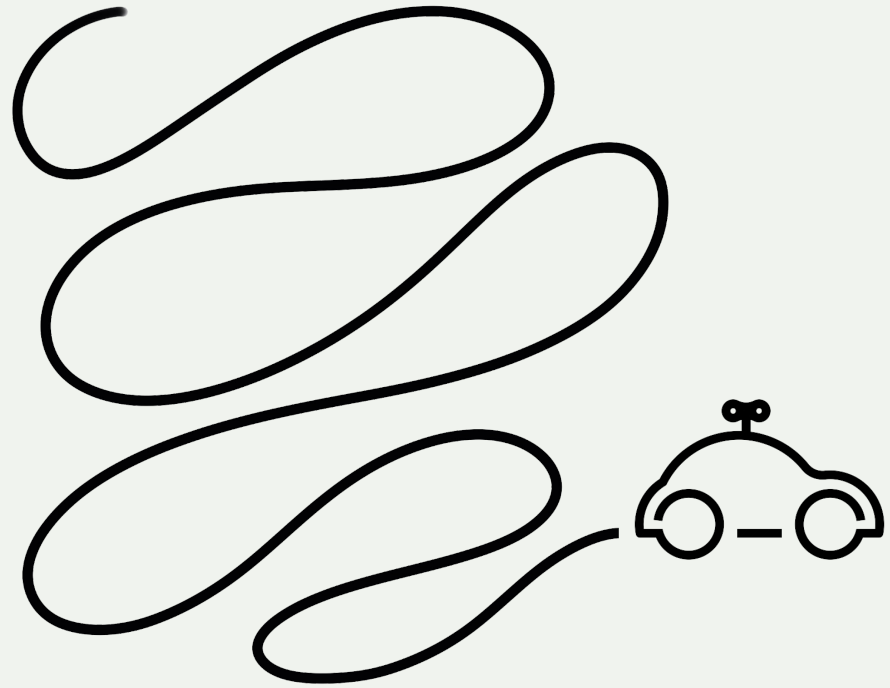




Alliance of Independent Agencies

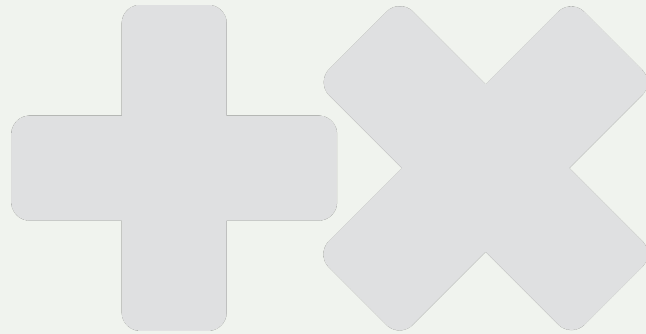
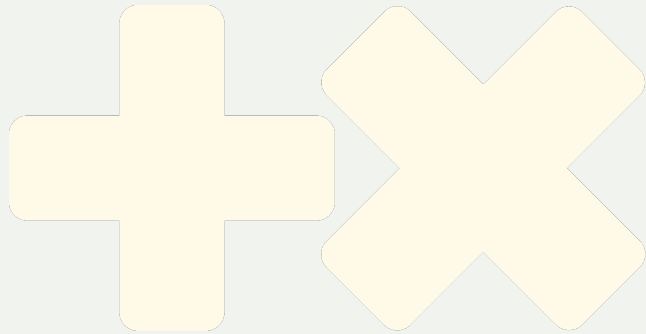
aaron jones

advocacy experiential | ad.x | +x





St Germain in Bloom w/ Wasserman Experience



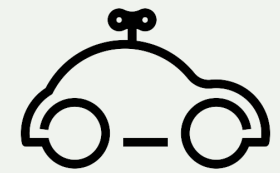
advocacy experiential | ad.x | +x
creating engaging experiences in the drinks industry

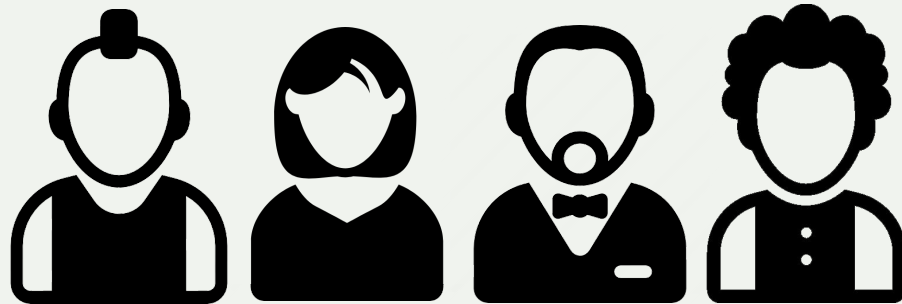


*creating engaging - online - experiences within the drinks industry
(and lush looking drinks)*

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what I learnt from AIA diploma





how the AIA helped me with my client services

how did I approach the set brief

*how did I approach the set
brief*



Pretend that you haven't read the brief...

What we want from you today

Millennial Giving - Objectives:

1. Share your feedback
2. Choose a 1 or 2 objectives
3. Help us identify based on the theme areas

1) W
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We want to bet

to find an

Brit
For

Hello MAAQ

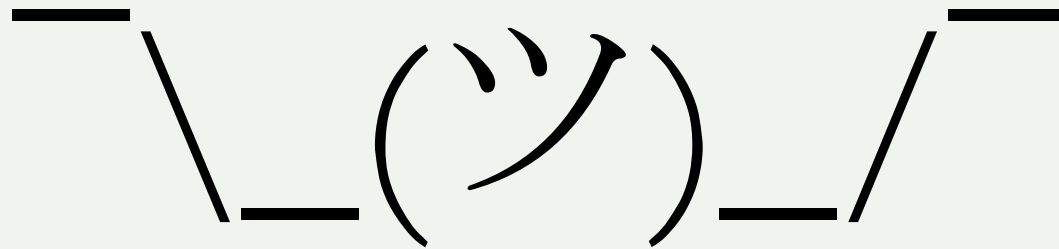
Thank you for helping us beat heartbreak

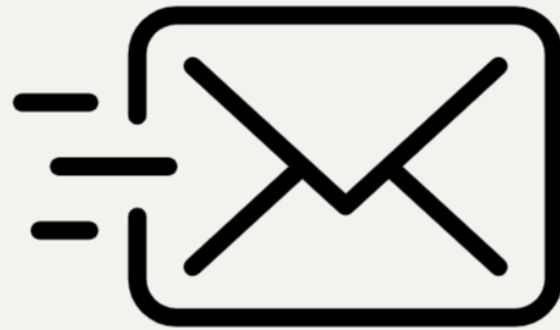
September 24th 2019

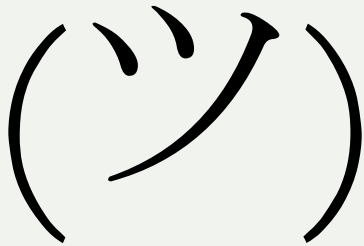
British Heart Foundation

the set brief and supporting docs

6 documents = 124 pages







BHF Millennial Engagement

The brief in brief:

Millennials are the second largest giving group in the UK, BHF must future-proof their commitments to life-saving research by increasing millennial engagement from the below personas:

1. Free + unattached
2. Struggling to stabilise
3. Starting to stabilise*

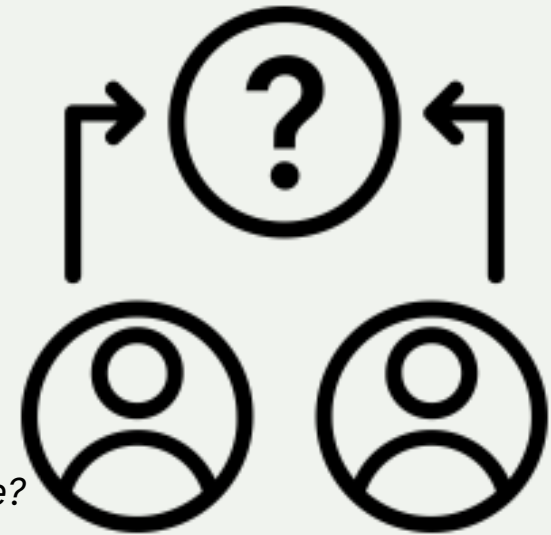
Scope out opportunities to increase awareness, engagement, and activity but also consider the long term ambition of eventual monetisation.

* Specific personas outlined in following slides

how did I approach the set brief



is there a common challenge that we can solve for both the client and their target audience?






BHF's vision is
a world free from the fear of heart and circulatory diseases
so we can
beat heartbreak forever



objective overview



UNDERSTANDING THE TARGET AUDIENCE


WH
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Common Attributes

- enjoys escapism
- health conscious
- seeks social connection
- tech/app savvy
- active with interests

Why this specific audience?

- Very low awareness of BHF and their work.
- Little to no previous engagement with the charity.
- All been impacted by the effects of poor heart health or CVD.



target audience



Why Connection?

RESPONSE PROPOSITION

Create a brand strategy that targets our specific segmentations of millennials and their desire for impactful, compassionate, conscious, social connection while encouraging discussions around heart health, the hearts connection to the body, and the British Heart Foundation.

This will achieve:
 long-term brand advocacy, drive engagement, and encourage donations.



response overview



Where can we connect with our target audience where connection is always front of mind?

intro



British Heart Foundation unlocking connection at British Music Festivals

headline proposal

Festival Digital Connection Case Study: Data Demand at Glastonbury Festival


In 10 years Glastonbury has seen mobile data demand increase by 54,445%

Glastonbury has a major partnership with EE however this is still a major problem for smaller festivals.

Lack of mobile connection is commonplace throughout UK festivals. The main challenge being coverage not capacity, given the tight geometric space people are packed into.

This is a problem for our target audience and their desire for impactful, compassionate, conscious, social connection

Source: <https://www.wired.co.uk/article/glastonbury-data-usage-5g>



DATA USE
2010 = 0.11 TB
2013 = 12.3 TB
2017 = 54.2 TB
2019 = 60+ TB

10TB = 100 million selfies

Source: UK Festival Awards Market Report 2018

selecting a festival

47% of festival goers fit within our target demographic

Source: UK Festival Awards Market Report 2018

Millennials: Fueling the Experience Economy." Eventbrite. n.p., n.d. Web. 08 May 2017

rather than CONSUMER GOODS

reasoning and insight



Activation Outline

What we will do:

- Connect with our target audience where connection is always front of mind.
- Show our target audience the importance of unlocking the connections between heart and circulatory diseases and their risk factors and highlight the life saving work BHF do.
- Collect data to encourage future engagement and drive donation.

activation outline

Full Gold Festival Experience Mock Up - Day

We understand
the importance of



connection

free



zone

Did you
know?



14%
of coronary heart
disease patients
have had a stroke

13%
of coronary heart
disease patients are
living with
heart failure

26%
of coronary heart
disease patients
have diabetes



recharge

here



British Heart
Foundation

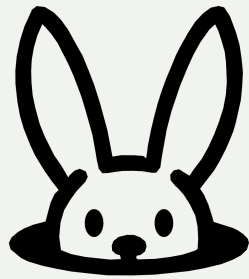
British Heart Foundation – Unlocking Connection at British Music Festivals

To encourage discussion about BHF and their work unlocking the connections between the heart and other circulatory diseases this experiential marketing campaign would include:

1. An **engaging interactive augmented reality** experience with facility to **record and share** this in exchange for participant data.
2. A **free wifi zone** where guests can easily connect with others.
3. Engaging **brand messaging** highlighting the importance of unlocking the **connections between the heart and circulatory diseases**.
4. A station where festival guests can **purchase their branded BHF USB charging devices** and drop empty chargers in for a recharge
5. Audience opt in **data capture** when accessing either sharable AR feature, free wifi, or USB recharging



Full Gold Festival Experience
Mock Up - Evening





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