

---

OBERLAND

254 Canal St, Ste 5000  
New York, NY 10013  
[www.thisisoberland.com](http://www.thisisoberland.com)

---

AGENCY CONTACT

Kelby Schmidt, Account Director  
[kelby@thisisoberland.com](mailto:kelby@thisisoberland.com)  
512.971.4096

---

World Stroke Organization  
Prevention Campaign  
20 May 2019

# WSO PREVENTION CAMPAIGN

# STRATEGY

<b>INSIGHT</b>	A misconception exists that strokes happen to people that don't take care of themselves or who "look" like they would have a stroke.
<b>STRATEGY</b>	<b>Strokes do not discriminate.</b>
<b>THEORY OF CHANGE</b>	If we can inform our audience that strokes can happen anytime, anywhere, and to anyone we can drive awareness and then take action, and inevitably reduce stroke incidence around the world.
<b>WHAT DO WE WANT PEOPLE TO DO</b>	<p><b>Year 1 - Education &amp; Awareness</b> Realize that they too can be a victim of a stroke, even though they may not be the "stereotypical victim." Motivate them to learn about the risk factors (that go beyond obesity and high blood pressure) and how they can work to prevent a stroke.</p> <p><b>Year 2 - Drive Action</b> Encourage specific actions (exercise, diet, blood pressure checks) and motivate people to share their stories about what they did to prevent their risk of stroke. We can also drive people to specific resources and connect them to a network of nutritionists, personal trainers, therapists, and more.</p>



# THE BIG IDEA

---

## THE IDEA

# Insight

One in four people are at risk of stroke.

# Idea

Don't Be the One.

# GENERIC TAXI & DINER ADS

## HEADLINE:

1 in 4 diners could have a stroke.

## BODY:

A stroke can happen to anyone, anywhere. However, with the right steps you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

## CTA:

When it comes to stroke, #DontBeTheOne.



**1 in 4 diners could have a stroke.**

A stroke can happen to anyone, anywhere. However with the right steps, you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

When it comes to stroke, #DontBeTheOne.



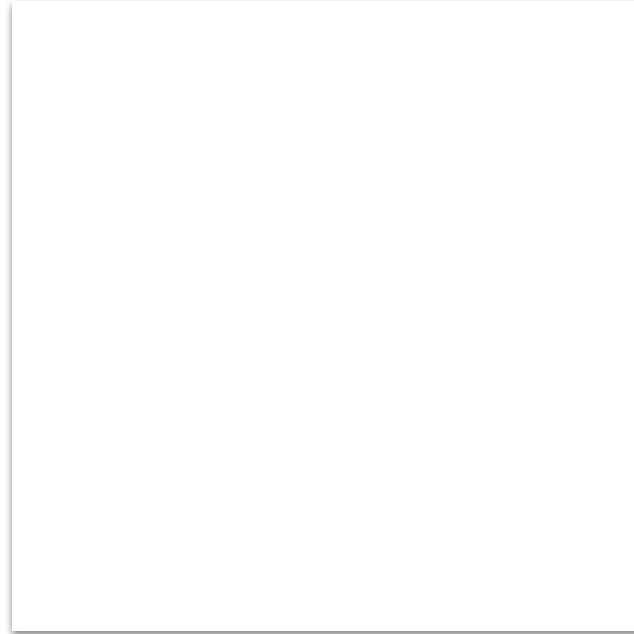
**1 in 4 riders could have a stroke.**

A stroke can happen to anyone, anywhere. However with the right steps, you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

When it comes to stroke, #DontBeTheOne.

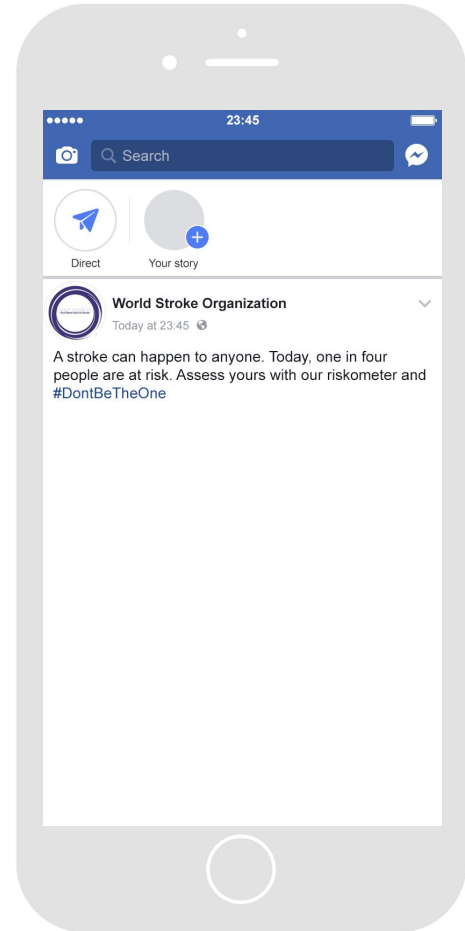


# SOCIAL - GIF



## SOCIAL COPY:

A stroke can happen to anyone. Today, one in four people are at risk. Assess yours with our riskometer and #DontBeTheOne.

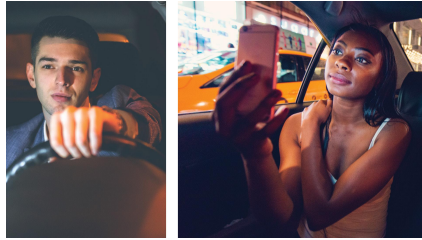




# SOCIAL - VIDEO IDEA (cont next page)



Night time, commuting hour. Man driving home.



Transition example - new person's "slice" slides in.



Woman in back of moving cab.



Woman riding bus.



One of us isn't coming home.

**VO: One of us isn't coming home.**  
Woman in back of ambulance.



1 in 4 people are at risk of stroke.

**VO: 1 in 4 people are at risk of stroke.**  
Ambulance rushing through city.



But with exercise, a better diet, and decreased stress, you can reduce yours.

**VO: But with exercise, a better diet, and decreased stress, you can reduce yours.**



Because when it comes to stroke, **#DontBeTheOne**

**VO: Because when it comes to stroke, Don't Be the One**

## SOCIAL - VIDEO IDEA (cont)



All four commuters load in slices.



One commuter's slice pushes outward, showing her going on her way in good health.



END SLIDE



# REGION SPECIFIC - CHINA

## HEADLINE:

1 in 4 riders could have a stroke.

## BODY:

A stroke can happen to anyone, anywhere. However, with the right steps you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

## CTA:

When it comes to stroke, #DontBeTheOne.



## 1 in 4 riders could have a stroke.

A stroke can happen to anyone, anywhere. However with the right steps, you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

When it comes to stroke, #DontBeTheOne.



# REGION SPECIFIC - INDIA

## HEADLINE:

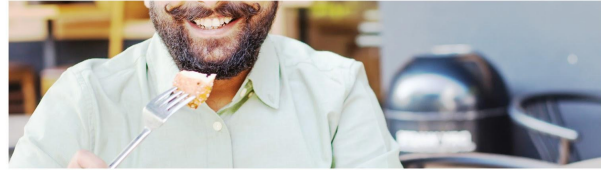
1 in 4 diners could have a stroke.

## BODY:

A stroke can happen to anyone, anywhere. However, with the right steps you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

## CTA:

When it comes to stroke, #DontBeTheOne.



**1 in 4 diners could have a stroke.**

A stroke can happen to anyone, anywhere. However with the right steps, you can lower your risk. Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

When it comes to stroke, #DontBeTheOne.





## When it comes to stroke, don't be the one.

**One of us won't taste as much anymore.** One in four people are at risk of stroke, which can cause long term sensory damage. However, with a better diet, decreased stress, and more exercise, you can lower your risk.

Learn more at [worldstrokecampaign.org](http://worldstrokecampaign.org)

**Stroke Action**



World Stroke  
Organization

**THANK  
YOU**