

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

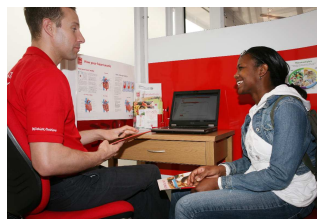
The main objective of the national roadshow is to strategically target 'at risk' regions of the UK, which have a higher than average incidence of heart disease. The tour aims to deliver heart health information and resources to over 35,000 people.

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 will fully manage the operation of the 43-week 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

Client

The British Heart Foundation

Vehicle

Enterprise

Dates

43-weeks (3 months in each region)

Locations

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

Results - Region 1 (Newham)

- The intensive 13 week campaign visited targeted locations and busy summer events throughout the London borough to reach those most at risk
- It engaged with a total of 9,500 people and delivered one-to-one heart health lifestyle checks to 4,900 of those
- Two thirds of visitors signed up for the charity's Heart Matters online information and support service

Targeted experiences, impeccably delivered