

**WORLD  
STROKE  
DAY** <sup>29TH</sup>  
OCT

2022 Campaign Evaluation  
November 2022

# Goals for World Stroke Day

Build on the success of WSD 2021 to reach more people and grow awareness of stroke symptoms and the importance of acting FAST.

1. Develop a universally compelling call to action
2. Inspire and support WSO members with a branded package of resources
3. Enable participation of a diverse global audience

# The goals for World Stroke Day 2022

Campaign Objective	Goals	Metrics
<b>Raise awareness of the signs of stroke and the importance of saving #Precioustime.</b>	Reach the maximum number of people	<ul style="list-style-type: none"><li>• Reach on social media</li><li>• Potential reach of press release</li><li>• Reach of hashtags #Precioustime and #WorldStrokeDay</li></ul>
	Make the message engaging	<ul style="list-style-type: none"><li>• Social media engagement (Likes, Reactions, Comments)</li><li>• Increase in social media followers (across accounts)</li></ul>
	Speak with one voice as the stroke community	<ul style="list-style-type: none"><li>• % member participation</li><li>• Number of materials downloaded</li></ul>

# Campaign summary

1.

Campaign hashtags continue to gain traction,   
 ☒   
 in engagement for both the **#WorldStrokeDay** and **#PreciousTime** hashtags.

2.

Human stories resonated, both as part of the   
 ☒   
 and in the wider media   
 ☒ ☒   
 driving an increase in overall engagement.

3.

The Google Performance Max paid media campaigns drove a 3X   
 ☒   
 website. While higher numbers visited the site, engagement and conversions did not keep the same pace.

4.

Social media performance was down over the previous year (impressions, reach,   
 ☒   
 Facebook receiving paid promotion.

# Campaign results

Reach more people	Drive engagement	Champion inclusion
<b>3.1 billion</b> total campaign reach	<b>16K</b> uses of #WorldStrokeDay and #PreciousTime	<b>31</b> members orgs activated
<b>90,000+</b> views of WSD press release	<b>250%</b> increase in engagement with #PreciousTime	<b>Almost 9000</b> campaign assets downloaded

# The World Stroke Day Campaign





# #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.

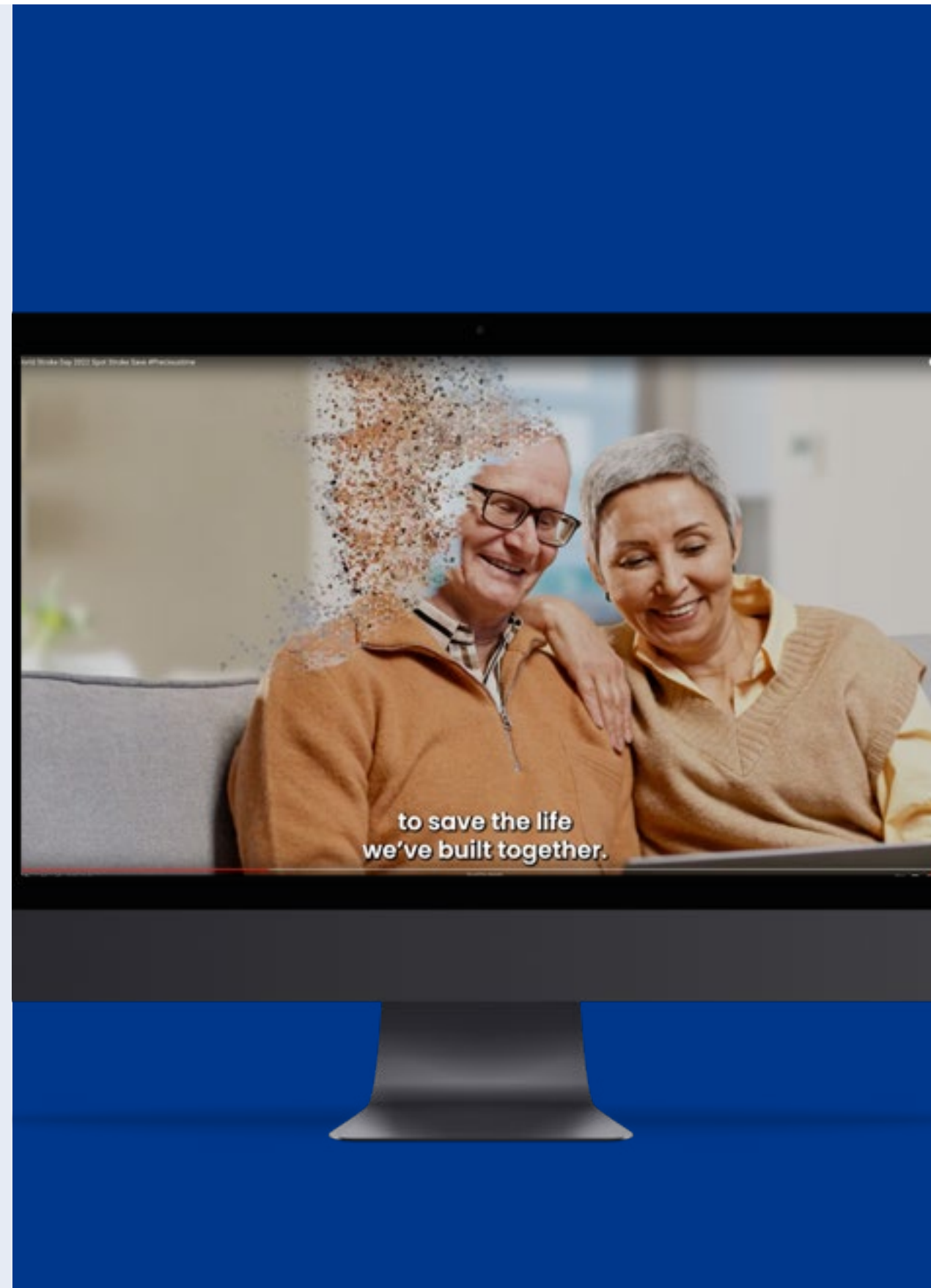


This is a two-year campaign aimed at raising general public awareness on stroke symptoms and the importance of acting FAST when you spot them.

# 2022 Campaign Activities



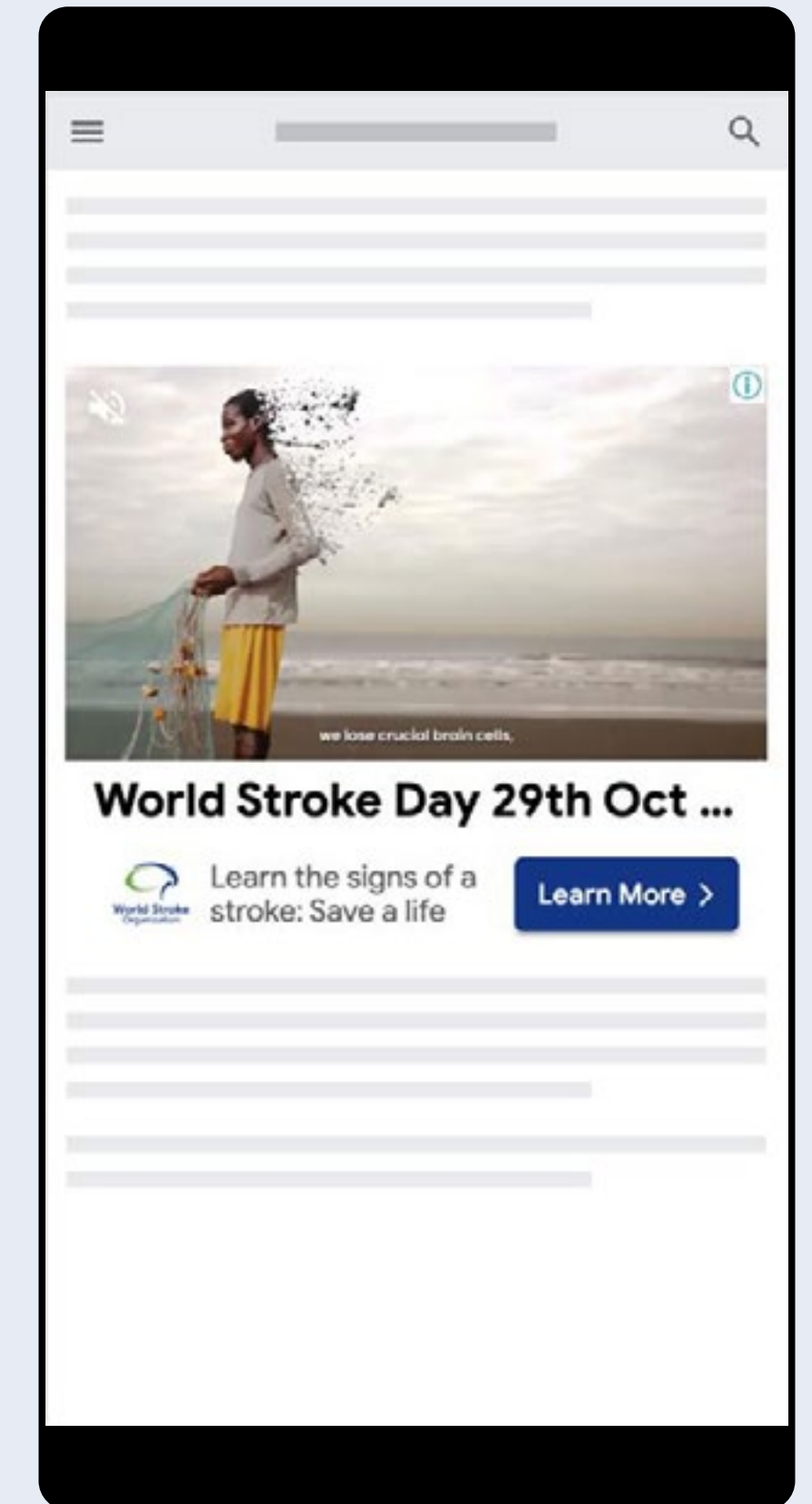
NEW POST BUILDER  
AND SOCIAL MEDIA POSTS  
TO PROMOTE IT



NEW STROKE SPOTTER VIDEO



NEW INFLUENCER CAMPAIGN

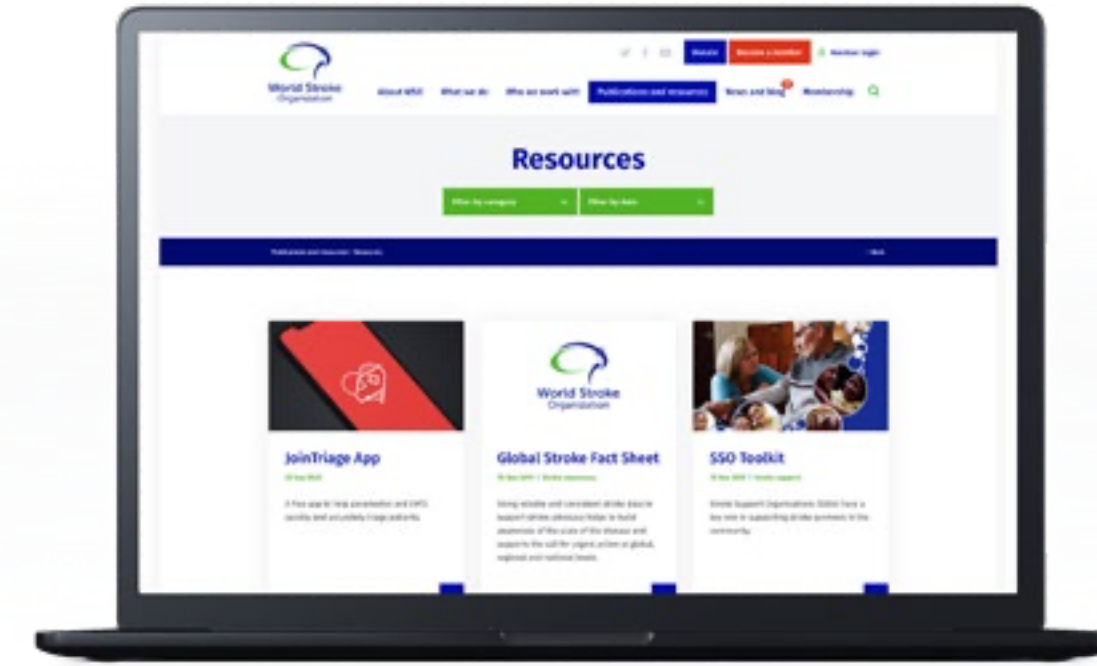


NEW GOOGLE AD CAMPAIGN



# 2021 Legacy Assets

- Universally compelling call to action and a powerful campaign film
- Iconography for FAST
- Visual identity/branding for WSD
- Simple and informative how-to toolkit (updated for 2022)
- Campaign hub with downloadable assets (updated for 2022)



## Face

One side of the face is drooping



## Arm

Arm weakness, the person cannot raise their arms



## Speech

Difficulty speaking, slurred speech



## Time

Call an ambulance and say it's a stroke



save #Precioustime

**WORLD  
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#Precioustime

# **FAST Heroes project on behalf of our sponsors Boehringer Ingelheim**

A resource bank of video stories featuring children who have saved lives by spotting the signs of a stroke.

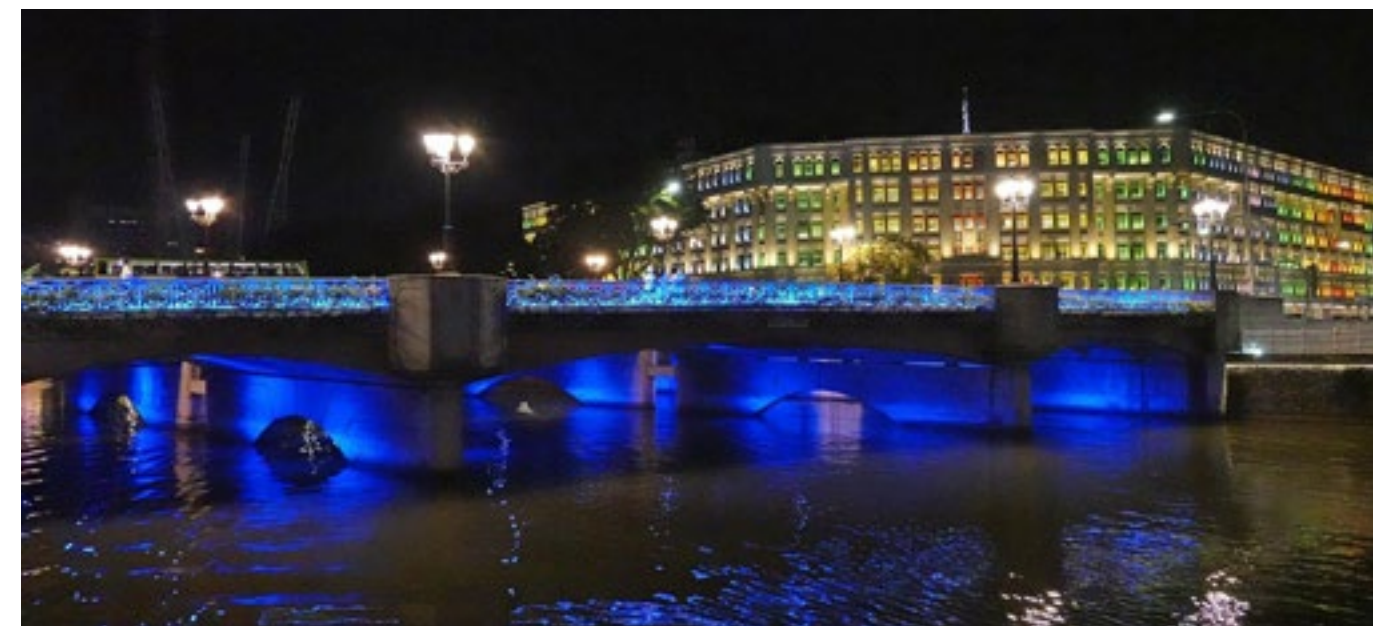
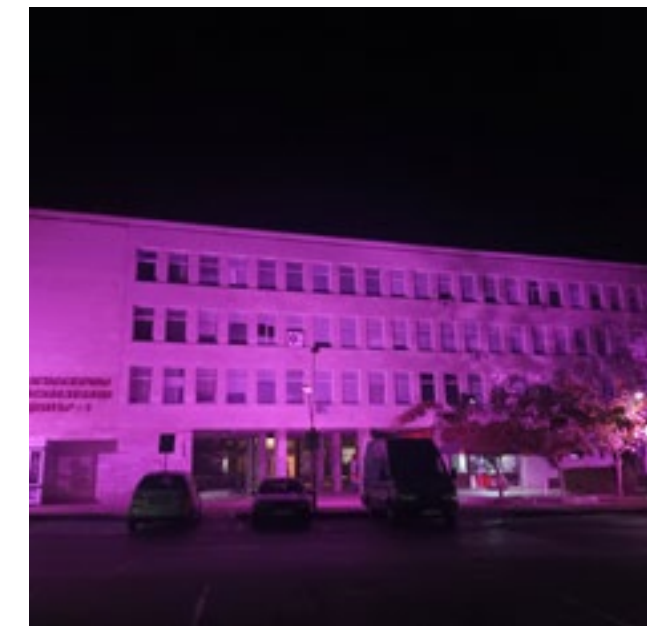
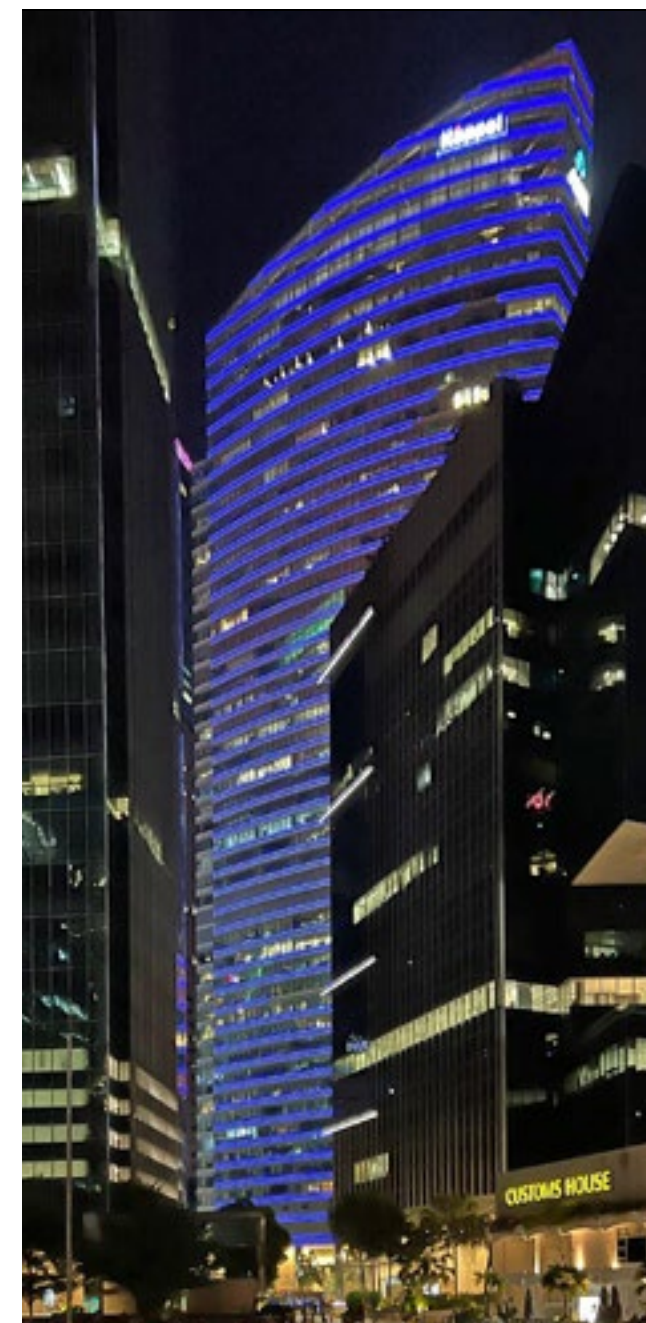
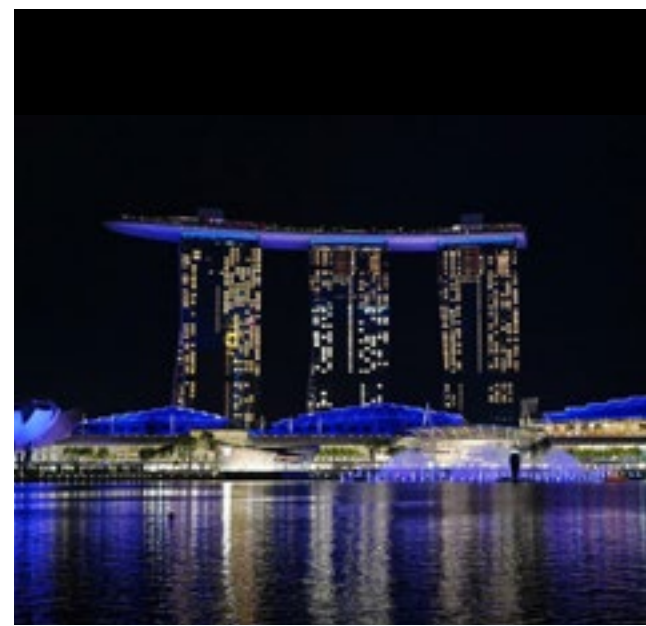
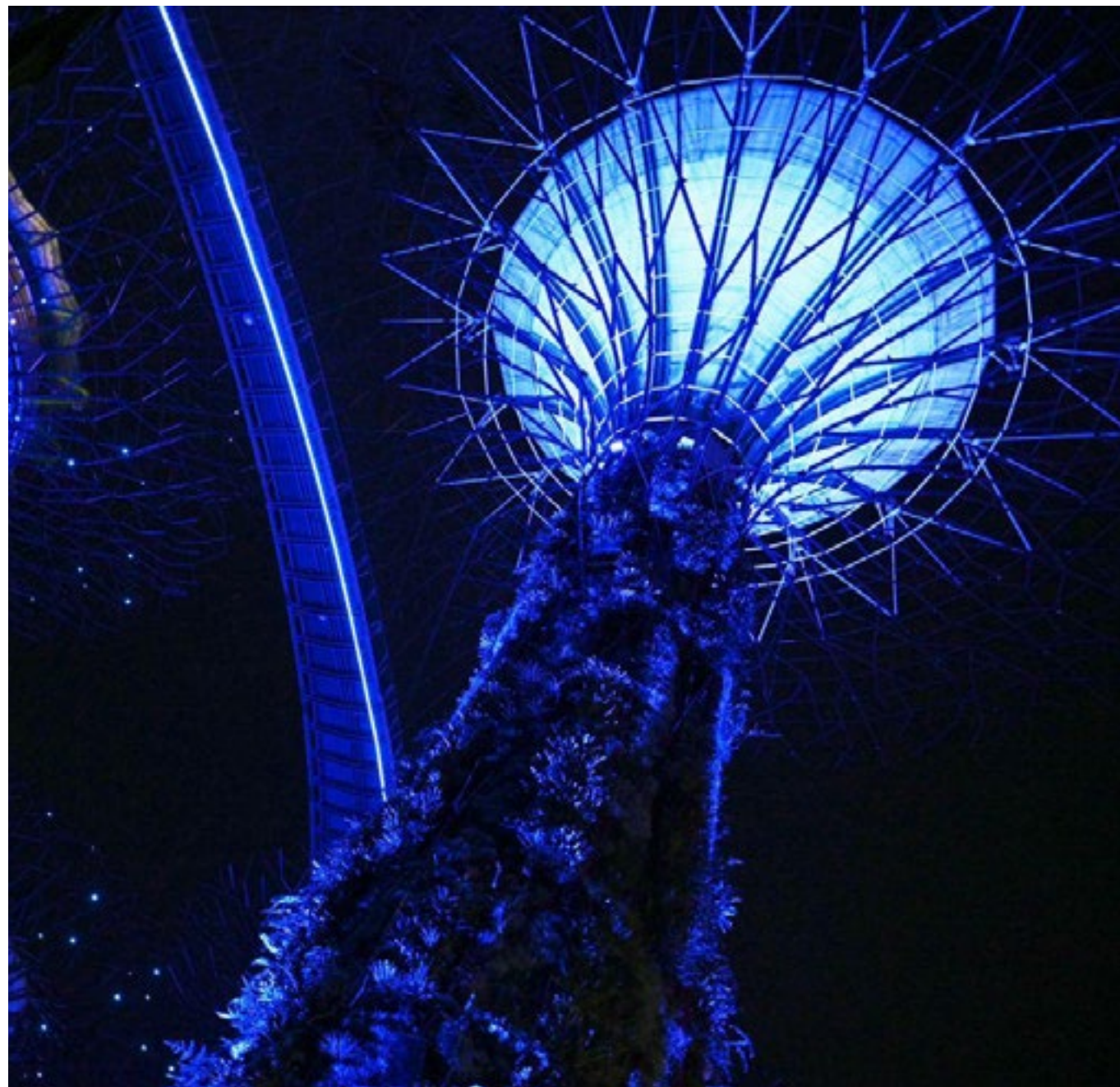
Boehringer Ingelheim generously agreed to re-use these videos with the 'stroke spotter' brand for World Stroke Day.





## Illuminations

Countries around the world lit up famous buildings, monuments and structures to mark the day.



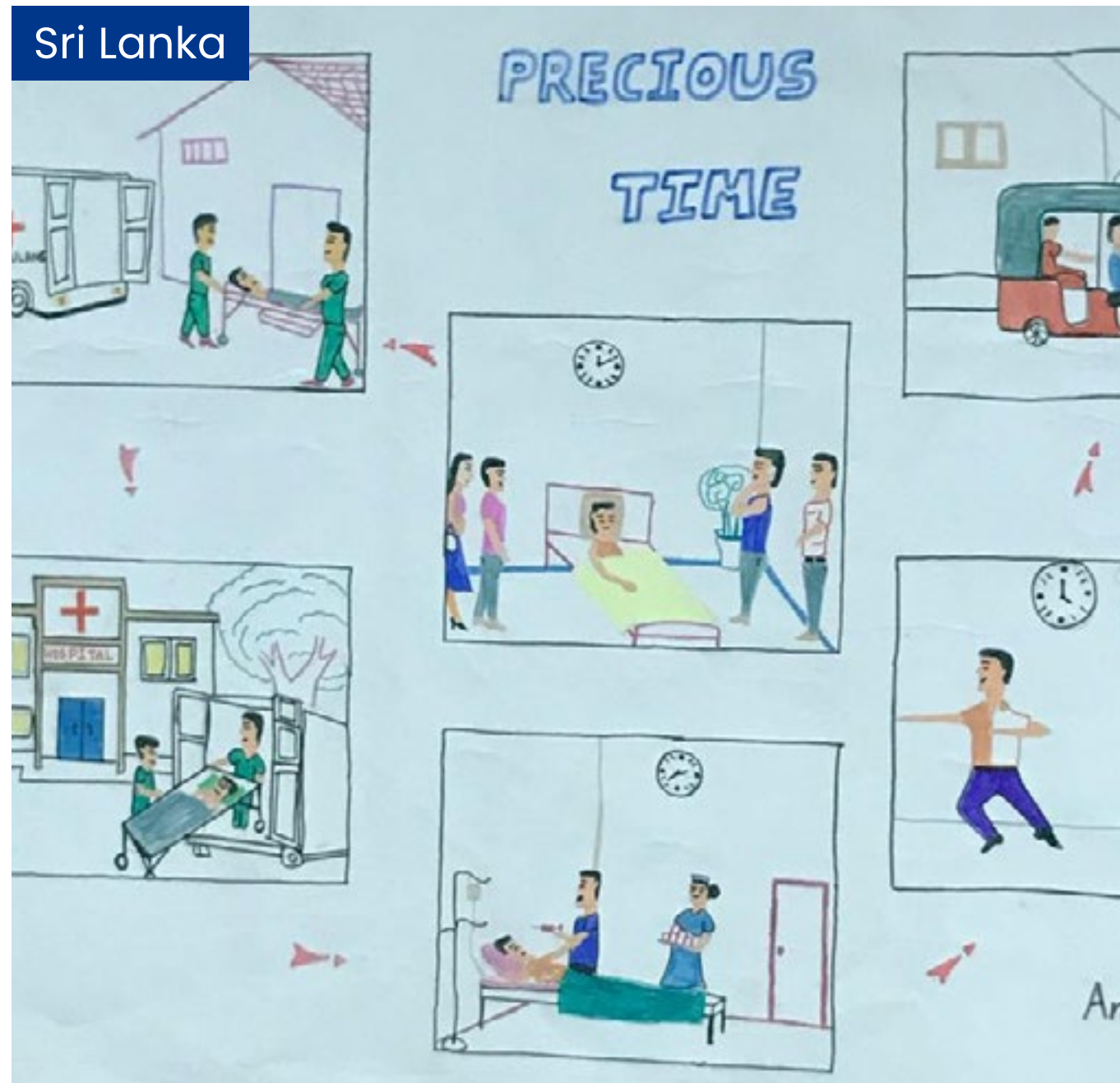
# Global participation

The #PreciousTime campaign gained global reach and awareness.

Bulgaria



Sri Lanka



Sri Lanka



Thailand



Singapore








# Campaign performance

A decorative graphic consisting of a dense cluster of small white squares, arranged in a roughly circular pattern, set against a solid blue background. The squares are of varying sizes and are scattered across the right side of the image, creating a textured, pixelated effect.

# World Stroke Day 2022 Dashboard

## World Stroke Day 2022 vs previous years by numbers

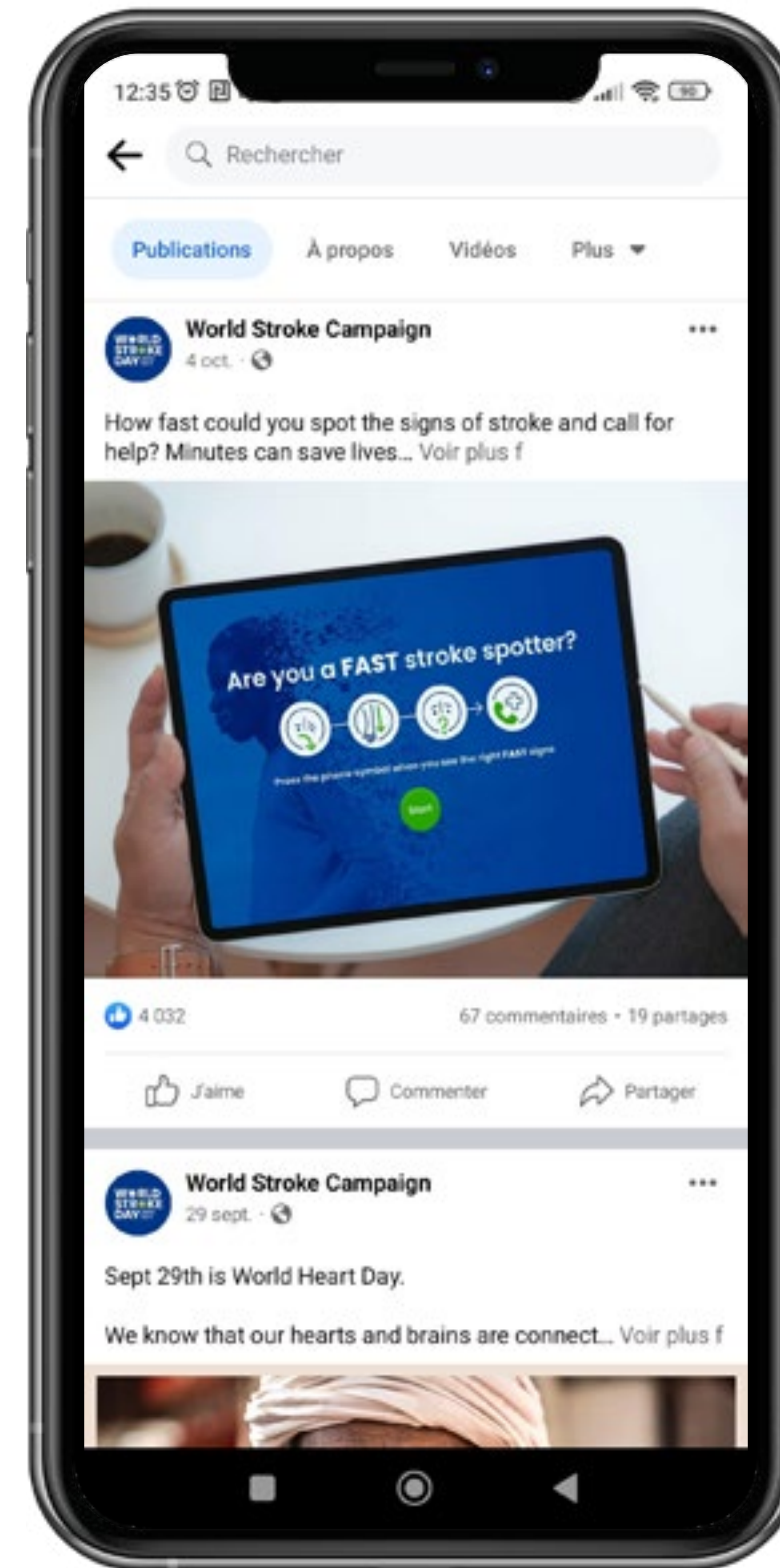
 EVENTS	 VISITS TO CAMPAIGN WEBSITE	 CAMPAIGN REACH	 WSD NEWS RELEASE VIEWS	 DOWNLOADS
<b>2022</b>				
<b>93</b> In 31 countries	<b>150,637</b>	<b>3.1 billion</b>	<b>90,756</b>	<b>8,570</b>
<b>2021</b>				
<b>101</b> In 31 countries	<b>53,994</b>	<b>2.3 billion</b>	<b>9,989</b>	<b>9,575</b>
<b>2020</b>				
<b>55</b> In 31 countries	<b>11,399</b>	<b>5.1 million</b>	<b>189</b>	<b>4,835</b>



# Top posts



Reach: 14.5K  
Retweets: 128  
Replies: 3  
Impressions: 16.2K



Reach: 12.5K  
Reactions: 4k  
Shares: 19  
Impressions: 153.2K



Reach: 9.3K  
Reactions: 338  
Shares: 33



Reach: 3.3K  
Reactions: 209  
Likes: 98

# PR and Influencer Outreach Results



**1. PR Media Results**

**2. Influencer Outreach**

**3. Hashtag Performance**



# PR Media Results



## PR Media Results

# 757

Total Pickup

# 95.7K

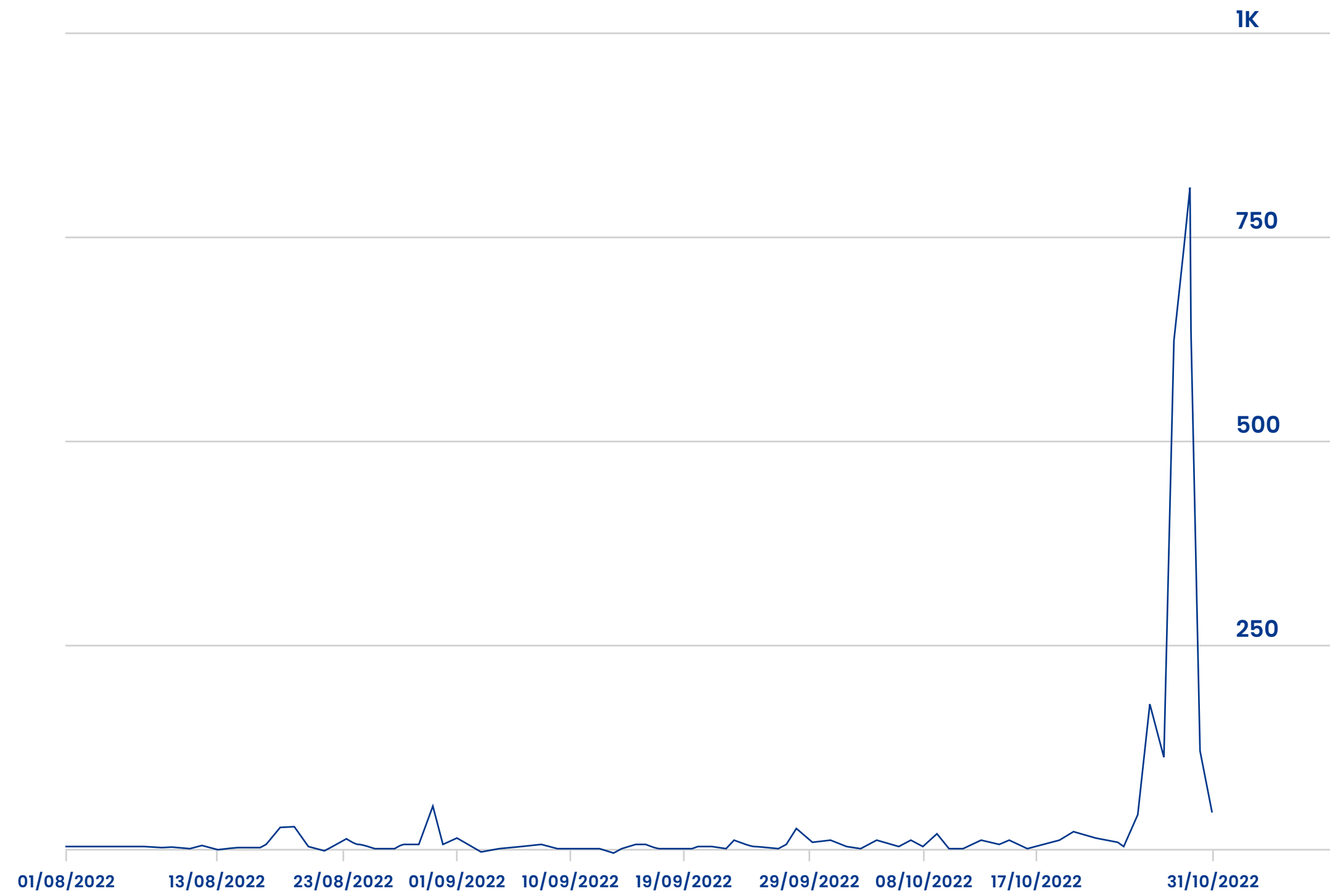
Release Views & Hits

# 2.7B

Total Potential Audience

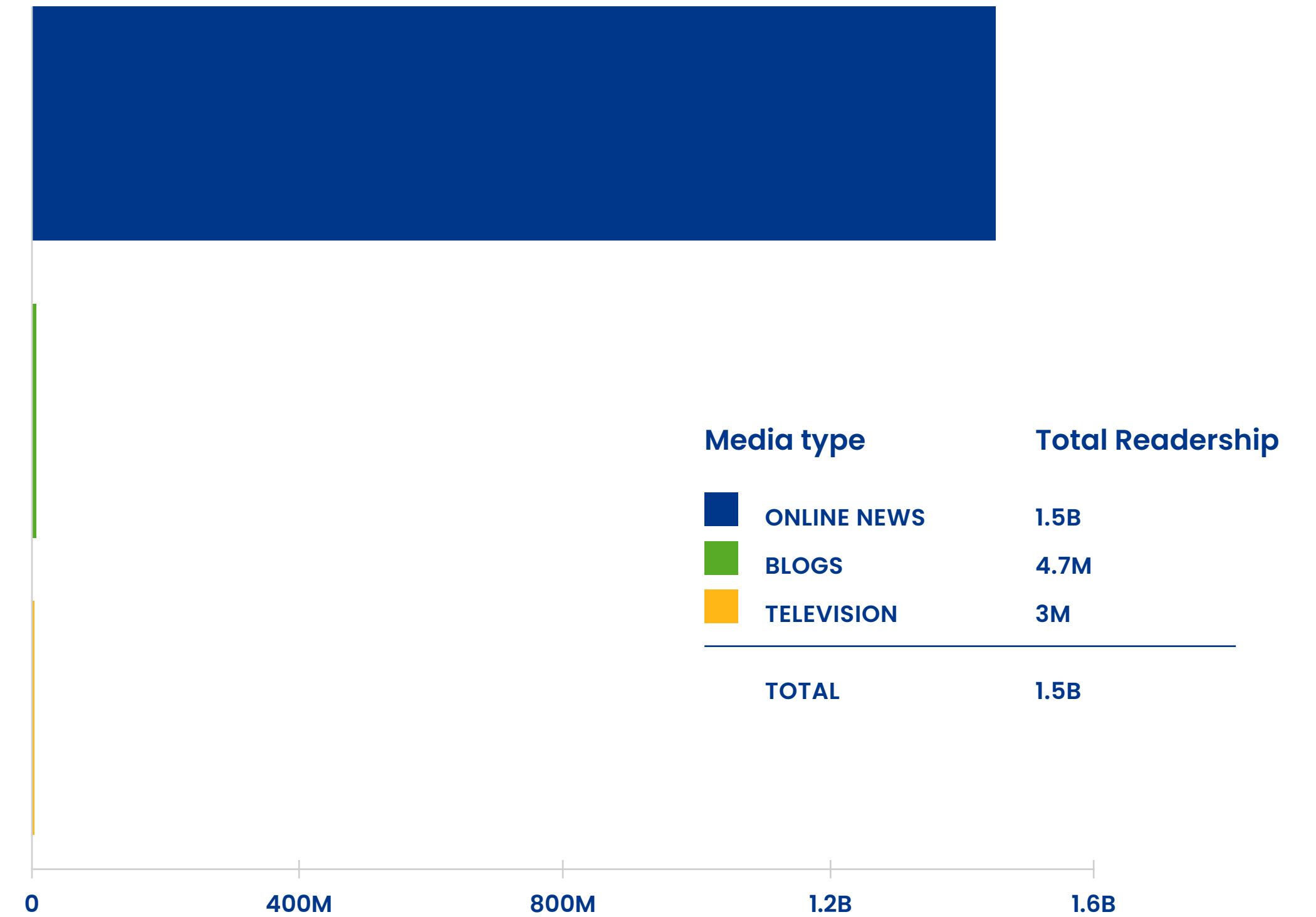
### Total Mentions Over Time

Search: World Stroke Day



### Aggregate Readership

Search: World Stroke Day



# International Media Spread

Top 5 PR Results by country:

**47.1%**  
United States

**11.5%**  
Canada

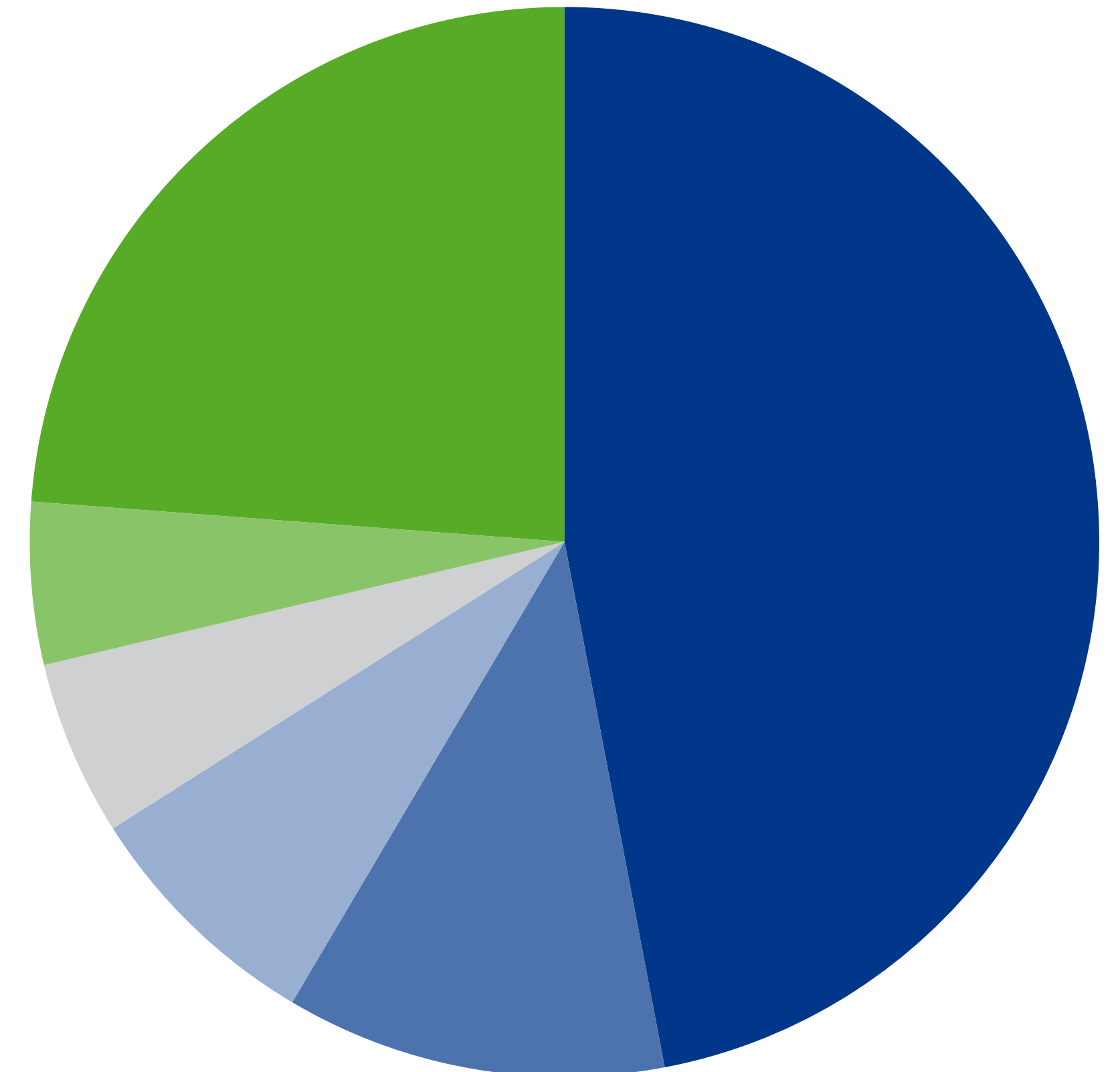
**7.3%**  
United Kingdom

**5.4%**  
Germany

**5.4%**  
France

Top locations

- United States
- Canada
- United Kingdom
- France
- Germany
- The rest



# International Media Spread

Top 3 PR Results  
by Media outlet:



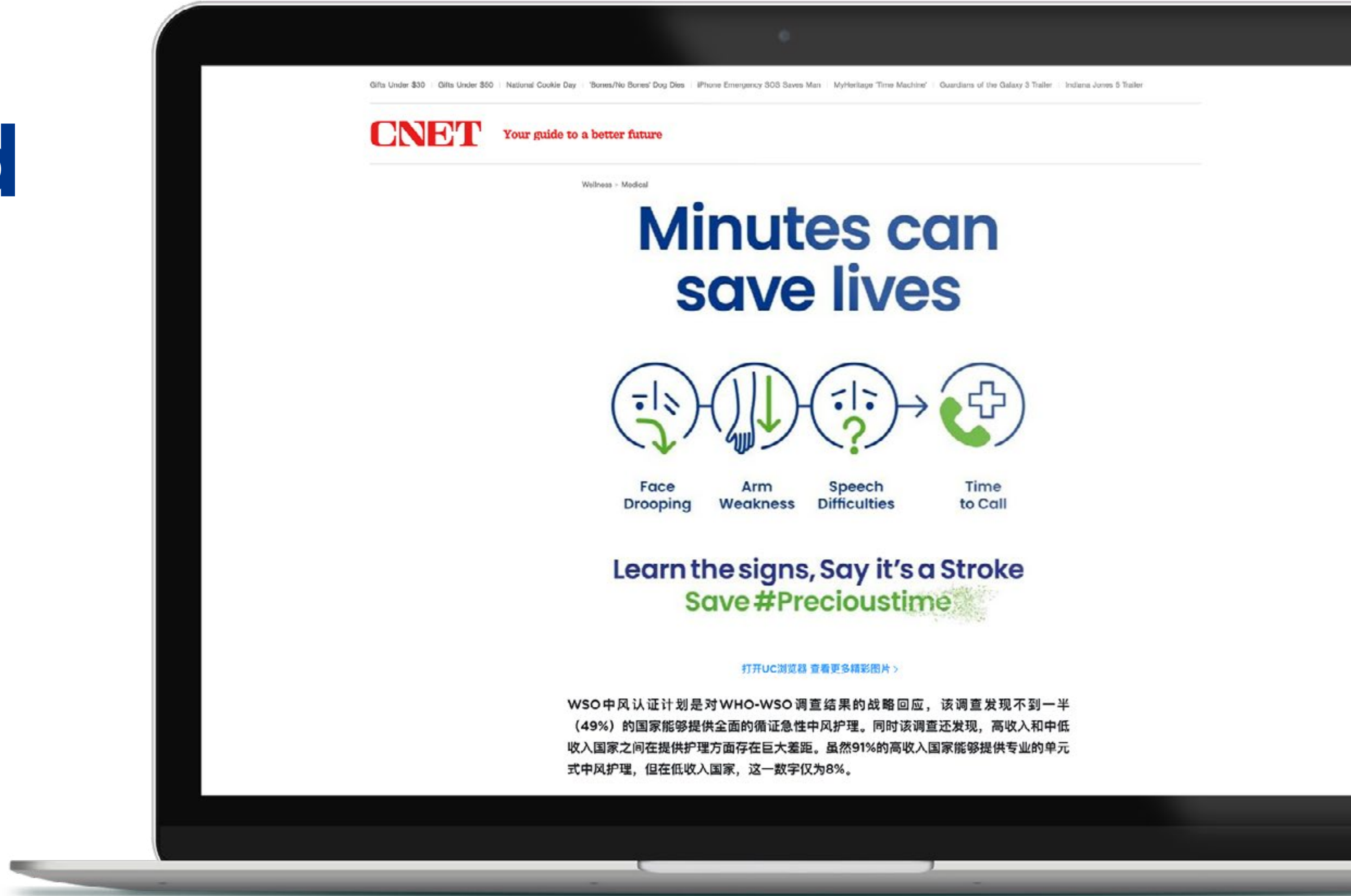
338.5M readers



48.5M readers



28.5M readers



# Influencer Outreach





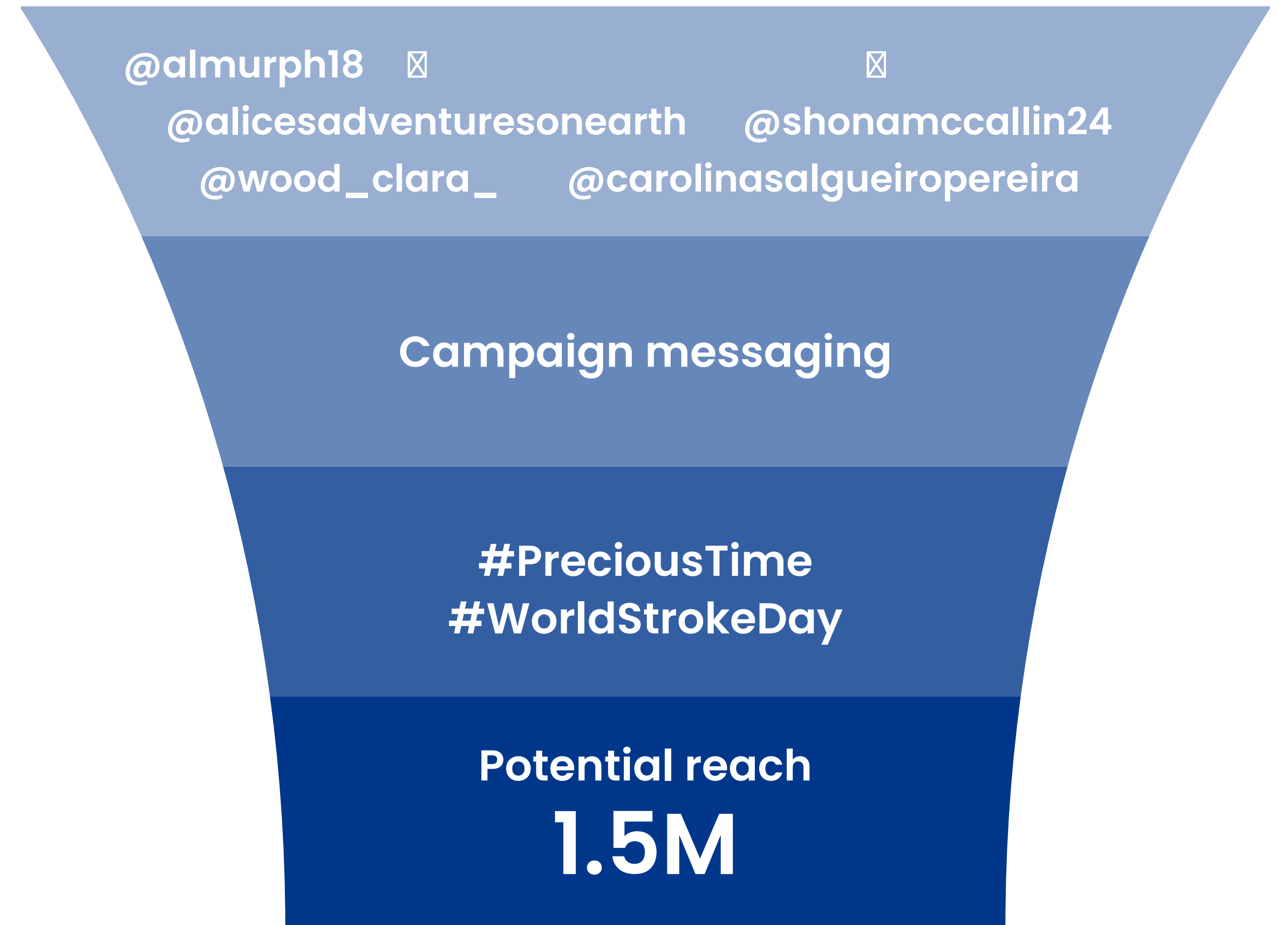
# Influencers

In 2022, we sought out influencers whose lives have been impacted by stroke, as well as credible health leadership voices.

The firsthand accounts of stroke survivors, combined with key messaging, proved extremely effective in raising awareness with a hugely engaged audience.

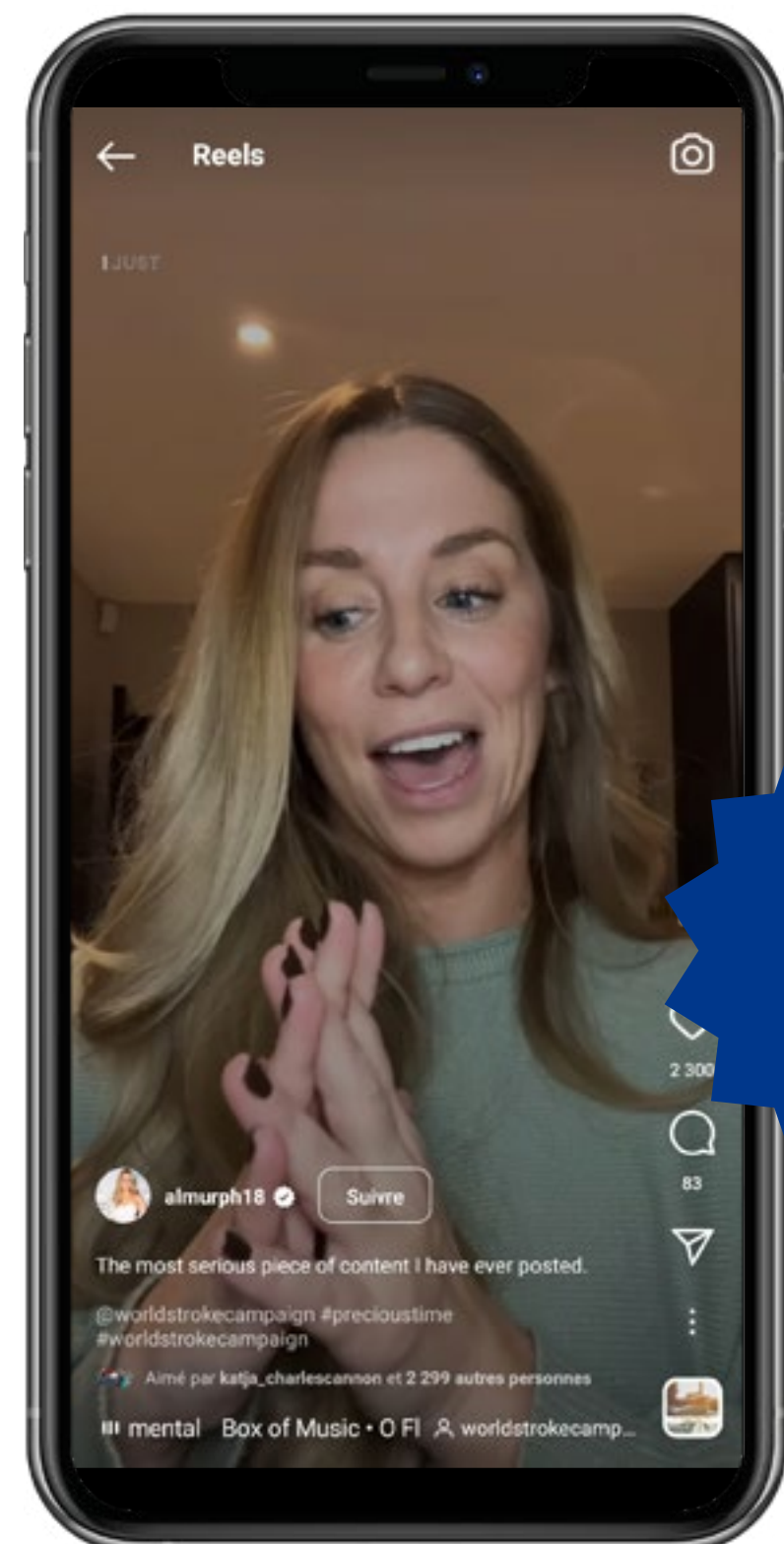


Top 7 Influencers  
accounted for 34% of  
overall engagement



# Top Influencers

@almurph18



Social Stats

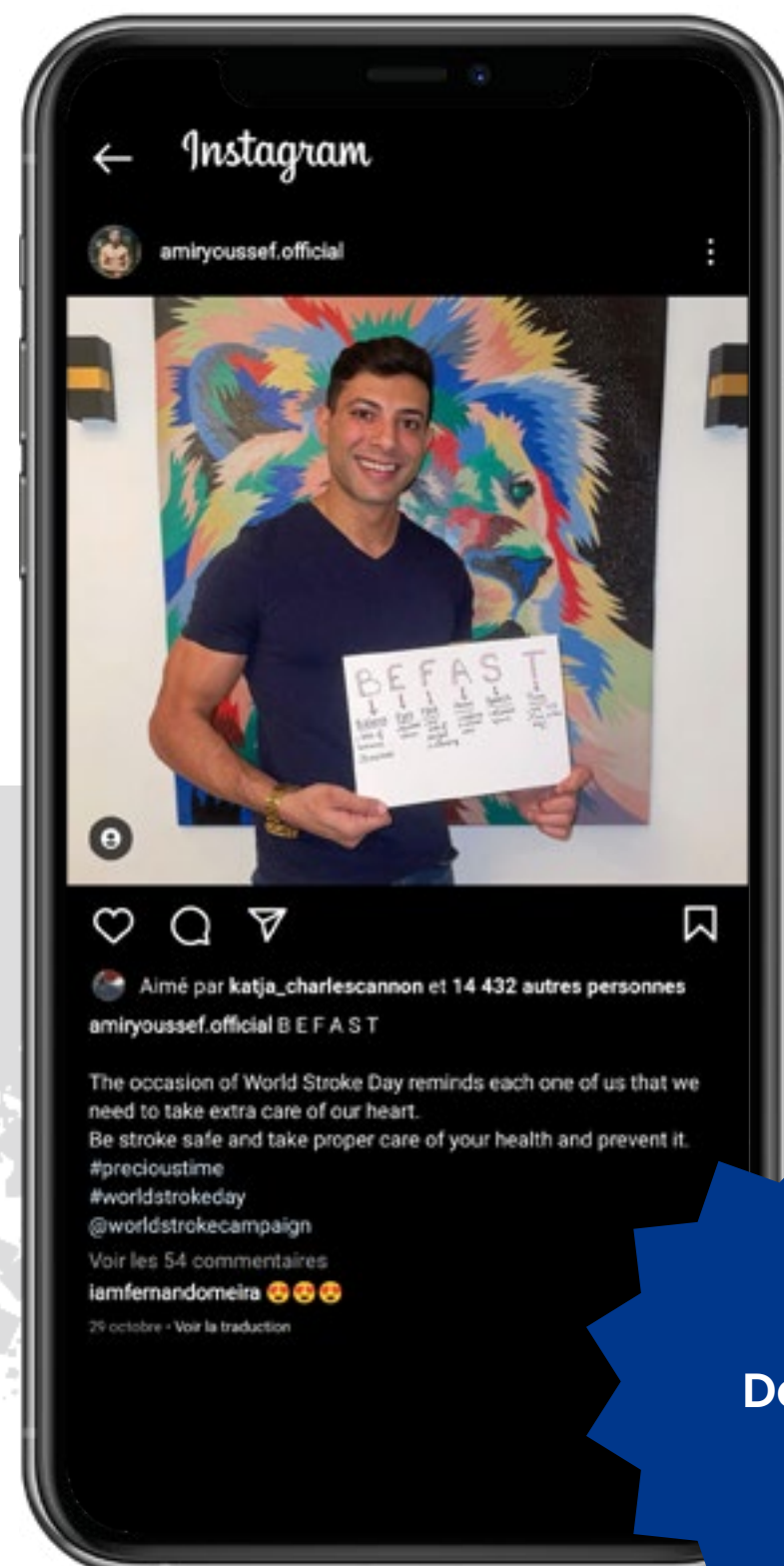
193k followers

2.2k avg. likes

45.72 avg. comments

Stroke survivor

@amiryoussef.official



Social Stats

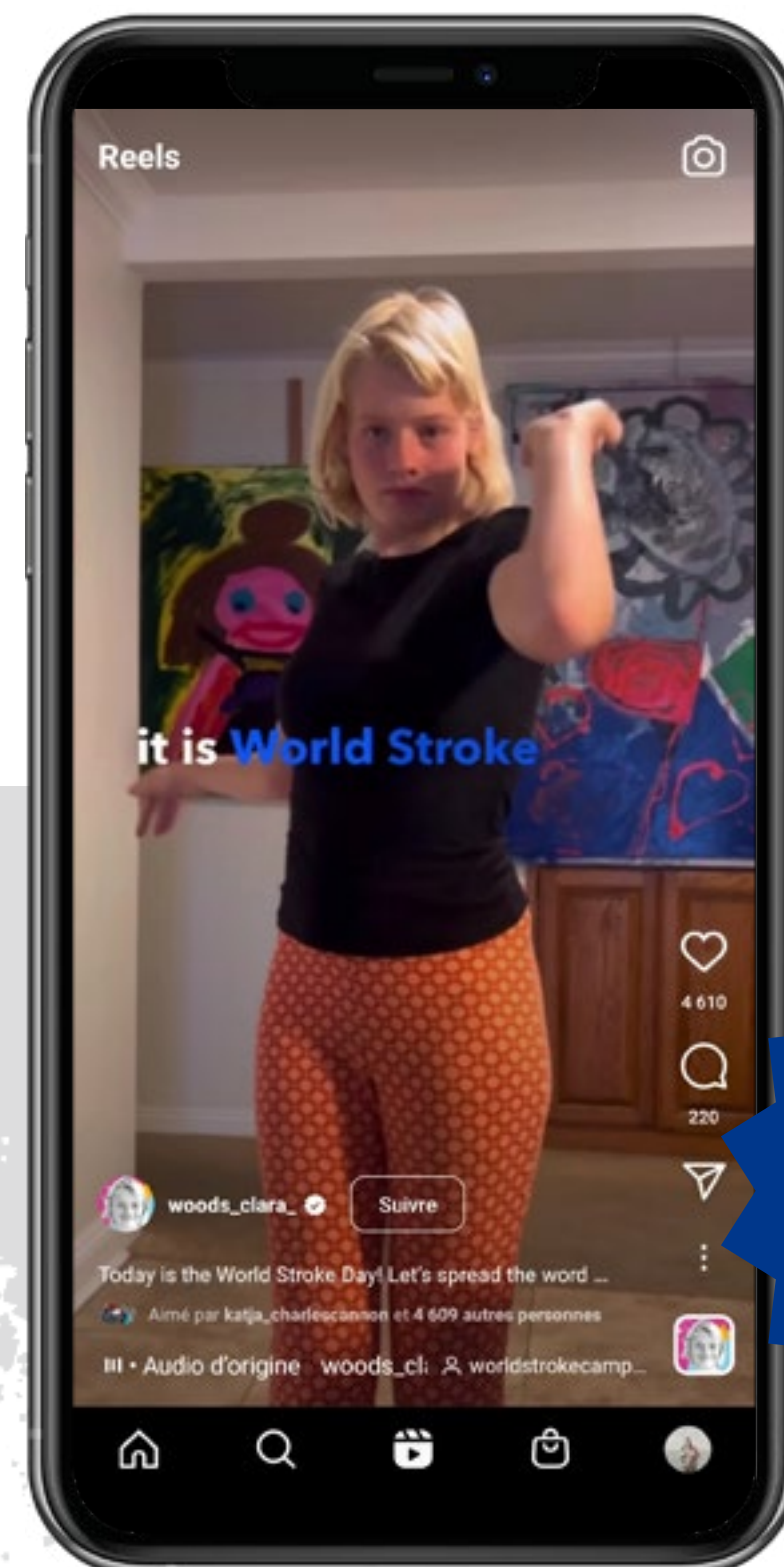
994k followers

16k avg. likes

69.22 avg. comments

Doctor

@woods\_clara\_



Social Stats

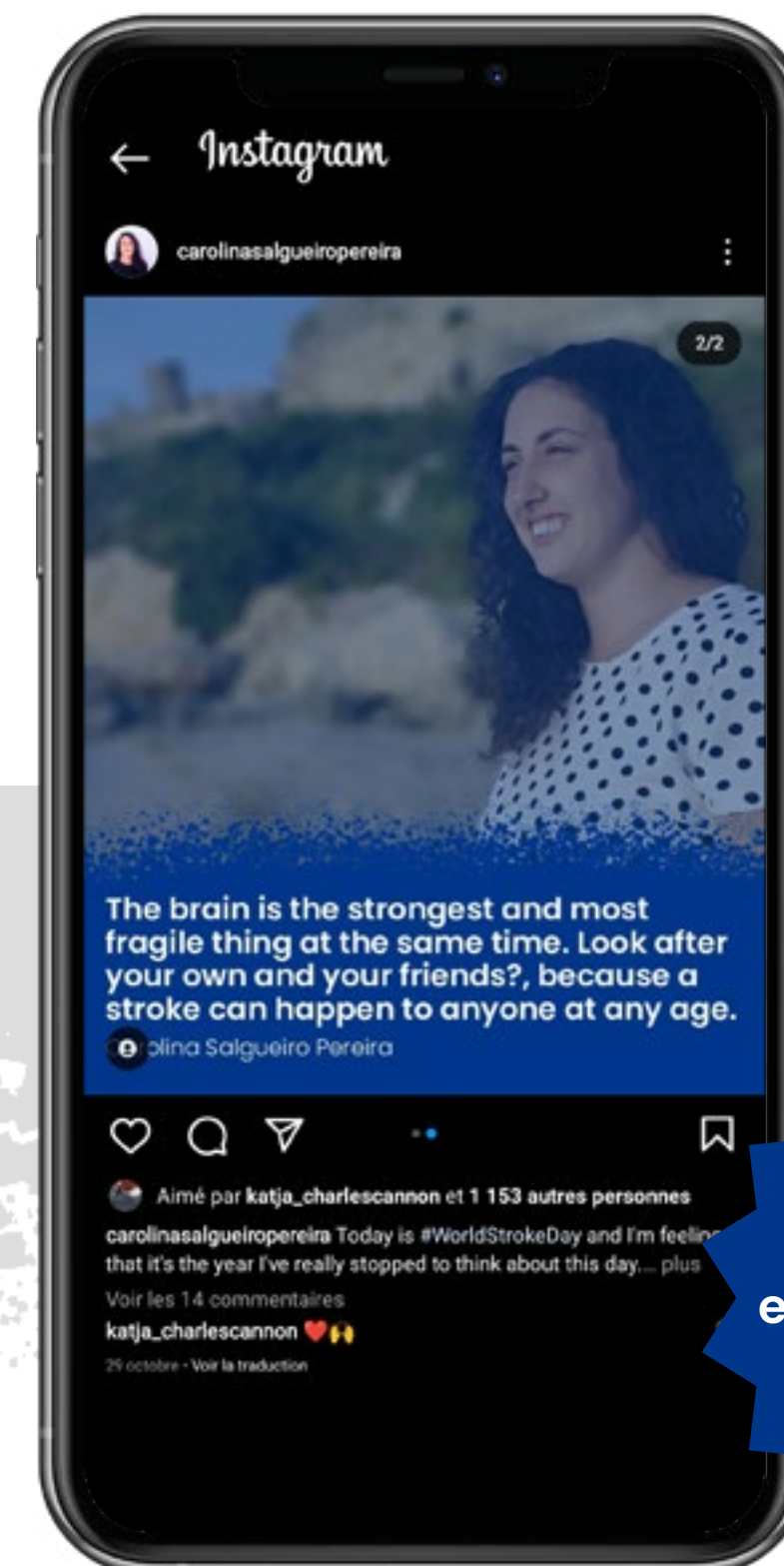
994k followers

16k avg. likes

69.22 avg. comments

Stroke survivor

@carolinasalgueiropereira



Social Stats

150k followers

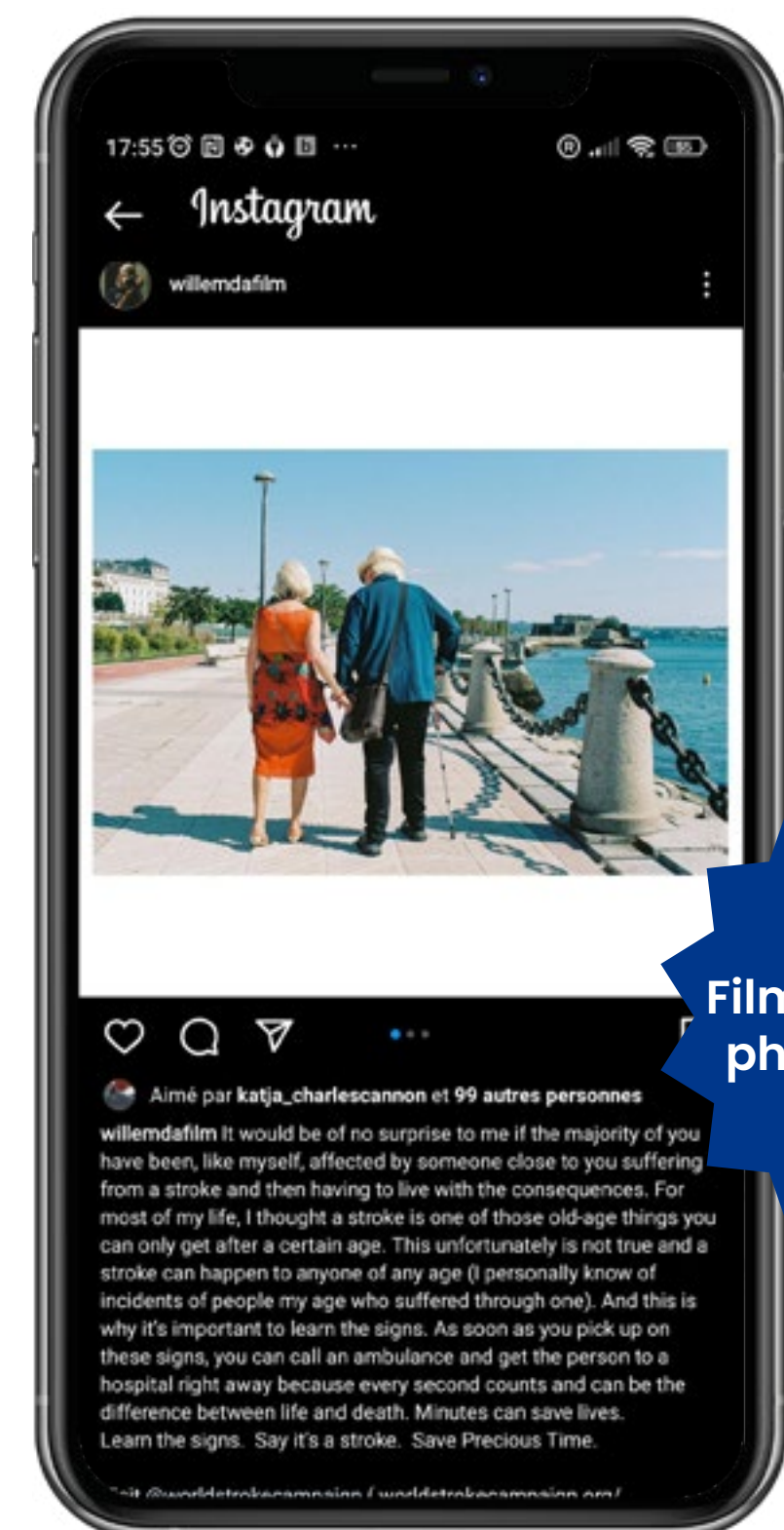
2.1k avg. likes

13.5 avg. comments

Health and environmental activist

# Top Influencers

@willemdafilm



Social Stats

5419 followers

170 avg. likes

5.7 avg. comments

Film maker and photographer

@shonamccallin24



Social Stats

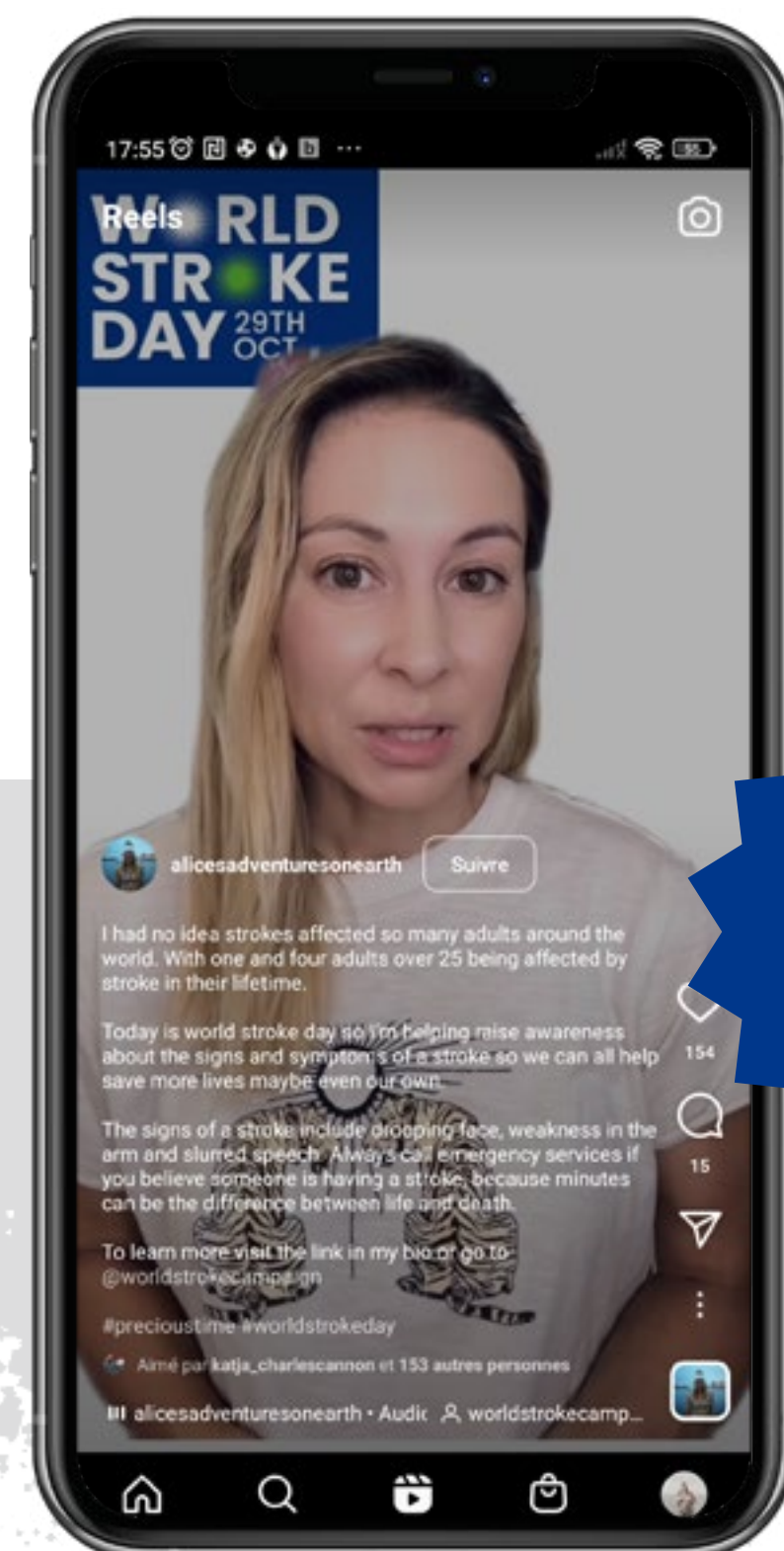
12.7k followers

351 avg. likes

2.85 avg. comments

International hockey star

@alicesadventuresonearth



Social Stats

26.8k followers

159 avg. likes

10.92 avg. comments

Outdoor adventurer

# Hashtag Performance



## Hashtag Performance

# #WorldStrokeDay

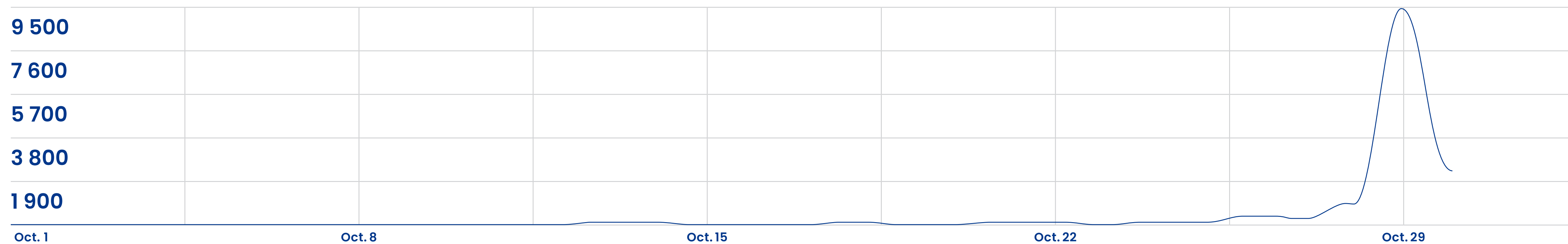
While the number of uses and reach of #WorldStrokeDay was down compared to last year, engagement was up by 58%

OVERALL USE	ENGAGEMENTS	POTENTIAL REACH
2022		
<b>14K</b>	<b>64.9K</b>	<b>195.1M</b>
2021		
15.2K	41.1K	282.4M

### Monitoring includes:

Twitter  
Facebook  
YouTube  
Instagram

### Results over time



## Hashtag Performance

# #Precioustime

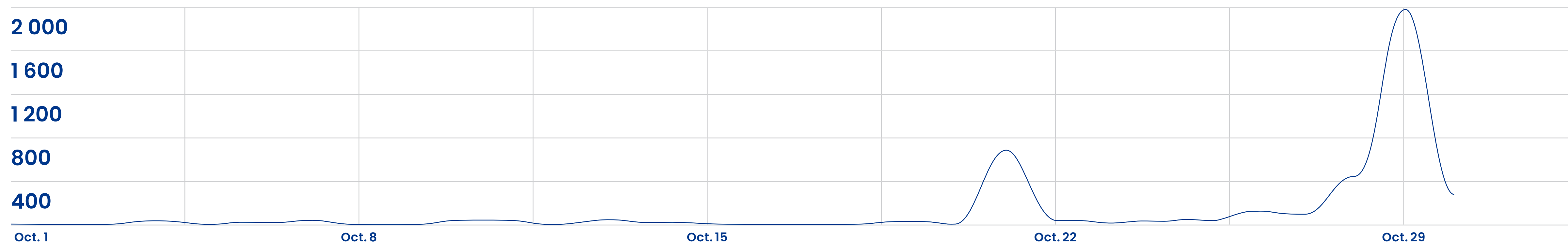
In 2021, #PreciousTime was used by multiple Reddit users. The reach of the channel (560M per post x 10 posts) inflated the overall numbers. Without these posts, potential reach would have been closer to 100M.

OVERALL USE	ENGAGEMENTS	POTENTIAL REACH
2022		
<b>4.1K</b>	<b>31.7K</b>	<b>300.9M</b>
2021		
3.4K	9K	5.7B

### Monitoring includes:

Twitter  
Facebook  
YouTube  
Instagram

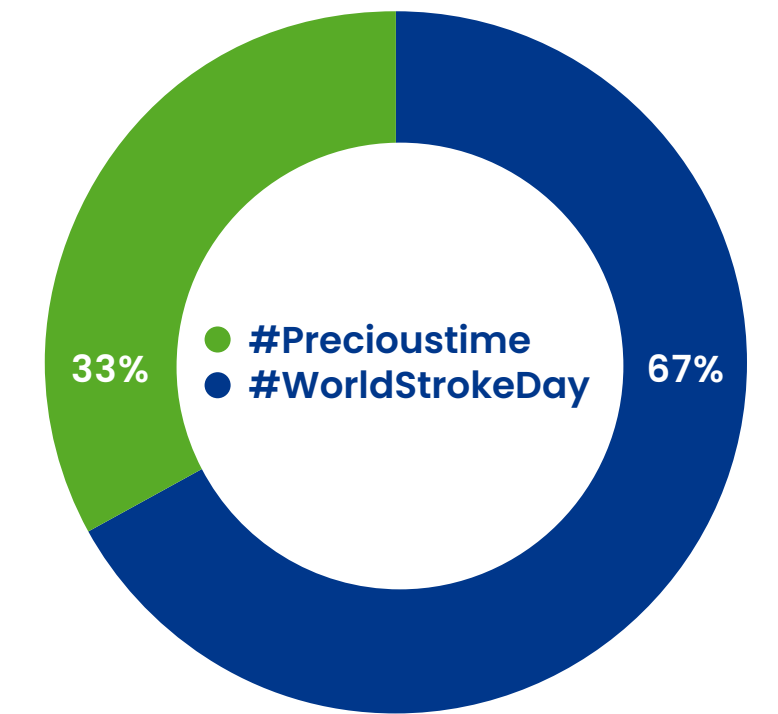
### Results over time



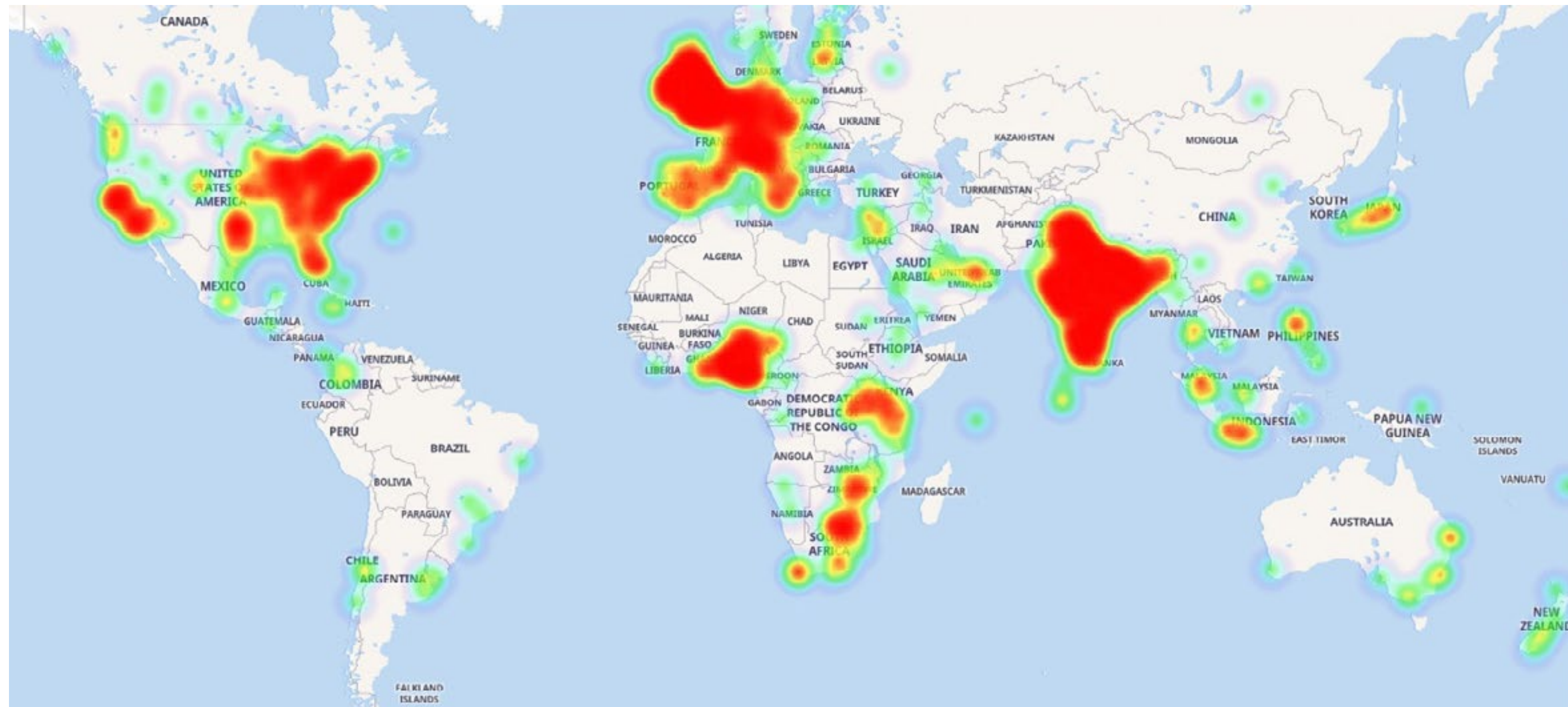
## Hashtag Performance

# #Precioustime and #WorldStrokeDay combined results

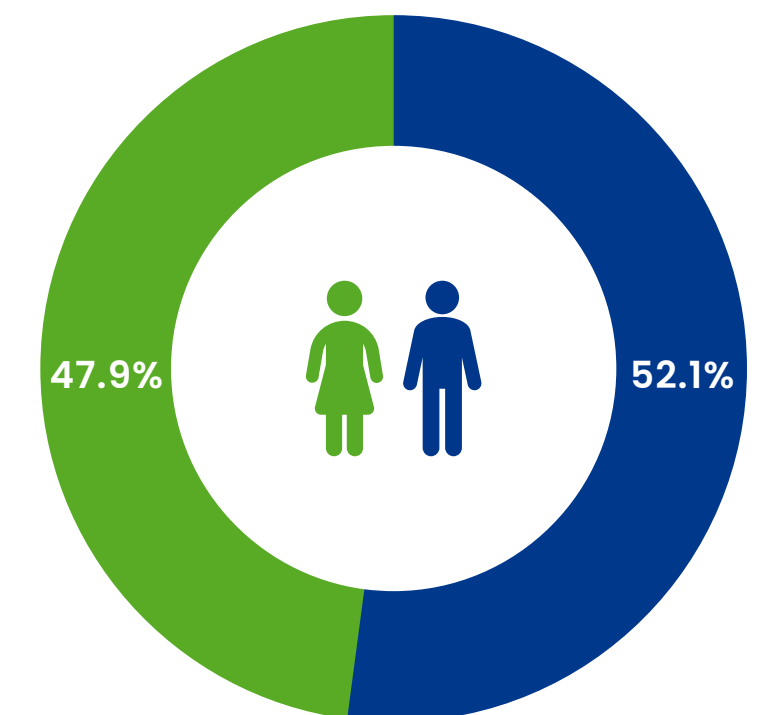
## Share of Engagement



## Global distribution



## Gender Balance



Total potential campaign reach

# 3.1B

# Website performance

A decorative graphic on the right side of the slide, consisting of a dense cluster of small white squares of varying sizes. The squares are arranged in a way that creates a sense of depth and movement, appearing to radiate from the top right corner towards the center of the slide. The background is a solid, vibrant blue.



Metric	October 2022	October 2021	+/- %
Users	150,637	43,428	<b>+246.87%</b>
New Users	149,630	41,912	<b>+257.01%</b>
Sessions	176,772	56,222	<b>+214.42%</b>
Number of Sessions per User	1.17	1.29	<b>-9.35%</b>
Page Views	279,592	125,577	<b>+122.65%</b>
Pages/Session	1.58	2.23	<b>-29.19%</b>
Avg. Session Duration	00:01:10	00:02:27	<b>-52.72%</b>
Bounce Rate	76.00%	63.76%	<b>+19.19%</b>

We can see some favourable audience metrics when comparing October 2022 data to that obtained during October 2021. Nonetheless, the page-related metrics such as Bounce Rate and Avg. Session Duration has seen some declines. Such data is reflective of the +246.87% increase in users during 2022. With more people on the website, it has presented more data to analyse.

We will investigate further into the traffic channels that saw the lowest page-related metrics to gain a more comprehensive understanding.



Country (Users)	October 2022	October 2021	+/- %
India	79,781	8,692	<b>+817.87%</b>
Philippines	39,222	529	<b>+7,442.69%</b>
United States	5,423	7,469	<b>-27.39%</b>
Kenya	4,328	155	<b>+2,692.26%</b>
United Kingdom	3,345	2,750	<b>+21.64%</b>
Indonesia	1,569	1,152	<b>+36.20%</b>
Singapore	1,436	486	<b>+195.47%</b>
Nigeria	1,052	1,212	<b>-13.20%</b>
Brazil	1,046	965	<b>+8.39%</b>
Australia	905	746	<b>+21.31%</b>

World Stroke Day saw some great wins in acquiring users from countries from different continents. Some countries such as India, the Philippines, Kenya, and Singapore returned significant users during the month of October.



Traffic Medium (Users)	October 2022	October 2021	+/- %
Social	82,558	5,111	<b>+1,515.30%</b>
Direct	27,650	14,389	<b>+92.16%</b>
Organic Search	23,939	22,131	<b>+8.17%</b>
Paid Search	13,861	0	<b>∞%</b>
Referral	3,445	2,773	<b>+24.23%</b>
Email	349	120	<b>+190.83%</b>

As predicted, with the growth of users to the website, it isn't surprising to see growth across all the traffic mediums. However, one noticeable factor is that traffic from social sources acquired 82,558 users which is a +1,515.30% increase from what was achieved throughout October 2021.

On the other hand, when analysing the data that can be seen on the next page, it appears that the decline in page-related metrics that we initially discussed was majorly contributed to by the traffic acquired from social media channels.

Whereas organic traffic saw the lowest increase in growth, this traffic medium recorded the lowest in Bounce Rate (53.51%) and the highest in Avg. Session Duration (00:03:18). Moving forward it may be worth looking into investing in SEO strategies being implemented to further grow the traffic from organic sources. The rationale behind this indicates that the search intent is optimal and users actively searching for World Stroke Day and other relevant topical search queries and engaging with your content.



Device Category ?	Acquisition			Behaviour		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	246.87% ↑ 150,637 vs 43,428	256.95% ↑ 149,690 vs 41,936	214.42% ↑ 176,772 vs 56,222	19.19% ↑ 76.00% vs 63.76%	29.19% ↓ 1.58 vs 2.23	52.72% ↓ 00:01:10 vs 00:02:27
1. mobile						
1 Oct 2022 - 31 Oct 2022	131,045 (86.88%)	130,897 (87.45%)	148,411 (83.96%)	79.97%	1.38	00:00:44
1 Oct 2021 - 31 Oct 2021	24,159 (55.78%)	23,703 (56.52%)	28,869 (51.35%)	73.27%	1.79	00:01:25
<b>% Change</b>	<b>442.43%</b>	<b>452.24%</b>	<b>414.08%</b>	<b>9.15%</b>	<b>-22.69%</b>	<b>-48.27%</b>
2. desktop						
1 Oct 2022 - 31 Oct 2022	18,738 (12.42%)	17,760 (11.86%)	27,095 (15.33%)	54.45%	2.65	00:03:28
1 Oct 2021 - 31 Oct 2021	17,900 (41.33%)	16,989 (40.51%)	25,991 (46.23%)	52.42%	2.76	00:03:41
<b>% Change</b>	<b>4.68%</b>	<b>4.54%</b>	<b>4.25%</b>	<b>3.86%</b>	<b>-4.09%</b>	<b>-5.74%</b>
3. tablet						
1 Oct 2022 - 31 Oct 2022	1,043 (0.69%)	1,033 (0.69%)	1,266 (0.72%)	71.41%	2.05	00:01:58
1 Oct 2021 - 31 Oct 2021	1,253 (2.89%)	1,244 (2.97%)	1,362 (2.42%)	78.56%	1.64	00:01:08
<b>% Change</b>	<b>-16.76%</b>	<b>-16.96%</b>	<b>-7.05%</b>	<b>-9.11%</b>	<b>24.89%</b>	<b>74.32%</b>

We can see that during the reporting period of 1-31 Oct 2022 Vs. 1-31 Oct 2021, user growth on mobile and desktop devices has been witnessed. Whereas, users on tablet devices have decreased.

Furthermore, when looking at mobile and desktop devices, we can see key page-related metrics such as Bounce Rate and Avg. Session Duration was more favourable on desktop devices, which did see significantly fewer users.

This may indicate that we need to look at the design of the mobile version of the website to see how we can improve this moving forward.



# Recommendations for WSD 2023

1.

Campaign hashtags continue to gain traction, with significant increases in engagement for both the #WorldStrokeDay and #PreciousTime hashtags.

**Continue to use and adapt and these hashtags, building on existing equity.**

2.

Human stories resonated, both as part of the campaign (influencers) and in the wider media (John Fetterman), likely driving an increase in overall engagement.

**Engage in outreach earlier in the campaign to develop assets around personal, first-person accounts of stroke and its impact.**

3.

The Google Performance Max paid media campaigns drove a 3x increase in traffic to the website. While higher numbers visited the site, engagement and conversions did not keep the same pace.

**Review website functionality and user experience to ensure users landing on the site have a clear path to conversion.**

4.

Social media performance was down over the previous year (impressions, reach, engagement), with only Facebook receiving paid promotion.

**Extend paid promotion on social channels to:**

1. **Grow followership ahead of WSD**
2. **Engage the right audiences**
3. **Ensure visibility of WSD**



# World Stroke Organization

In Partnership with:

