



WORLD STROKE DAY ^{29TH} OCT

Activation Toolkit

Contents

1

Introduction

About World Stroke Day	1.1
The goals for World Stroke Day 2021	1.2

2

The Big Idea for World Stroke Campaign 2021-22

Save Minutes, Save Lives Campaign 2021-22	2.1
World Stroke Day: October 29 2021	2.2

3

Creative Showcase

Creative Showcase	3.1
Social Media Materials	3.2

4

Make the Campaign Yours

Adapt it to your market	4.1
Image Bank	4.2
Better together	4.3

1.1 About World Stroke Day

World Stroke Day 2020 by numbers



55

Events in

31

countries



4835

Toolkit downloads



97,990

Visits to the campaign website on World Stroke Day



5.1 million

estimated social media campaign reach



5.06 million

Twitter reach



111.8K

Facebook reach



109.5K

Global online video views



189

WSD news release post views

1.2 The goals for World Stroke Day 2021

Campaign Objective	Goals	Metrics
Raise awareness of the signs of stroke and the importance of saving #Precioustime.	Reach the maximum number of people	<ul style="list-style-type: none">•Reach on social media•Potential reach of press release•Reach of hashtag #Precioustime
	Make the message engaging	<ul style="list-style-type: none">•Social media engagement (Likes, Reactions, Comments)•Social Media Followers (across accounts)
	Speak with one voice as the stroke community	<ul style="list-style-type: none">•% Member Participation•Number of material downloads

2


Big Idea for World Stroke Campaign 2021

2.1

Save Minutes,
Save Lives
Campaign
2021-22

2.2

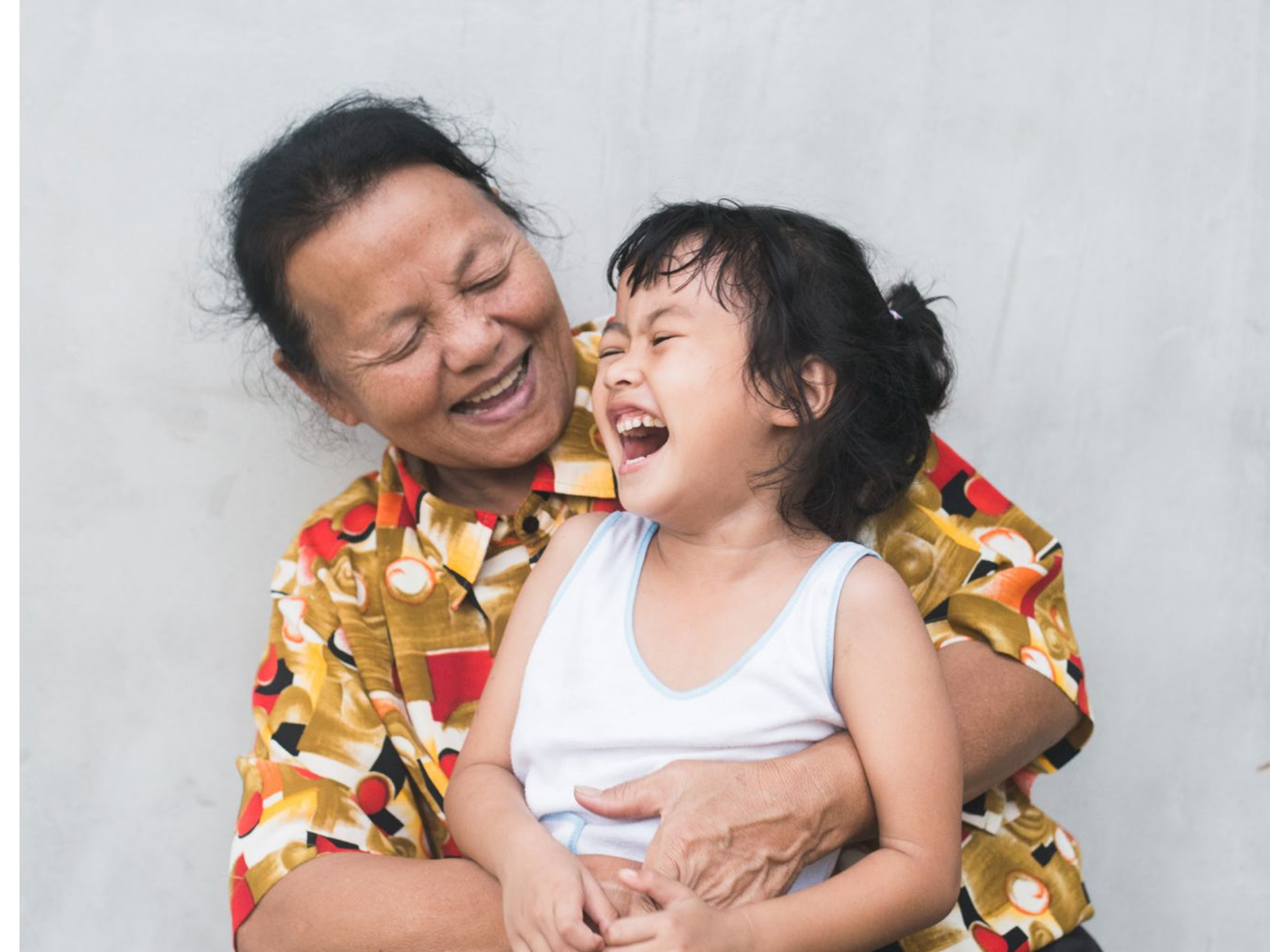
World Stroke Day:
October 29 2021

A decorative graphic consisting of a cluster of small blue squares on the left, with a trail of squares extending towards the right, fading out.

#Precioustime the concept

When somebody has a stroke, every second that goes by is crucial. As brain tissue and millions of neurons begin to fade away, time could not be more precious.

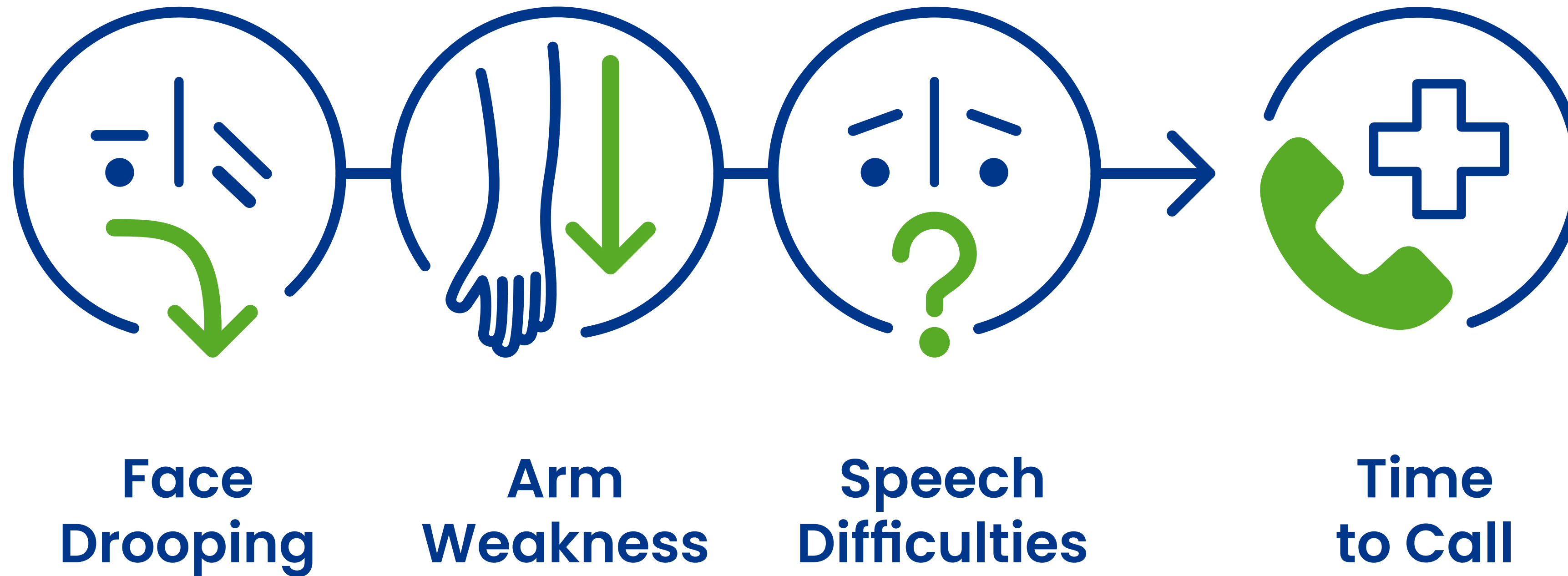
The Precious Time campaign aims to raise awareness about stroke symptoms and the benefits of acting FAST in the aftermath of a stroke. We want to communicate what can be saved: a life, but also independence, quality of life and precious memories.



This is a two-year campaign aimed at raising general public awareness on stroke symptoms and the importance of acting FAST when you spot them.

This toolkit give you the opportunity to bring the campaign to life through: a global poster campaign, updated FAST icons, social media posts and PR messaging.

2.1 A new iconography for FAST



A lot of people will engage with the WSD campaign on a mobile screen.
We have developed symbols that are easy to spot and understand in that context –
small in size and fighting for attention.
They are simple, genderless and without ethnicity, yet human and urgent.

2.1 Key visuals



Emotional hook



Call to action



Symptom spotting

2.1 Key visuals: emotional hook

Alternative headers

Minutes can
save memories

Minutes can
save mobility

Minutes can
save speech

Minutes can save
independence

Sign-off

Minutes can save lives



Learn the signs,
Say it's a Stroke
Save **#Precioustime**

For more information:
www.worldstrokecampaign.org



Face
Drooping



Arm
Weakness



Speech
Difficulties



Time
to Call



World Stroke
Organization

co-branding
Placeholder

Logo and
co-branding logo

2.1 Key visuals: call to action

Call to action

Learn the signs
of a Stroke
save #Precioustime



Minutes can
save lives

For more information:
www.worldstrokecampaign.org

Face
Drooping

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2.1 Key visuals: symptom spotting

Header

Stroke

- Face**
One side of the face is drooping
- Arm**
Arm weakness, the person cannot raise their arms
- Speech**
Difficulty speaking, slurred speech
- Time**
to call an ambulance and say it's a stroke

Focus on the symptoms

Sign-off

Learn the signs,
Say it's a Stroke
Save #Precioustime

co-branding Placeholder



World Stroke Organization

For more information: www.worldstrokecampaign.org

Logo and co-branding logo

2.1 The Power of Saving #Precioustime

**Minutes can
save lives**



**Minutes can
save lives**



2.1 The Power of Saving #Precioustime

**Minutes can
save memories**



**Minutes can
save memories**



2.1 The Power of Saving #Precioustime

**Minutes can
save mobility**



**Minutes can
save mobility**



2.1 The Power of Saving #Precioustime



2.1 The Power of Saving #Precioustime

Minutes can
save independence



Minutes can
save independence



2.1 Icon Animation



2.1 World Stroke Day: Campaign Launch Video



2.1 The Power of Saving #Precioustime



2.2 Brand Identity for World Stroke Day 2021

In 2021, World Stroke Day will raise awareness of the symptoms of a stroke, educating people on the effects, and highlighting the need to “save #Precioustime”.

The letter O surrounded by fragments represents what happens when someone has a stroke: the damage to the brain tissue and the loss of what that tissue holds – memories, reasoning, language, emotions.

The use of green communicates the brand as well as the positive message that acting FAST can have a major impact on a stroke survivor’s recovery.

This fragmented effect will be used throughout the campaign’s creative assets.

**WORLD
STROKE
DAY 29TH
OCT**

**WORLD
STROKE
DAY 29TH
OCT**

2.2 Influencers

This year, the face of our global campaign will be four-time Olympic Gold medalist and former world record breaker, Michael Johnson. In 2019, the once-fastest man in the world had a stroke, proving that it can happen to anyone.



Harnessing the global appeal of our ambassador can bring much exposure and success to this year's campaign. So let's spread his message, FAST!

- Engaging local influencers will be equally important to create a meaningful and urgent connection with your community.
- To encourage public figures and celebrities in the stroke community to take part on the campaign, there are a number of options:
 - Reach out to them directly via social media or direct message
 - Contact their agent or publicist
 - Ask your network to approach their contacts

2.2 Webinar Panel Event: World Stroke Day

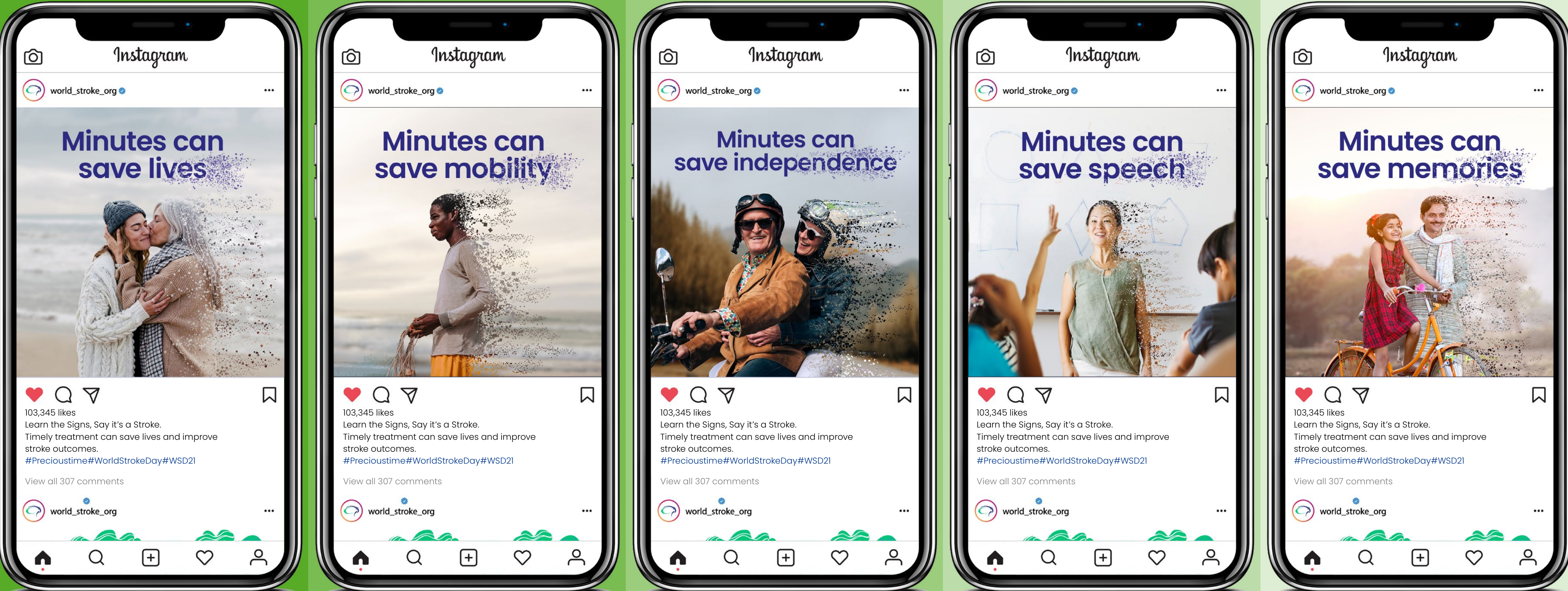
- This year we will host a promoted, moderated live panel event on the topic of access to urgent care in stroke
- We are very proud to announce that **world-renowned Olympic athlete Michael Johnson** will join the panel to talk about his own experience of stroke
- Other panel members from the global stroke community will be announced in due course

GET INVOLVED, IF YOU CAN:

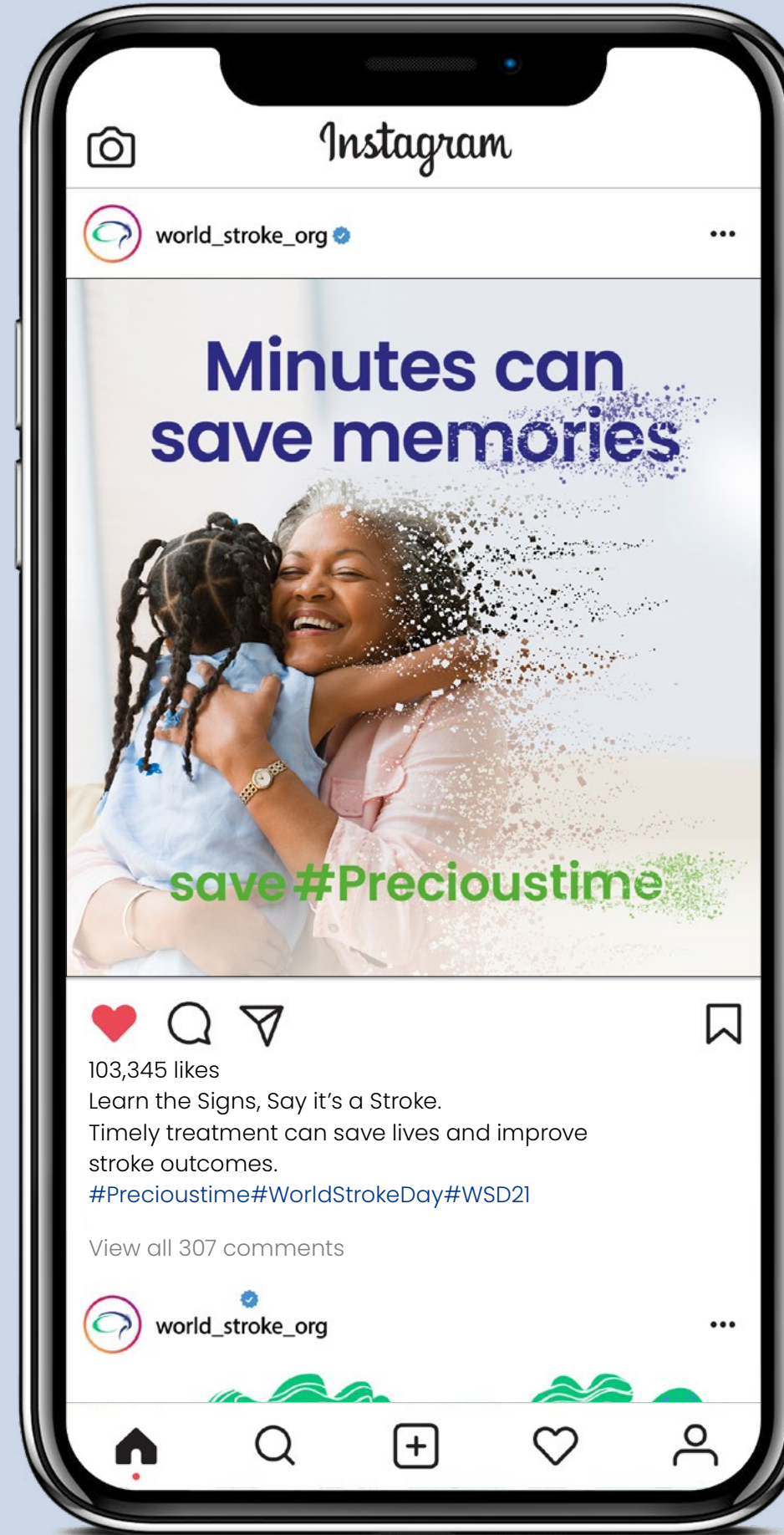
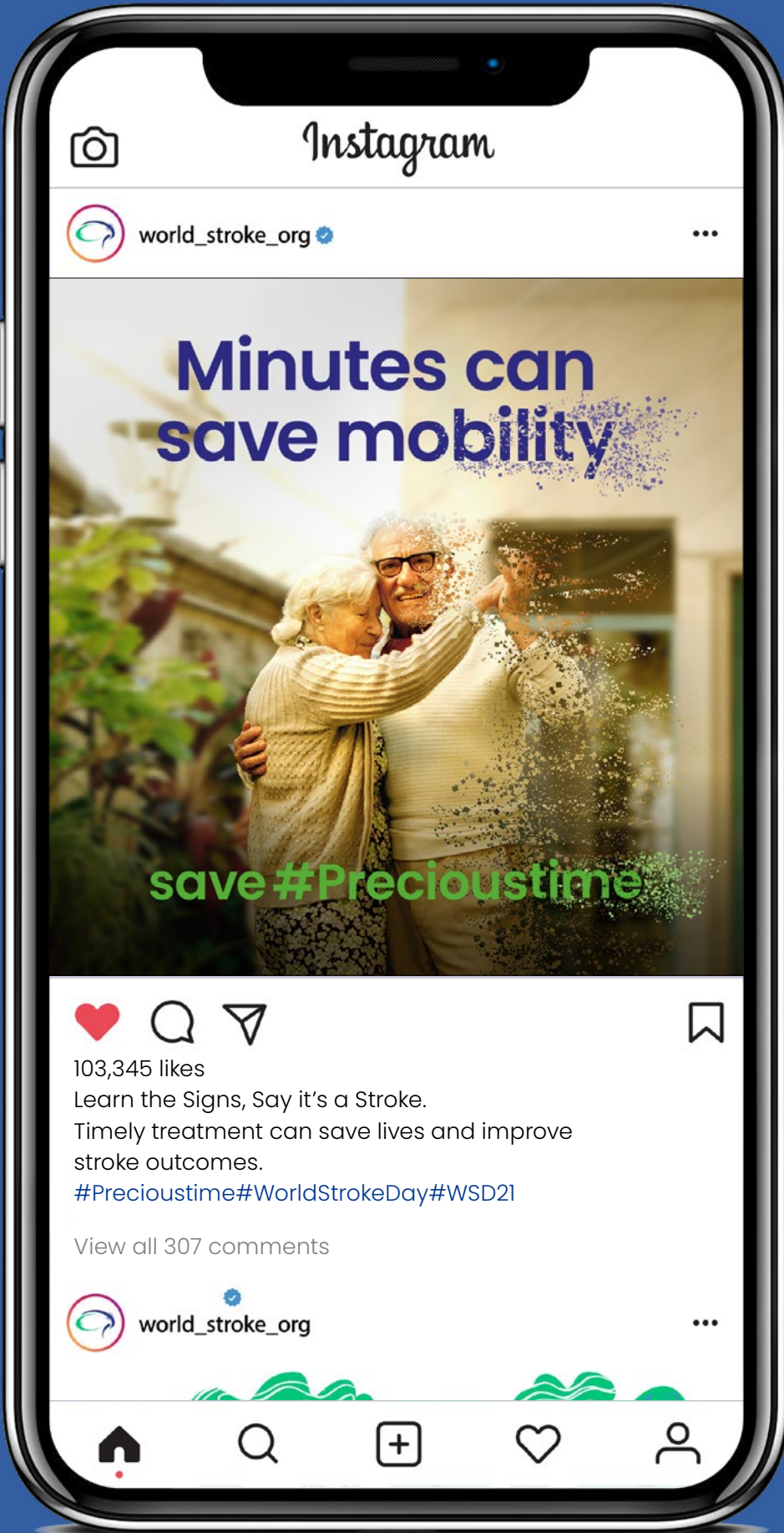
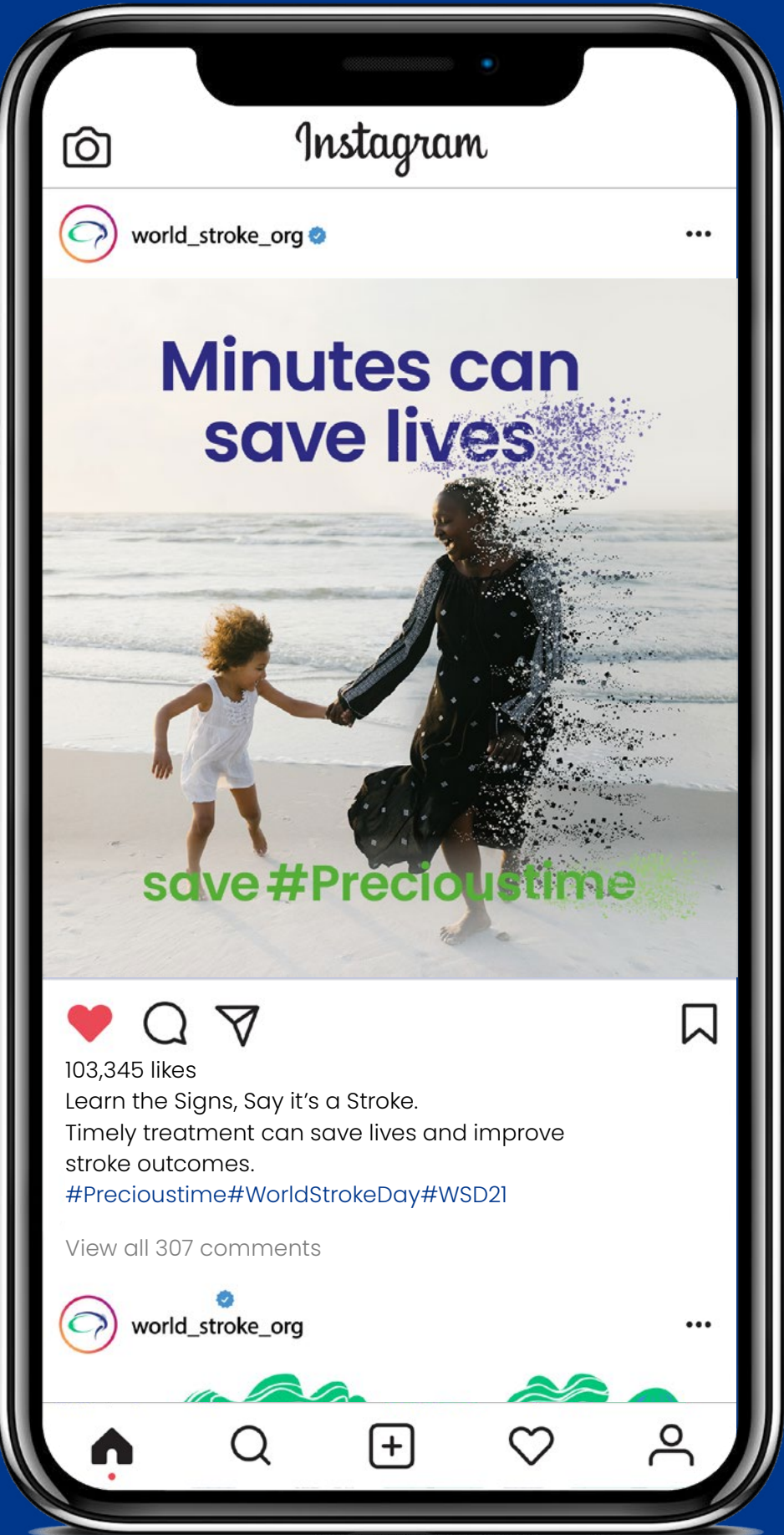
- Join the live webinars
- Be part of the Q&A
- Don't hesitate to send us your feedback throughout the year



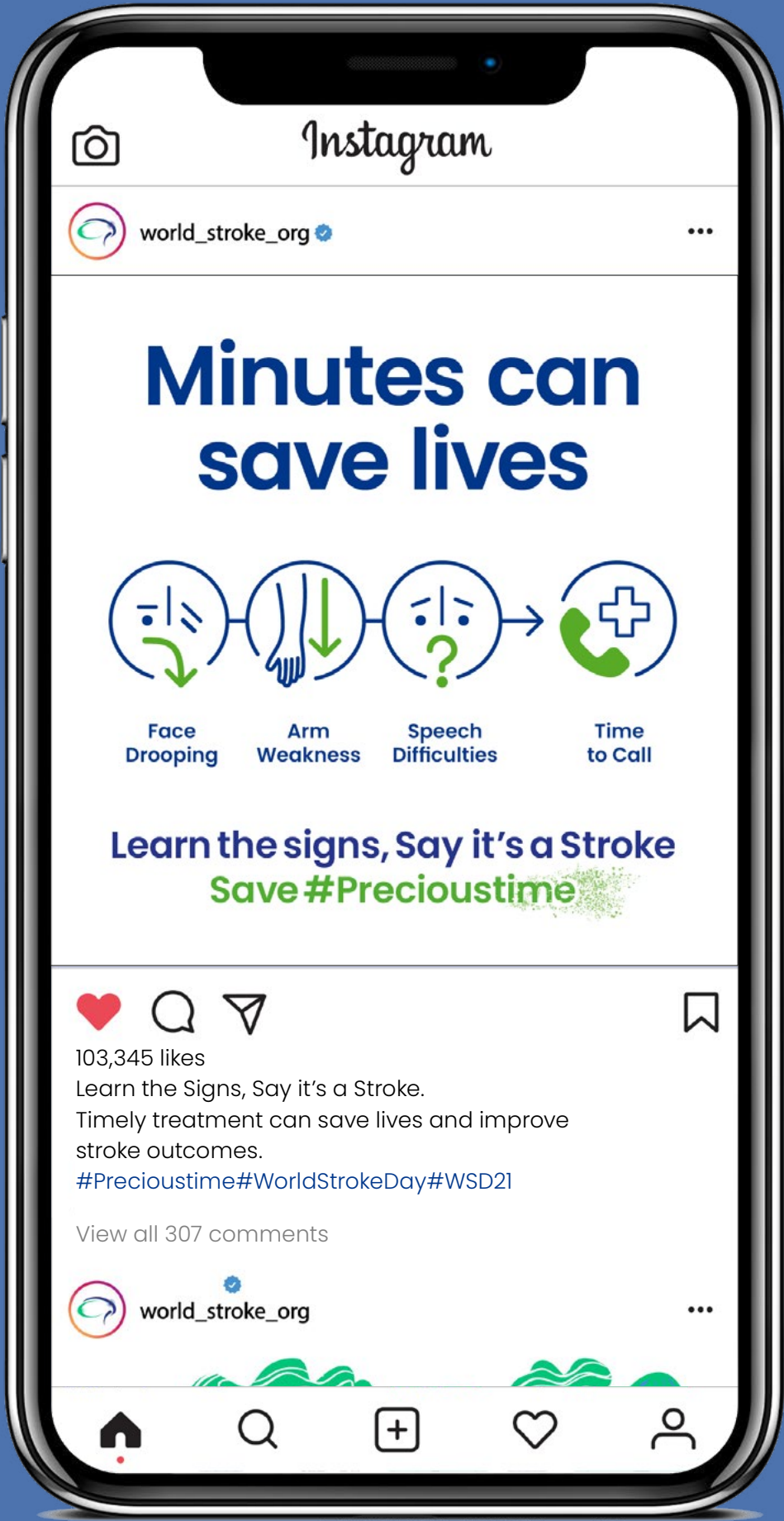
2.2 Social Media and Digital Assets – animated versions



2.2 Social Media and Digital Assets – static versions



2.2 Social Media and Digital Assets – static versions



2.2 Social Media and Email Banners



3 Creative Showcase

3.1

Creative
Showcase

3.2

Social Media
Materials

3.1 Creative Showcase

Illuminating famous clocks around the world will help to drive home the message of #Precioustime.



Non-contractual and for illustrative purposes only

3.1 Creative Showcase



3.1 Creative Showcase



4

Make the Campaign Yours

4.1

Adapt it to your
Market

4.2

Image
Bank

4.3

Better
Together

4.1 Adapt it to your Local Market Needs

Choose the images, messages and tone you know will resonate with your own audience from the primary and additional assets in the toolkit.



4.2 Image Bank: Additional images to choose from

Primary

Save memories



Save mobility



Save speech



Save independence



Save lives



Additional



4.3 FAST Stroke Heroes

Help share the FAST message with children using these resources and activities developed specifically for kids at school and at home.

FAST Heroes is an award-winning campaign that helps spread awareness and knowledge about the most common symptoms of stroke, as well as the importance of calling an ambulance straight away.

Harnessing children's enthusiasm for learning, the campaign is implemented in kindergartens and schools around the world, with a focus on spreading knowledge to families, particularly grandparents.

↓ Click here to find out more and access campaign materials



Key dates

Sept 6th

All assets in translation shared with members and partners via Dropbox

Sept 13th

All assets in translation available to public on www.worldstrokecampaign.org

Sept 20th

Online interactive social media testimonial and poster builder live on website



Oct 1st

Social media campaign launch and video première

Oct 28th

World Stroke Day Press Release newswire distribution

Oct 29th

High-level panel event 3pm CET

Awareness and Advocacy Skills Webinars

What needs to change?

Using local data to identify needs and campaign for change in stroke prevention, treatment and support.

Sept 23rd 3pm CET

*with
Toyibb Abdulkareem, NCD Alliance &
Emily Heard/Charlotte Nicholls Head of Public
Affairs and Campaigns, Stroke UK*

Community connection

Engaging local communities and amplifying patient voice in awareness and advocacy campaigns.

Sept 30th 3pm CET

*with
Jack Fisher, WHO &
Ad Adams Ebenezer, SASnet Ghana*

What needs to change?

Using local data to identify needs and campaign for change in stroke prevention, treatment and support.

Sept 23rd 3pm CET

*with
Maeve Bayles, Charlescannon &
Bindu Menon, Bindu Menon Foundation*

Over to you...
What will you do?
How can we work
together to maximize
public awareness of
stroke signs?

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