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

<table>
<thead>
<tr>
<th>Campaign Objective</th>
<th>Goals</th>
<th>Metrics</th>
</tr>
</thead>
</table>
| Raise awareness of the signs of stroke and the importance of saving #Precioustime. | Reach the maximum number of people | • Reach on social media  
• Potential reach of press release  
• Reach of hashtags #Precioustime and #WorldStrokeDay |
|                     | Make the message engaging | • Social media engagement (Likes, Reactions, Comments)  
• Increase in social media followers (across accounts) |
|                     | Speak with one voice as the stroke community | • % member participation  
• Number of materials downloaded |
Campaign summary

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

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

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.

4. Social media performance was down over the previous year (impressions, reach, engagement) as only Facebook received paid promotion.
## Campaign results

<table>
<thead>
<tr>
<th>Reach more people</th>
<th>Drive engagement</th>
<th>Champion inclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3.1 billion</strong> total campaign reach</td>
<td><strong>16K</strong> uses of #WorldStrokeDay and #PreciousTime</td>
<td><strong>31</strong> members orgs activated</td>
</tr>
<tr>
<td><strong>90,000+</strong> views of WSD press release</td>
<td><strong>250%</strong> increase in engagement with #PreciousTime</td>
<td><strong>Almost 9000</strong> campaign assets downloaded</td>
</tr>
</tbody>
</table>
The World Stroke Day Campaign
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.

#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.
2022 Campaign Activities

- NEW POST BUILDER AND SOCIAL MEDIA POSTS TO PROMOTE IT
- NEW STROKE SPOTTER VIDEO
- NEW INFLUENCER CAMPAIGN
- NEW GOOGLE AD CAMPAIGN
Face
One side of the face is drooping

Arm
Arm weakness, the person cannot raise their arms

Speech
Difficulty speaking, slurred speech

Time
t’s call an ambulance and say it’s a stroke

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)
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.
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.
Campaign performance
## World Stroke Day 2022 Dashboard

### World Stroke Day 2022 vs previous years by numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
<th>Visits to Campaign Website</th>
<th>Campaign Reach</th>
<th>WSD News Release Views</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>93</td>
<td>150,637</td>
<td>3.1 billion</td>
<td>90,756</td>
<td>8,570</td>
</tr>
<tr>
<td>2021</td>
<td>101</td>
<td>53,994</td>
<td>2.3 billion</td>
<td>9,989</td>
<td>9,575</td>
</tr>
<tr>
<td>2020</td>
<td>55</td>
<td>11,399</td>
<td>5.1 million</td>
<td>189</td>
<td>4,835</td>
</tr>
</tbody>
</table>

In 31 countries
Top posts

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

Facebook:
- Reach: 12.5K
- Reactions: 4K
- Shares: 19
- Impressions: 153.2K

LinkedIn:
- Reach: 9.3K
- Reactions: 338
- Shares: 33
- Impressions: 153.2K

Instagram:
- 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

- Total Pickup: 757
- Release Views & Hits: 95.7K
- Total Potential Audience: 2.7B

Total Mentions Over Time
Search: World Stroke Day

Aggregate Readership
Search: World Stroke Day

- ONLINE NEWS: 1.5B
- BLOGS: 4.7M
- TELEVISION: 3M
- TOTAL: 1.5B

Votes
- ONLINE NEWS: 1.5B
- BLOGS: 4.7M
- TELEVISION: 3M
- TOTAL: 1.5B
International Media Spread

Top 5 PR Results by country:

- United States: 47.1%
- Canada: 11.5%
- United Kingdom: 7.3%
- France: 5.4%
- Germany: 5.4%

The rest: 47.1%

Top locations:

- United States
- Canada
- United Kingdom
- France
- Germany
- The rest
International Media Spread

Top 3 PR Results by Media outlet:

- **International Media Spread**
  - 338.5M readers

- **CNET**
  - 48.5M readers

- **AP**
  - 28.5M readers
Influencer Outreach
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
Influencer Outreach

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

@woods_clara_
- Social Stats:
  - 150k followers
  - 2.1k avg. likes
  - 13.5 avg. comments
- Stroke survivor

@carolinasaigueiropeireira
- Social Stats:
  - 994k followers
  - 16k avg. likes
  - 69.22 avg. comments
- Health and environmental activist

Health and environmental activist
Influencer Outreach

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
- Outdoor adventurer

@alicesadventuresonearth
- **Social Stats**
  - 26.8k followers
  - 159 avg. likes
  - 10.92 avg. comments
- International hockey star
Hashtag Performance
#WorldStrokeDay

Hashtag Performance

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

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL USE</td>
<td>14K</td>
<td>15.2K</td>
</tr>
<tr>
<td>ENGAGEMENTS</td>
<td>64.9K</td>
<td>41.1K</td>
</tr>
<tr>
<td>POTENTIAL REACH</td>
<td>195.1M</td>
<td>282.4M</td>
</tr>
</tbody>
</table>

Results over time

<table>
<thead>
<tr>
<th>Date</th>
<th>9500</th>
<th>7600</th>
<th>5700</th>
<th>3800</th>
<th>1900</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 29</td>
<td>14K</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Monitoring includes:
- Twitter
- Facebook
- YouTube
- Instagram
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.

<table>
<thead>
<tr>
<th></th>
<th>OVERALL USE</th>
<th>ENGAGEMENTS</th>
<th>POTENTIAL REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>4.1K</td>
<td>31.7K</td>
<td>300.9M</td>
</tr>
<tr>
<td>2021</td>
<td>3.4K</td>
<td>9K</td>
<td>5.7B</td>
</tr>
</tbody>
</table>

Monitoring includes:
- Twitter
- Facebook
- YouTube
- Instagram

Results over time

<table>
<thead>
<tr>
<th>Results over time</th>
<th>4.1K Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>1600</td>
<td></td>
</tr>
<tr>
<td>1200</td>
<td></td>
</tr>
<tr>
<td>800</td>
<td></td>
</tr>
<tr>
<td>400</td>
<td></td>
</tr>
</tbody>
</table>
Hashtag Performance

#Precioustime and #WorldStrokeDay combined results

Gender Balance

47.9% 52.1%

Total potential campaign reach

3.1B

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

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.
<table>
<thead>
<tr>
<th>Country (Users)</th>
<th>October 2022</th>
<th>October 2021</th>
<th>+/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>79,781</td>
<td>8,692</td>
<td>+817.87%</td>
</tr>
<tr>
<td>Philippines</td>
<td>39,222</td>
<td>529</td>
<td>+7442.69%</td>
</tr>
<tr>
<td>United States</td>
<td>5,423</td>
<td>7,469</td>
<td>-27.39%</td>
</tr>
<tr>
<td>Kenya</td>
<td>4,328</td>
<td>155</td>
<td>+2,692.26%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3,345</td>
<td>2,750</td>
<td>+21.64%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1,569</td>
<td>1,152</td>
<td>+36.20%</td>
</tr>
<tr>
<td>Singapore</td>
<td>1,436</td>
<td>486</td>
<td>+195.47%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>1,052</td>
<td>1,212</td>
<td>-13.20%</td>
</tr>
<tr>
<td>Brazil</td>
<td>1,046</td>
<td>965</td>
<td>+8.39%</td>
</tr>
<tr>
<td>Australia</td>
<td>905</td>
<td>746</td>
<td>+21.31%</td>
</tr>
</tbody>
</table>

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

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.
<table>
<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
<th></th>
<th>Behaviour</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
<td>Sessions</td>
<td>Bounce Rate</td>
<td>Pages/Session</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mobile</td>
<td>246.87%</td>
<td>256.95%</td>
<td>214.42%</td>
<td>19.19%</td>
<td>29.19%</td>
<td>52.72%</td>
</tr>
<tr>
<td></td>
<td>141,027 vs 43,420</td>
<td>149,560 vs 41,706</td>
<td>176,722 vs 50,252</td>
<td>75.00% vs 63.76%</td>
<td>1.58 vs 2.23</td>
<td>00:01:10 vs 08:02:27</td>
</tr>
<tr>
<td>1 Oct 2022 - 31 Oct 2022</td>
<td>131,045 (86.88%)</td>
<td>130,897 (87.45%)</td>
<td>148,411 (83.96%)</td>
<td>79.67%</td>
<td>1.38</td>
<td>00:00:44</td>
</tr>
<tr>
<td>1 Oct 2021 - 31 Oct 2021</td>
<td>24,159 (39.78%)</td>
<td>23,703 (35.52%)</td>
<td>28,869 (31.35%)</td>
<td>73.27%</td>
<td>1.79</td>
<td>00:01:25</td>
</tr>
<tr>
<td>% Change</td>
<td>442.43%</td>
<td>452.24%</td>
<td>414.08%</td>
<td>9.13%</td>
<td>-22.69%</td>
<td>-48.27%</td>
</tr>
<tr>
<td>desktop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Oct 2022 - 31 Oct 2022</td>
<td>18,738 (12.42%)</td>
<td>17,760 (11.86%)</td>
<td>27,095 (15.33%)</td>
<td>54.45%</td>
<td>2.65</td>
<td>00:03:28</td>
</tr>
<tr>
<td>1 Oct 2021 - 31 Oct 2021</td>
<td>17,900 (41.33%)</td>
<td>16,989 (40.31%)</td>
<td>25,991 (41.23%)</td>
<td>52.42%</td>
<td>2.76</td>
<td>00:03:41</td>
</tr>
<tr>
<td>% Change</td>
<td>4.68%</td>
<td>4.54%</td>
<td>4.25%</td>
<td>3.86%</td>
<td>-4.09%</td>
<td>-5.74%</td>
</tr>
<tr>
<td>tablet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Oct 2022 - 31 Oct 2022</td>
<td>1,043 (9.69%)</td>
<td>1,093 (6.69%)</td>
<td>1,266 (12.72%)</td>
<td>71.41%</td>
<td>2.55</td>
<td>00:01:58</td>
</tr>
<tr>
<td>1 Oct 2021 - 31 Oct 2021</td>
<td>1,253 (2.89%)</td>
<td>1,244 (2.66%)</td>
<td>1,362 (5.42%)</td>
<td>78.56%</td>
<td>1.64</td>
<td>00:01:08</td>
</tr>
<tr>
<td>% Change</td>
<td>-16.76%</td>
<td>-16.96%</td>
<td>-7.09%</td>
<td>-9.11%</td>
<td>24.89%</td>
<td>74.22%</td>
</tr>
</tbody>
</table>

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.

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.

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.

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

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

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

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

Extend paid promotion on social channels to:
1. Grow followership ahead of WSD
2. Engage the right audiences
3. Ensure visibility of WSD