

CLIENT SPOTLIGHT

American Heart Association/American Stroke Association

PROJECT GOAL

Prevent secondary heart attacks.



BIG QUESTION

How do you persuade people who have had a heart attack to make lifestyle changes that will help them prevent another one?

PROJECT SCENARIO

The American Heart Association/American Stroke Association (AHA/ASA) works hard to help people build healthier lives, free of cardiovascular diseases and stroke. AHA turned to On The Marc Media for help to create a dynamic educational campaign to ensure heart attack survivors take five important steps to prevent a second heart attack. This inspired On The Marc media to create and conceptualize the theme: “Don’t wait for a second!”



CREATIVE JOURNEY

On The Marc Media used a three-step process to develop messaging, copy and visuals:

1. Reviewed AHA patient surveys and other research results showing that many heart attack victims don't do what they need to for their recovery.
2. Collaborated with AHA staff to identify evidence-based AHA-approved educational information and supporting brand features available to leverage for the campaign.
3. Developed a variety of deliverables intended to empower and educate patients.

KEY MESSAGES

In collaboration with AHA staff, On The Marc Media built messaging around five key actions we wanted heart attack survivors to take:

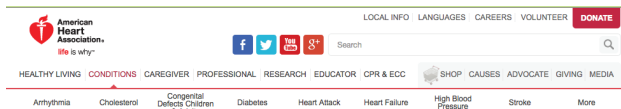
- Take your medicines
- Connect with your doctor
- Manage your risk factors
- Participate in cardiac rehab
- Get support



WHAT WE PRODUCED

Final deliverables included:

- Landing page on the AHA website (heart.org/heartattackrecovery)
- Paid assets including display ads and print ads
- Social media content and advertisements
- Infographic (“5 Ways to Lower Your Risk of a Second Heart Attack”)



Where were you when you had your first heart attack?

It's an experience you'll never forget — and one you never want to repeat. After your first heart attack, the risk of another is significant. **Within 5 years:**

15% of men and 22% of women 45 to 64 years of age will have another heart attack

22% of all people 65 years of age or older will have another heart attack

**Don't wait for a *second*:
make preventing another heart attack
your first priority.**

Click on the buttons below to learn about five actions you need to take to help your heart get and stay healthy.



Take Your Medicines

Learn more about how to manage your medicines.



Manage Your Risk Factors

Learn about risk factors and get healthy living tips.



Connect with Your Doctor

Follow-up with your doctor to keep your recovery on track.



Get Support

Connect with others going through similar experiences.



Participate in Cardiac Rehab

Partner with healthcare professionals to make changes to improve your health.

Our new tools and resources can help you manage your heart health.



Medication Tracker

Partnering in Your Treatment Guide

Heart Attack Discharge Worksheet

Cardiac Rehab Referral Card

Heart Attack Website

AstraZeneca is a proud sponsor of the American Heart Association's Guideline Transformation and Optimization initiative. 

Heart Attack: Don't Wait for a Second



5 Ways to Lower Your Risk of a SECOND Heart Attack

1

Take Your Medications

Take medications as your doctor prescribed. They help you avoid another heart attack. Forgetting to take a dose or get a refill can lead to big health problems.



2

Follow-Up With Your Doctor

Getting better means working together with your healthcare team. See your doctor within 6 weeks of your heart attack to help keep your recovery on track.



3

Participate in Cardiac Rehab

Cardiac rehabilitation improves your physical and emotional recovery by increasing your physical fitness, helping you adopt heart-healthy living, and addressing sources of stress.



4

Manage Risk Factors

Common risk factors include smoking, high cholesterol, high blood pressure and diabetes. Use medications and lifestyle changes to lower your risk of another heart attack.



5

Get Support

Sharing your journey to recovery with family, friends and other survivors can help reduce anxiety and loneliness.



Act now to prevent another heart attack. Visit heart.org/heartattackrecovery to learn more.

AstraZeneca is a proud sponsor of the American Heart Association's Guideline Transformation and Optimization initiative. 

WHY GAMBLE WITH YOUR HEART'S FUTURE?

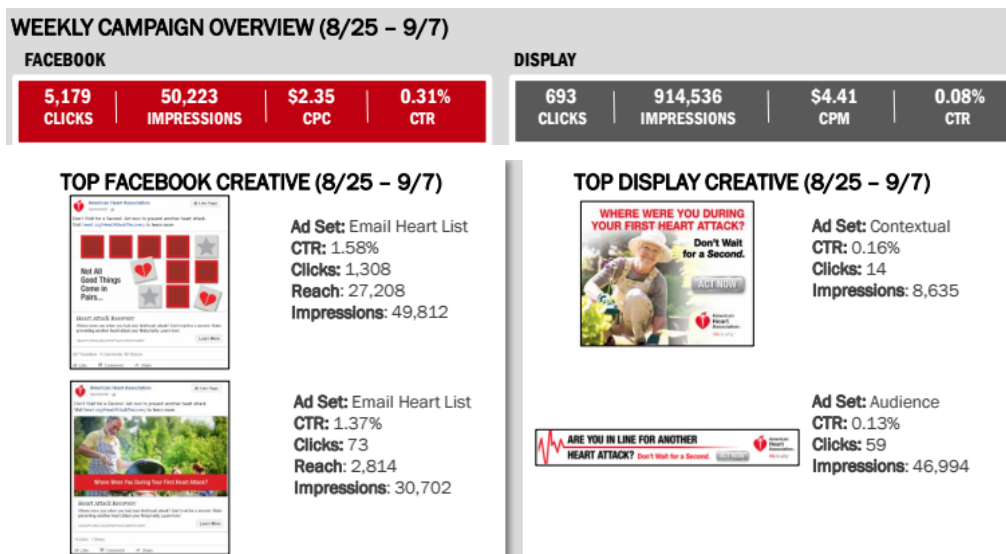


#DontWaitForASecond



RESULT

- AHA was extremely pleased, reporting that “the campaign has been performing well since launch, resulting in strong click and click-through-rate (CTR) numbers...to the website to-date.”
- OTMM-designed Facebook posts performed *four times better* than AHA’s typical posts.



LESSONS LEARNED

Get Educated: To understand how to best engage with heart attack victims, our team had to review and grasp research findings about the challenges and barriers—physical, emotional, societal—that complicated their recovery.

Keep Messages Simple: Our campaign had to provide survivors with practical and realistic steps that were presented and explained concisely and directly yet positively and empathetically.

Use the Right Channels: Given the demographics and lifestyles of AHA’s heart attack survivor audience, plus AHA’s budget parameters, we leveraged heart.org and Facebook for maximum message exposure.