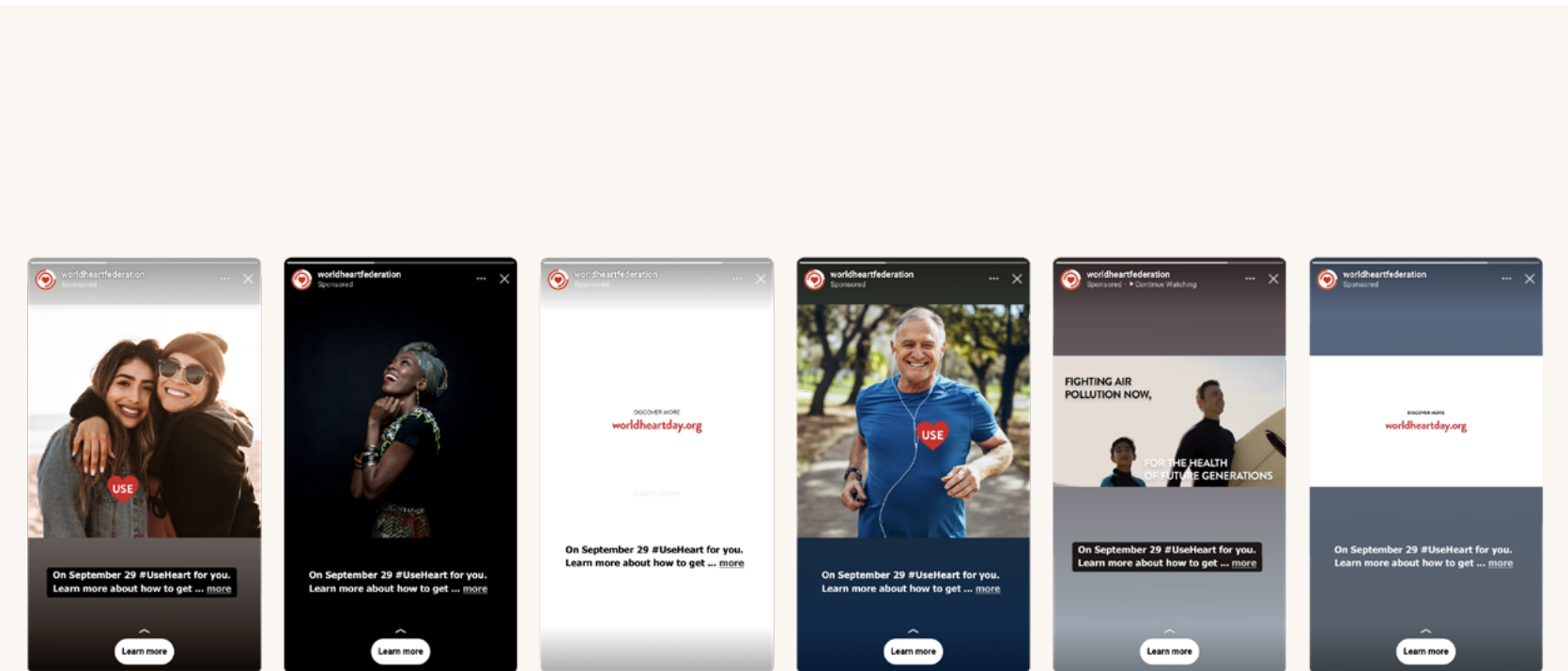


TEXT AD

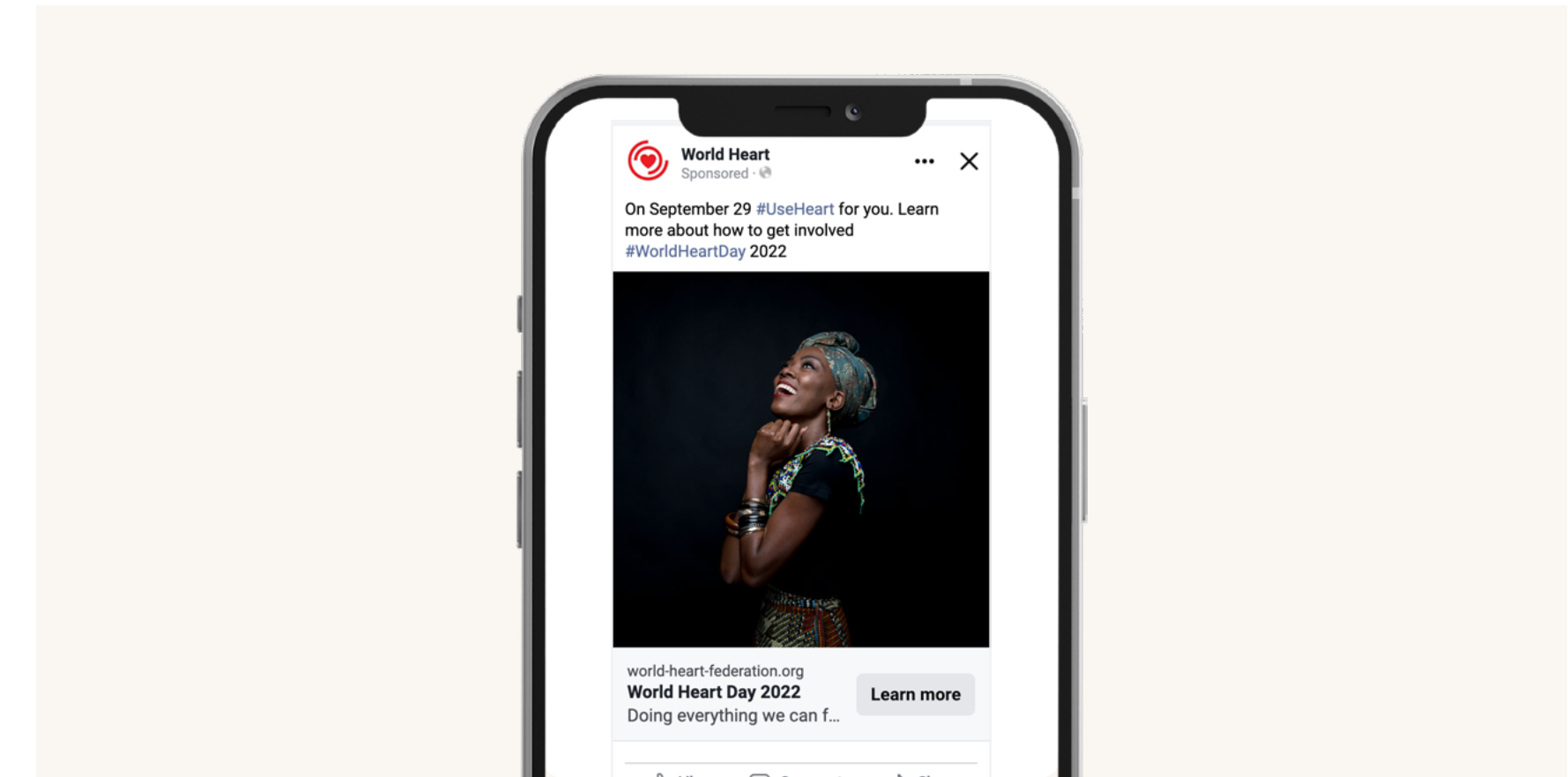


NATIVE AD

Meta Promo Ads
August 23–30
Impressions: **1,992,695**
Reach: **432,898**
Clicks: **922**
Cost: **901 CHF**
Target: **Barcelona**



INSTAGRAM STORIES



FACEBOOK AD

META

Awareness and Promo Posts August 17–September 29

Impressions: **3,828,140**

Reach: **1,264,623**

Clicks: **102,758**

Cost: **4,733 CHF**

Target: **worldwide**

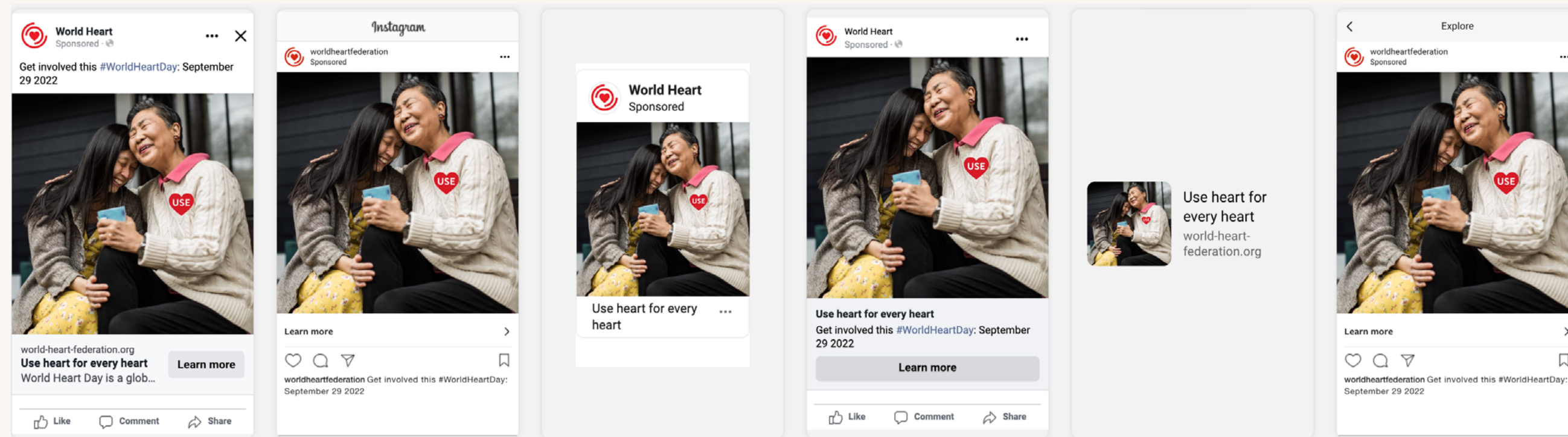
TWITTER

Awareness and Promo Posts August 17–September 29

Impressions: **2,066,593**

Cost: **3,000 CHF**

Target: **worldwide**



7.4 WHF VIDEO SEQUENCE ADS

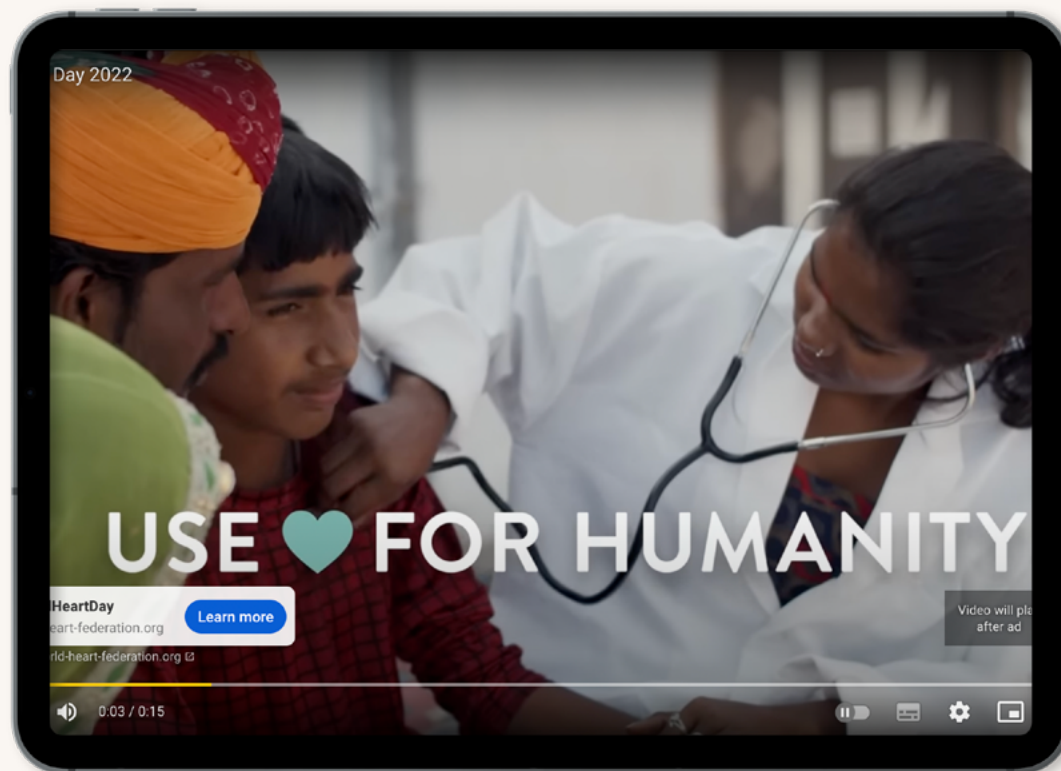
September 1-30
Impressions: **733,724**
Clicks: **1,340**
Conversions: **207,576**
Cost: **2,931 CHF**
Target: **worldwide**



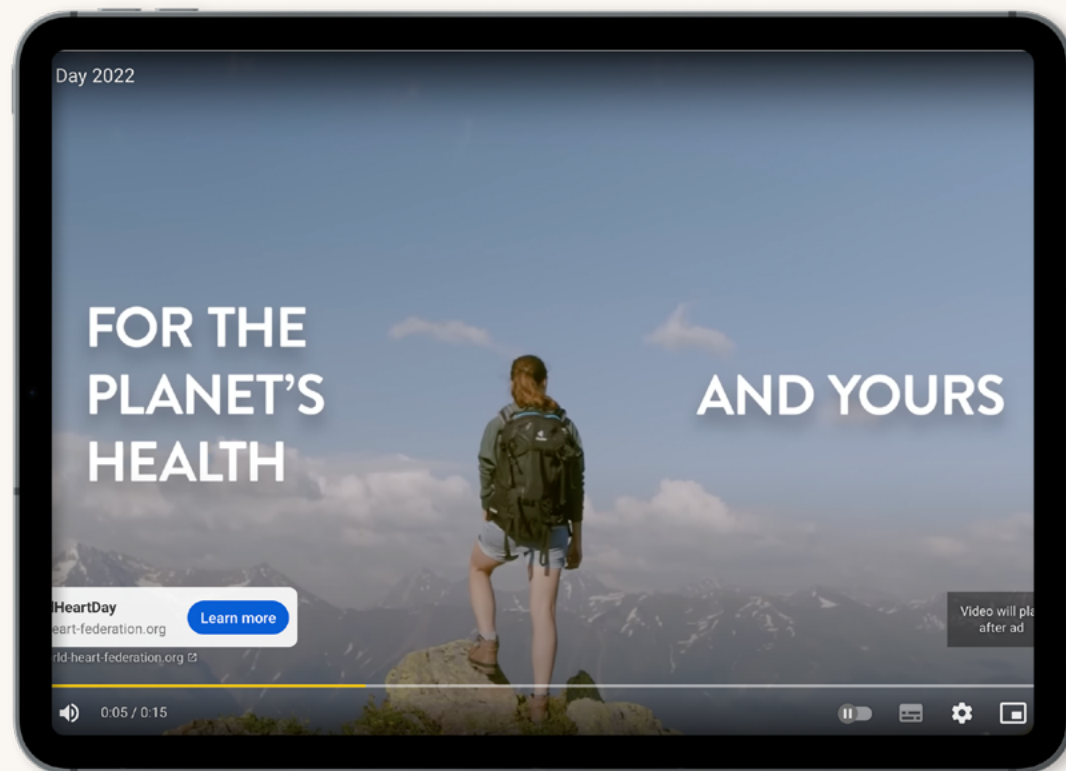
SEQUENCE 1
5-SECOND BUMPER AD



SEQUENCE 2
5-SECOND BUMPER AD



SEQUENCE 3
15-SECOND UNSKIPPABLE AD



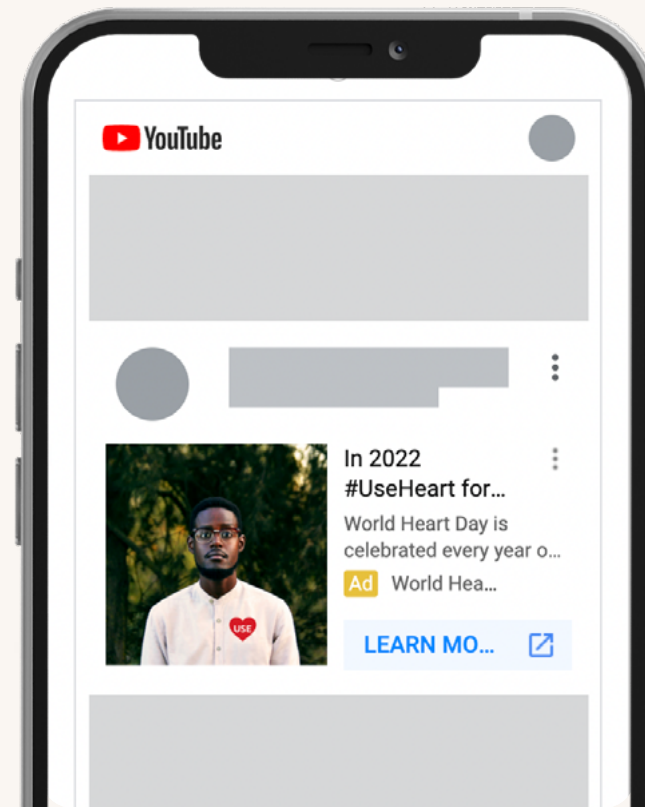
SEQUENCE 4
15-SECOND UNSKIPPABLE AD



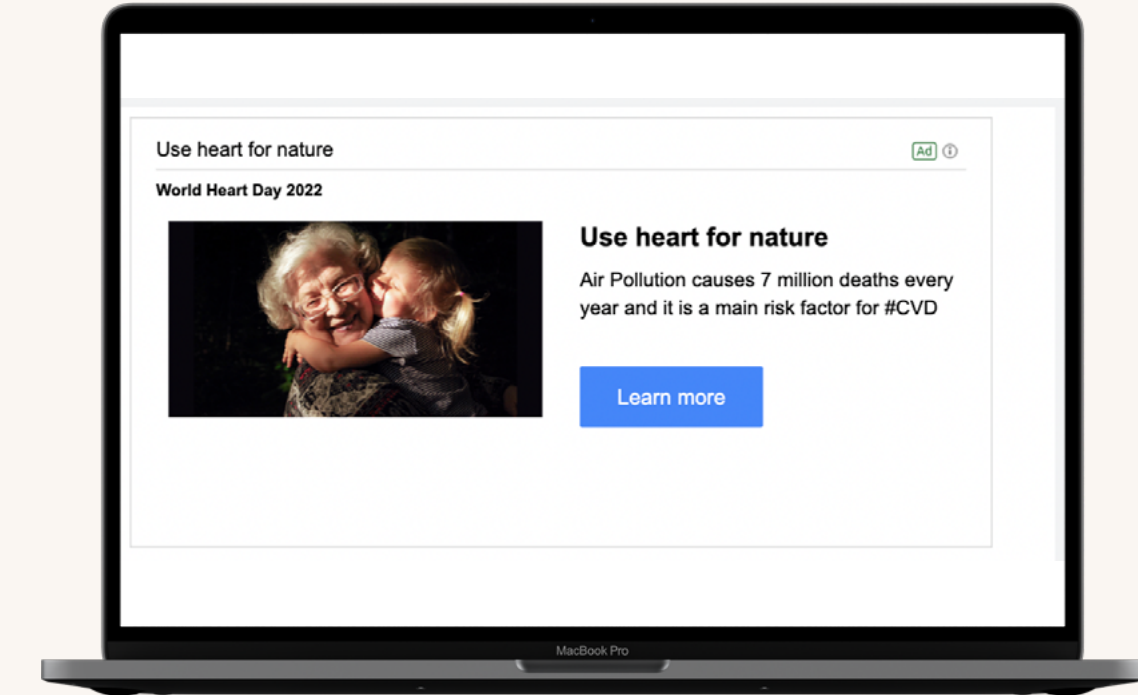
SEQUENCE 5
30-SECOND SKIPPABLE AD

7.5 GOOGLE PERFORMANCE MAX CAMPAIGN

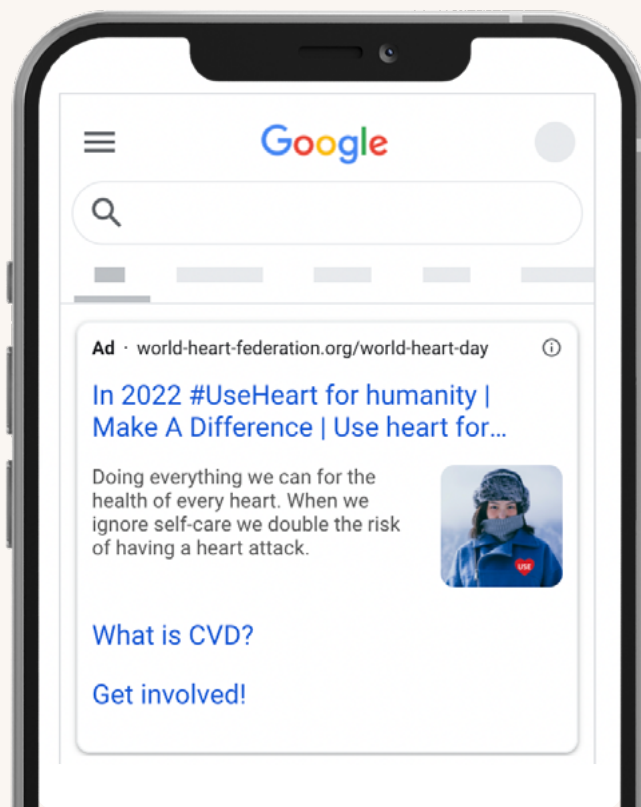
August 16–September 30
Impressions: **6,134,557**
Clicks: **214,117**
Cost: **13,509 CHF**
Target: **Philippines & Nigeria**



YOUTUBE



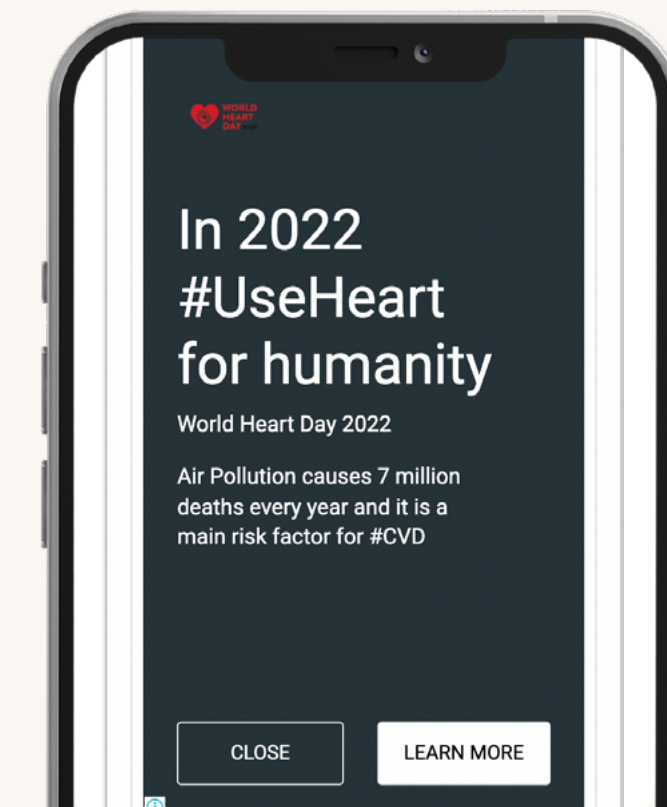
GMAIL



GOOGLE SEARCH



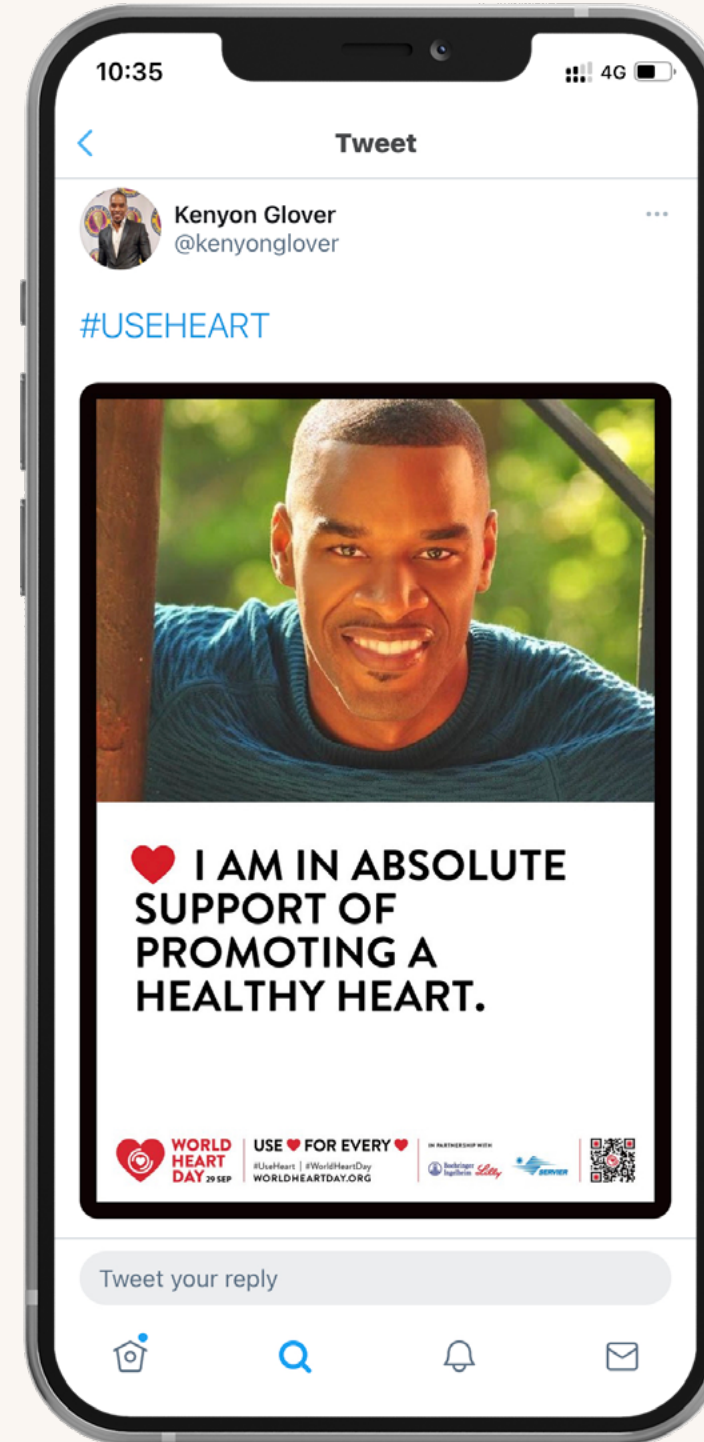
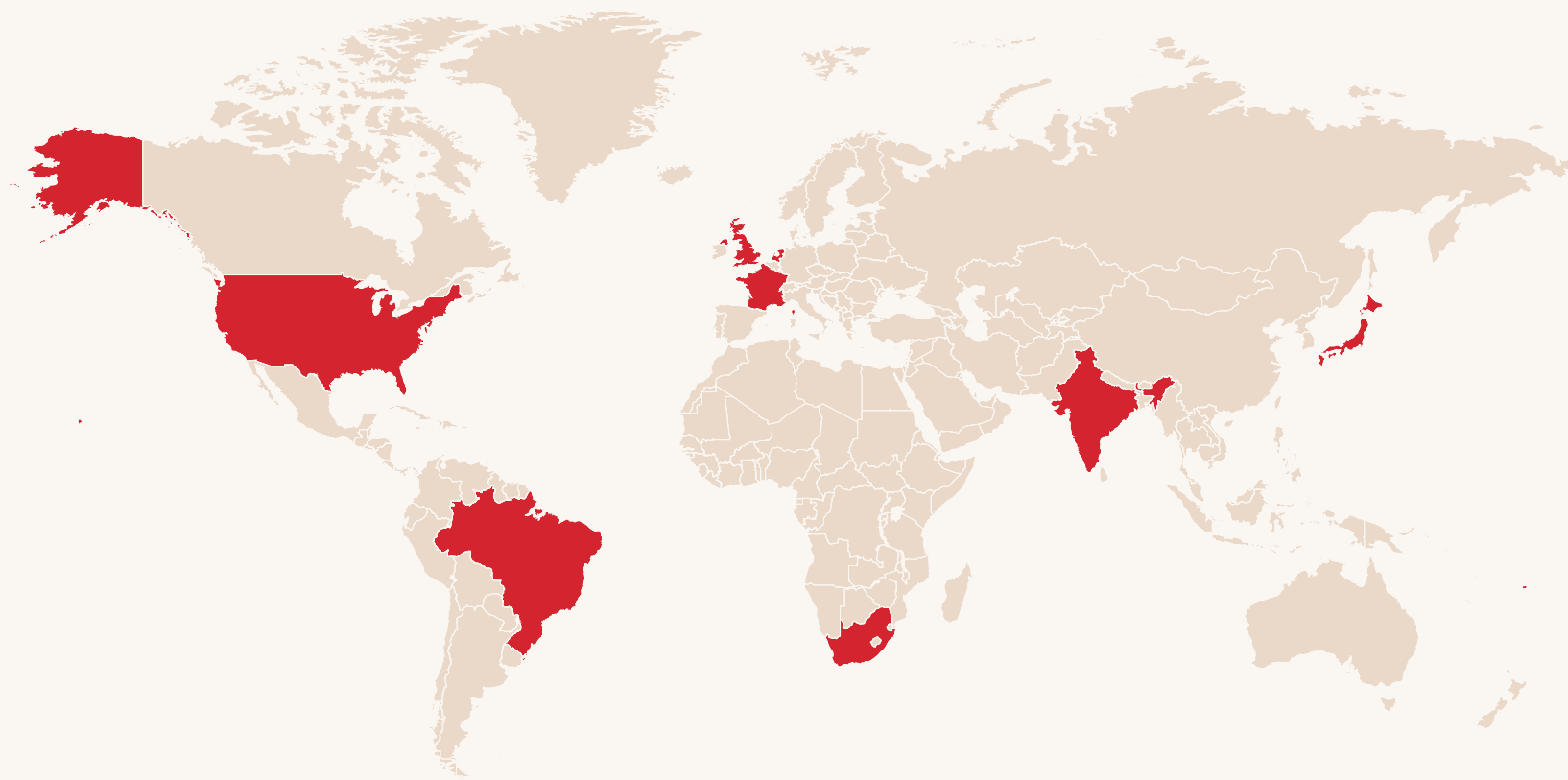
GOOGLE DISCOVERY FEED



GOOGLE DISPLAY

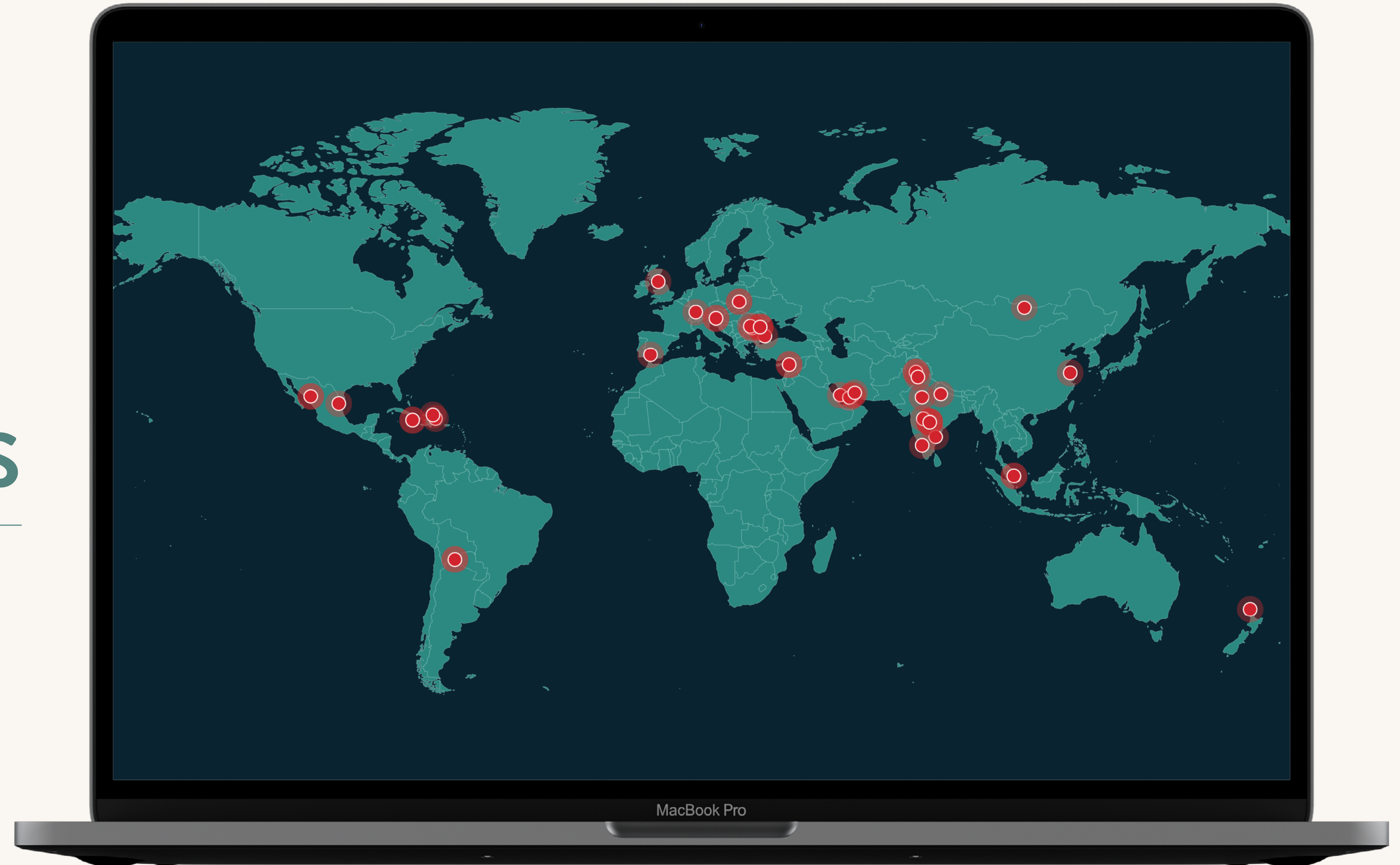
12

INFLUENCERS
IN 9 COUNTRIES
HELPED AMPLIFY
OUR MESSAGING
TO THEIR MILLIONS
OF FOLLOWERS



56
LANDMARKS

43 IN 2021



7.7 LANDMARK ILLUMINATIONS



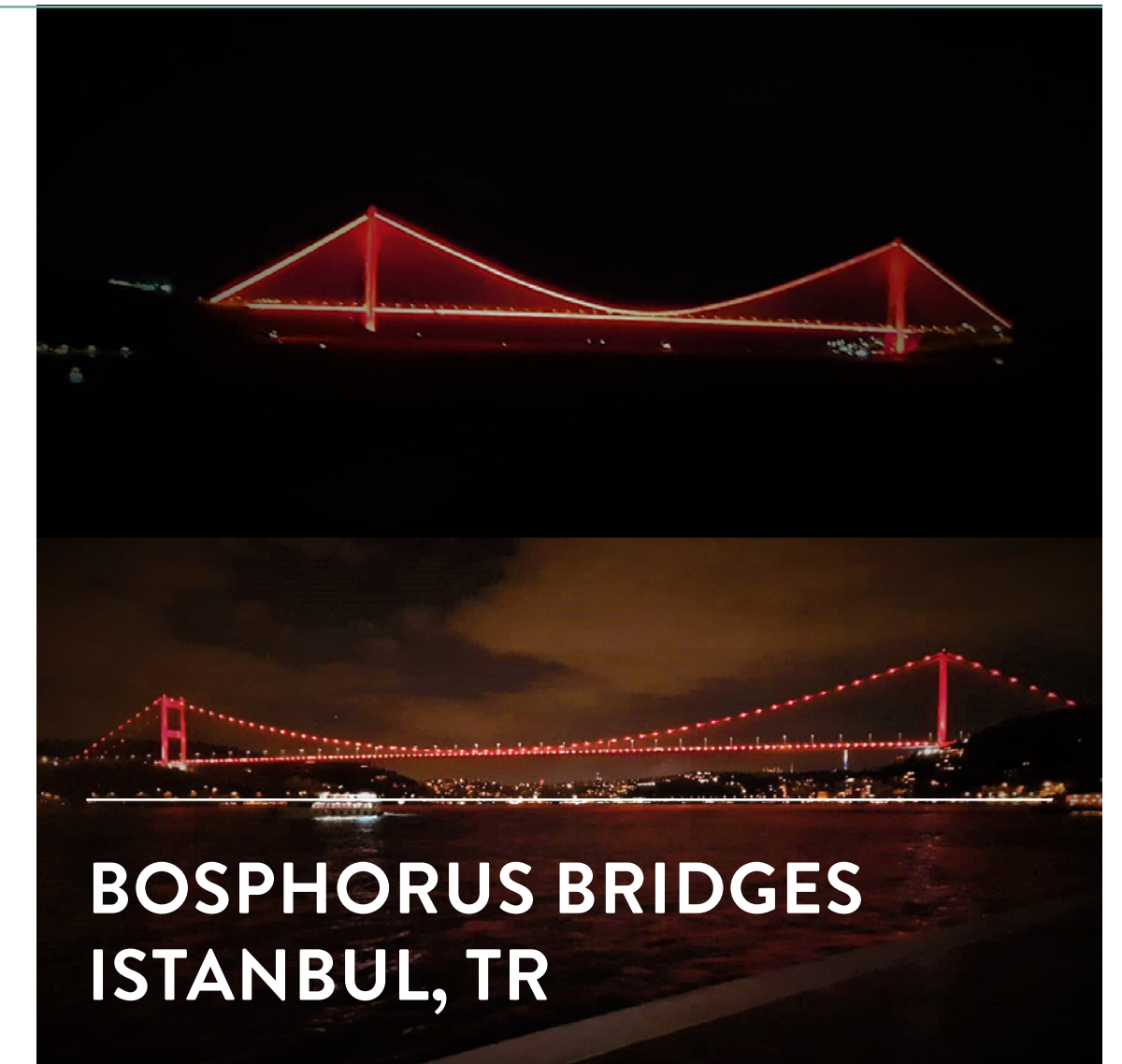
**JET D'EAU
GENEVA, CH**



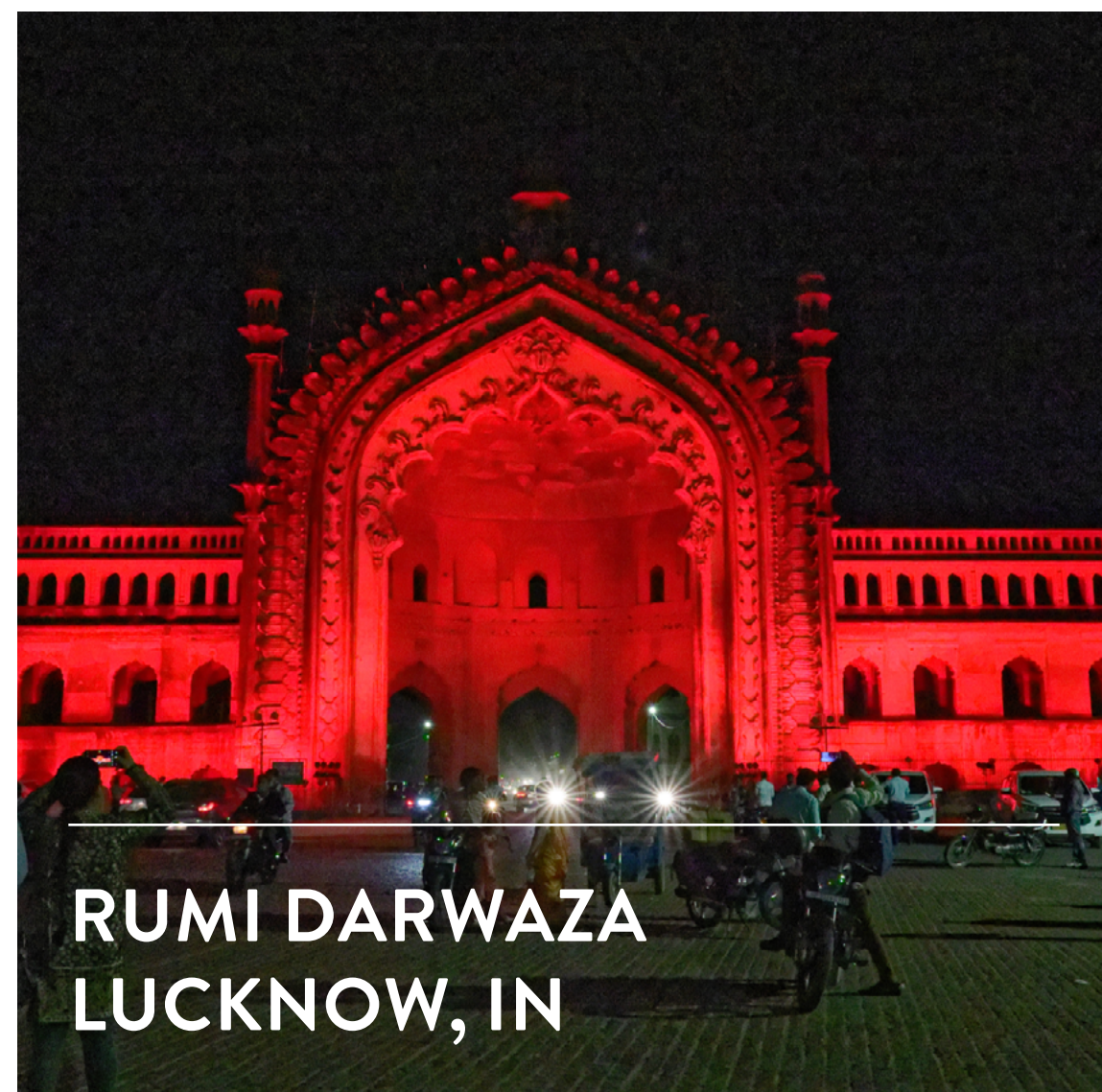
**ORIENTAL GATE
SUZHOU, CN**



**REDEMPTION SONG STATUE
KINGSTON, JM**



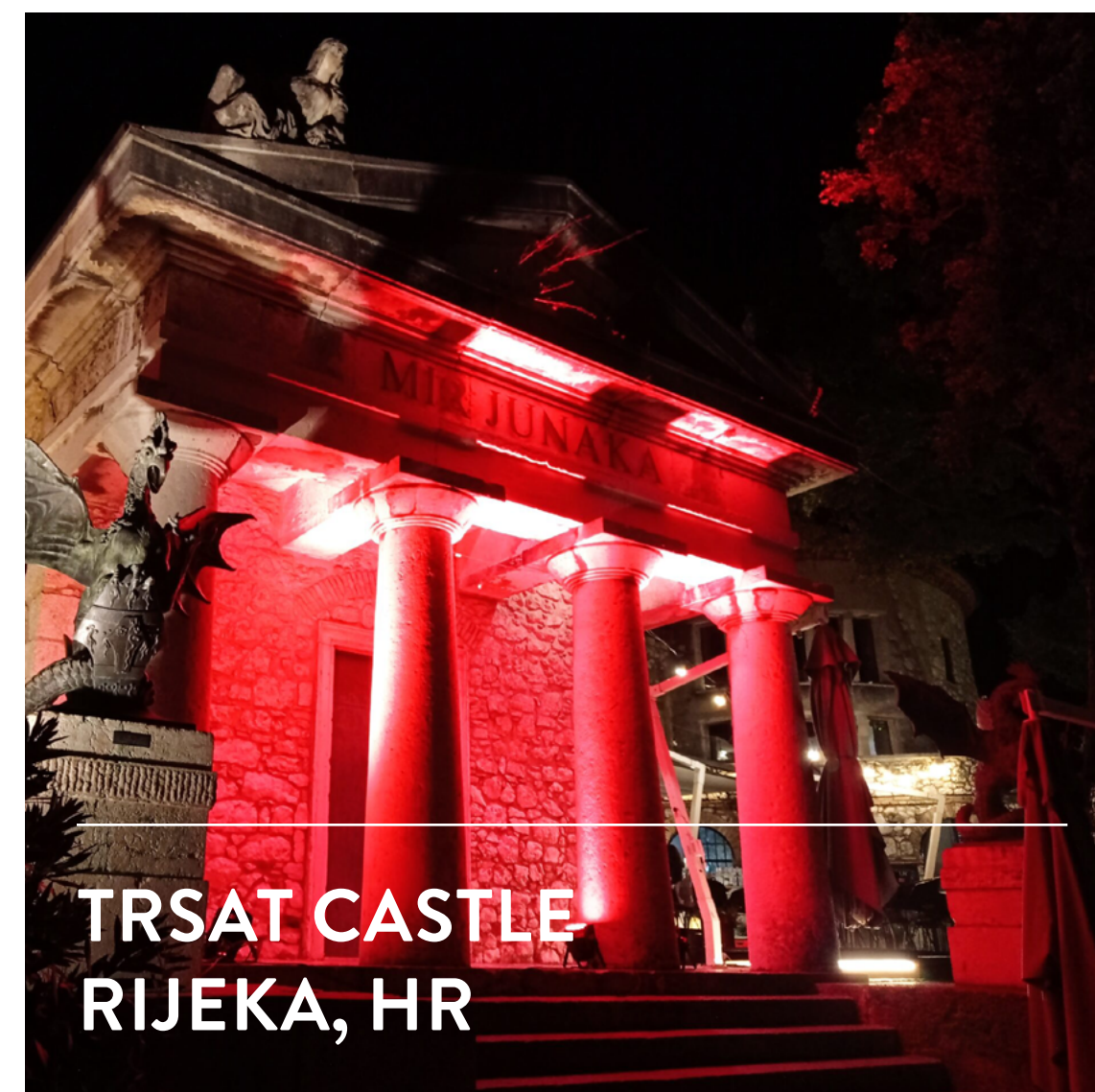
**BOSPHORUS BRIDGES
ISTANBUL, TR**



**RUMI DARWAZA
LUCKNOW, IN**



**BLACKPOOL TOWER
LIVERPOOL, GB**



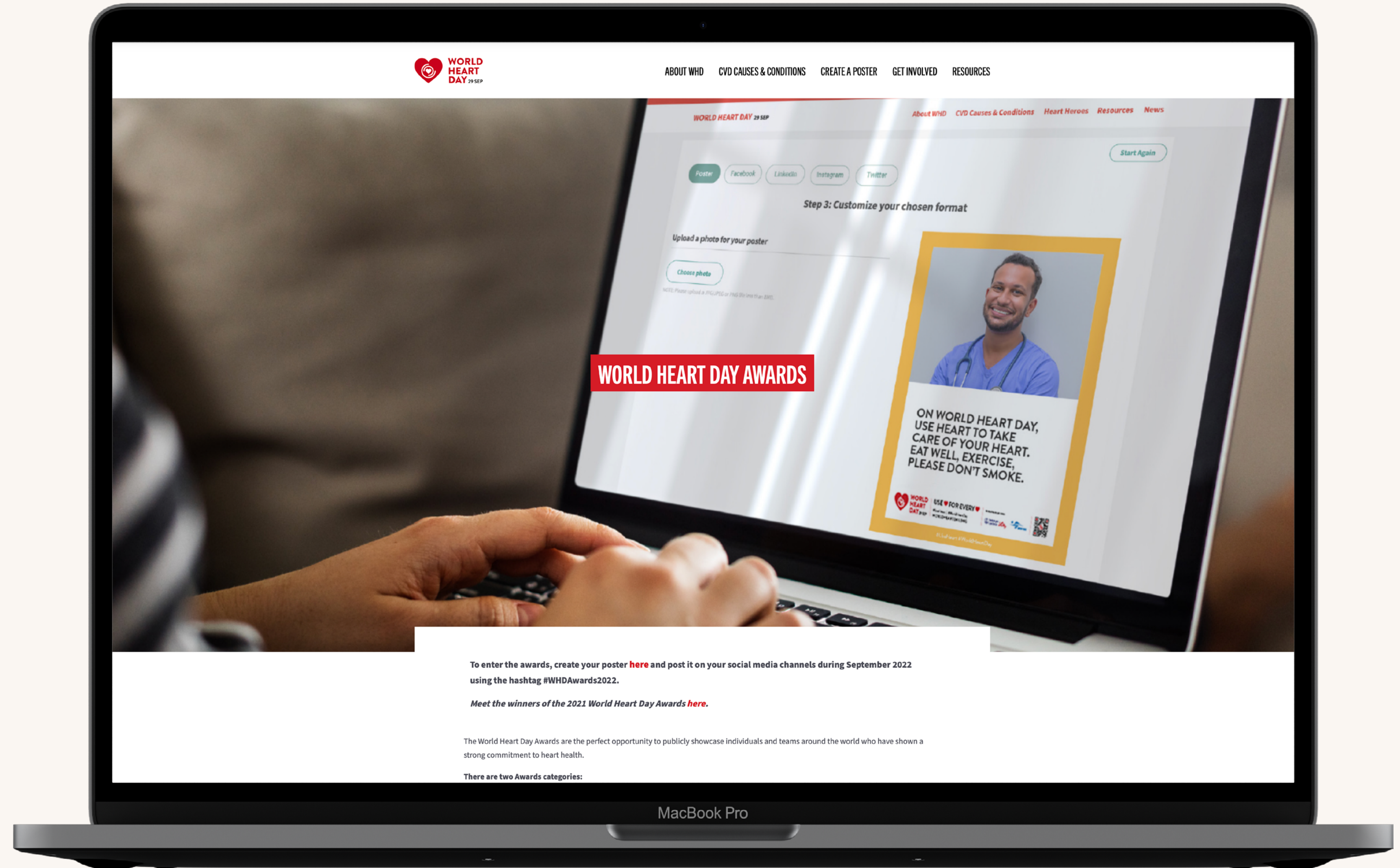
**TRSAT CASTLE
RIJEKA, HR**



**ANGEL OF INDEPENDENCE
MEXICO CITY, MX**

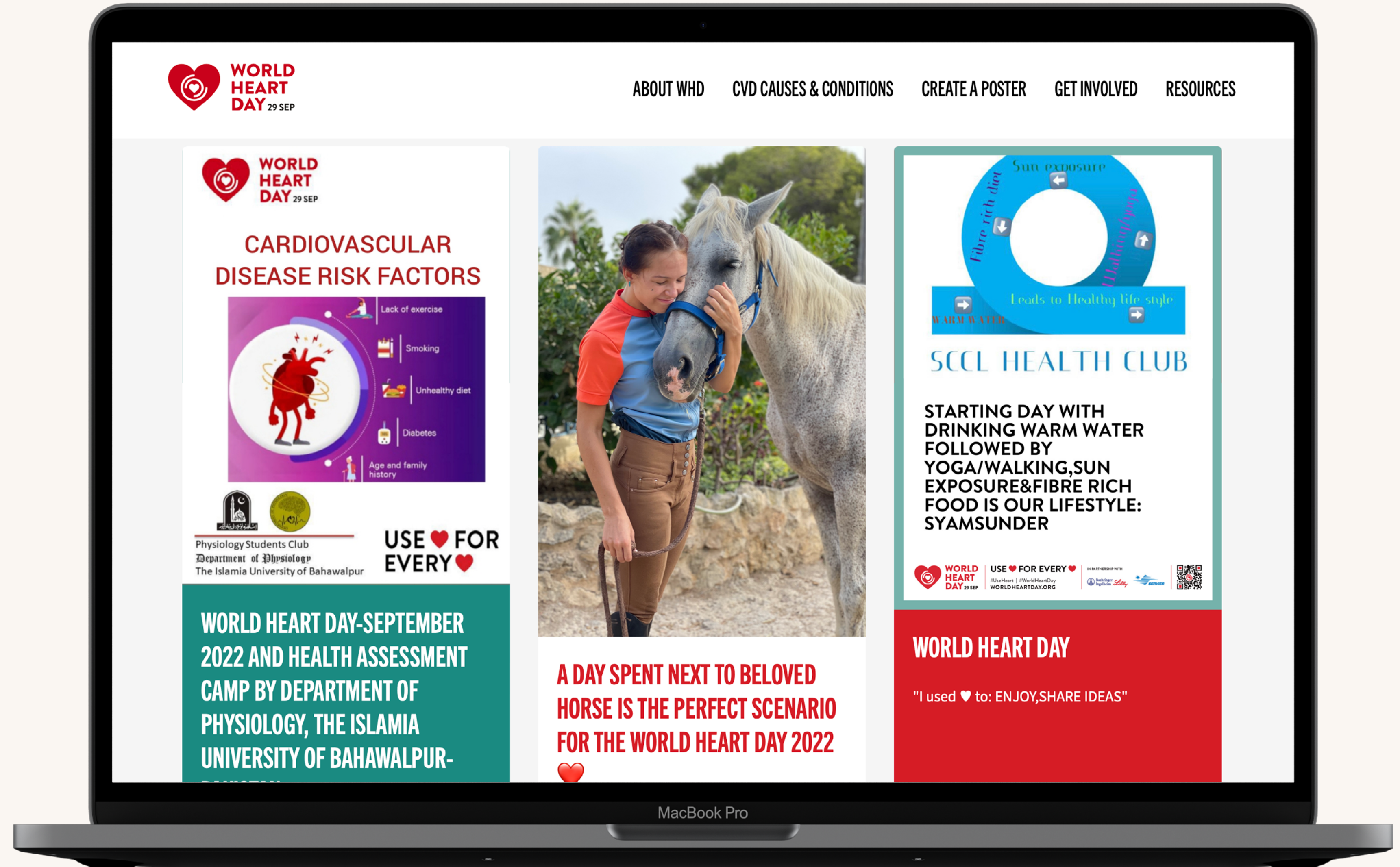
172

ENTRIES
WINNER TO BE
ANNOUNCED



41

STORIES
24 IN 2021



KEY LEARNINGS

PAID PROMOTION

Strategy was to drive people to the website to deepen engagement with the campaign. Traffic went up according to the strategy; however not enough people took action once they were on the site.

BIG IDEAS

Additional activations were highly effective:

- Vox pops
- Spotify
- Graffiti art

We expect these activations to grow in popularity.

CAMPAIGN THEME

#USEHEART goes from strength to strength. This year's very inclusive campaign with three pillars that spoke to every audience helped to drive engagement and reach across the board. While there were more posts using #WorldHeartDay, engagement was down.

SOCIAL TRENDS & BEHAVIOUR

Success of early online and offline activations, especially ESC congress, was highlighted by huge increase in organic performance on LinkedIn. Reaching broader audiences was not as easy, with both organic and paid content on social media has become increasingly difficult.

2023: TARGETING 4X THE VALUE

UNLOCK MORE VALUE

through the year-round potential and commercial value of #UseHeart

STIR UP MORE VALUE

to reach farther, wider and deeper

CREATE MORE VALUE

by making the campaign even more personal (and personalised)

ADD MORE VALUE

by always involving and showcasing members



**WORLD
HEART
DAY** 29 SEP

IN PARTNERSHIP WITH

