

## Case Study

# Charity reaches those most at risk with national roadshow



### Testimonial

"This is a far-reaching campaign with extremely ambitious objectives. We want to reach right into the heart of at risk communities and catch people before they realise they have a problem. Choosing the right partner for such an important campaign was critical. EMS proved their credentials with the hugely successful pilot tour in 2008, and they have been an integral partner in developing the new campaign."

**Andrew Johnson, Project Manager, British Heart Foundation Roadshow**

### Campaign Objectives

The main objective of the national roadshow is to strategically target 'at risk' regions of the UK, which have a higher than average incidence of heart disease.

### Our Response

EMS designed a fully branded, eye-catching roadshow vehicle to provide a base for free lifestyle checks, conducted by trained BHF Heart Health Advisers in four screened-off consultation booths. EMS designed an on-board technology solution where visitors can register for an appointment using touch screens.

### Delivering the Campaign

- EMS fully manages the operation of the 2 year roadshow, the biggest ever face-to-face awareness raising campaign ever undertaken by BHF
- The 10.5m mobile exhibition vehicle includes: touch screen registration area, four consultation booths and a large waiting area for information display and video presentation
- EMS designed a bespoke touch screen patient management system to record data and lifestyle information to share electronically with BHF Heart Health Advisers for use during one-to-one consultations, and then transferred to the BHF head office for onward tracking

### At a glance...

#### Campaign

Heart Health Roadshow

#### Dates

2 years (3 months in each region)

#### Client

The British Heart Foundation

#### Locations

Operating 5 days a week visiting community events, retail parks, high streets and supermarkets

#### Vehicle

Enterprise

### Results - Region 1, 2 and 3

- Since its launch, the roadshow has visited three at risk regions in the UK (Newham, Bradford and Manchester) and entered its fourth region (Glasgow) in May 2010
- It engaged with a total of 35,057 people and delivered one-to-one heart health lifestyle checks to 15,008 of those
- 60% of visitors signed up for the charity's Heart Matters online information and support service

Targeted experiences, impeccably delivered