



the agency plus, l.p.
4930 south congress ave
suite c-307
austin, tx 78745

office: 512.383.1111
fax: 512.828.7032
email: info@theagencyplus.com
web: www.theagencyplus.com

the agency + american heart association

Mission: Lifeline
STEMI Patients Initiative Campaign
Creative Strategy Statement

November 12, 2010

key fact

- + STEMI patients do not recognize symptoms of a heart attack, are not aware of related risks, and therefore do not immediately call 911.

problem the advertising must solve

- + Considering high risk and growing number of cardiac related fatalities, and
- + Relatively low number of 911 calls received over past 10 years,

Convince the patient that calling 911 is the best choice for survival.

key consumer benefit

- + You will save a life if you call 911, immediately, when you or your loved one experiences a cardiac symptom.

target audience

- + Adults 18+, with a skew among African Americans & Hispanics.

promise

- + If you or someone you care for could be at STEMI risk, act now by calling 911.

support

- + STEMI is the most dangerous type of heart attack, and the least recognized by potential victims and their caregivers.
- + Most people have a 90-minute window to undergo treatment before it becomes deadly risks.
- + Not all STEMI symptoms are as obvious like chest pain. Some others are Pain or discomfort in jaw, neck, or back, Feeling weak, lightheaded, or faint, Shortness of breath. Failure to recognize symptoms and hesitation to seek medical attention can become a strong barrier to timely reperfusion.
- + Since there is not enough time for a STEMI patients from the time they recognize the symptoms to getting treatment in an efficient way, taking them to the hospital (because this hospital may not be equipped for the right treatment), or calling their doctor or a family member is not the first step to take.
- + Calling 911 for an EMS or an Ambulance can reduce transportation time and overcome “walk-in” patient hindrances. EMS can provide in transit care and warn the hospital to activate staff to prepare for treatment.
- + Studies show that people who drive themselves to the hospital have much longer door-to-balloon time than if they arrive by EMS. Hospitals close the communication gap with EMS.

mandatories

- + AHA, Mission: Lifeline logos
- + Website address (Recommend creating a website with the same URL as the campaign tagline, that becomes a central source for information, scheduling community events/discussion, etc.)
- + Based on the focus group findings consider:
 - Music, beat, catchy jingle
 - Humor
 - Animation
 - Simple, clear, to the point message
 - Call-to-Action
- + Concept must be adaptable and transferable to all media, including Broadcast, Outdoor, Print, Collateral, Digital/Web, Video, Audio.