



***The Heart Truth*® Campaign**  
presented by  
**Tom Beall**  
Ogilvy Public Relations Worldwide

### **The Issue**

- One in four American women die of heart disease
- Most women don't realize it's their #1 killer

### **Enter *The Heart Truth***

- The National Heart, Lung, and Blood Institute (NHLBI) convened 70 women's health experts in 2001 to address women and heart disease
- Result: NHLBI sponsors *The Heart Truth*, a national awareness campaign for women about heart disease
- Created and launched in Washington, D.C., in September 2002 by Ogilvy Public Relations on behalf of NHLBI



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## ***The Heart Truth Campaign: In Brief***

**Objective:** Increase awareness of heart disease as women's #1 killer; motivate women to take action to reduce their risk

**Audience:** Women ages 40 – 60 (primary); Women ages 24 – 39 (secondary)

**Overall approach:** Brand-driven social marketing campaign using an evolving mix of national and community programming

**Implementation strategy:** Partnership development; earned and social media outreach; community action; focus on women of color

**Based on strong foundation of target audience research:** Leverage women's interest in their outward appearance to focus on what's inside (heart); strong wake-up call about personal risk; hard-hitting approach—a deliberate departure from campaign executions that existed at the time



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## Brand Power: The Red Dress®

- Creation of a women and heart disease brand—the **Red Dress**—the national symbol for women and heart disease awareness
- *“Heart Disease Doesn’t Care What You Wear—It’s the #1 Killer of Women®”*
- Strong appeal to wide diversity of women; materials use images of “real” women
- A central driving force of the campaign—fashion industry partnership gives unique platform for other partnerships, high profile events, media



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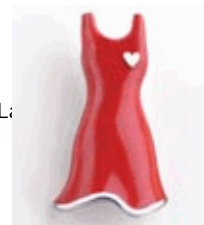
## A Powerful Symbol Brought to Life Through...

### Creative Campaign Platforms

- Annual Red Dress Collection Fashion Show in New York
- National Wear Red Day
- *The Heart Truth* Road Shows
- Community Programming
- Social Media Initiatives
- Events with Founding Ambassador First Lady L:

### High-Profile Partnerships

- Community Organizations
- Media Organizations
- Corporations



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## Red Dress Collection at Mercedes-Benz Fashion Week in New York



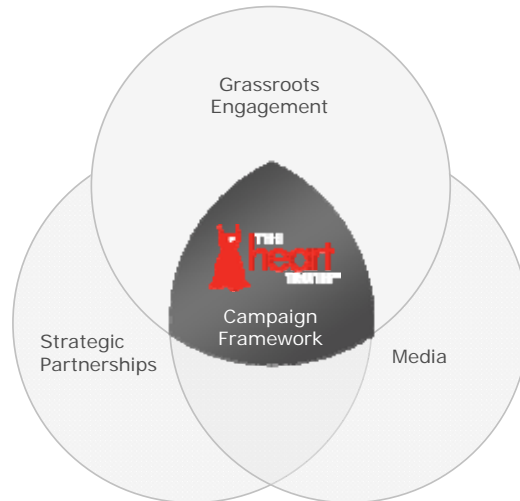
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## National Wear Red Day—First Friday in February



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## Campaign Strategy



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## Grassroots Community Programming

- **The Heart Truth® Road Show**, with free screenings and educational materials
- **The Heart Truth® Champions**, a train-the-trainer program for community health workers
- **Community grants** in support of *The Heart Truth®* local programming
- **Single City Program**, enabling hosts to feature campaign materials at local events
- Collaboration with the public health service's **Office on Women's Health** on regional events and health professional outreach and education



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## Corporate Promotional Partnerships



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## Targeted Media Partnerships

- Glamour
- Woman's Day/ELLE
- TimeInc. Women's Group
- Newsweek
- Lifetime
- Essence



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## Social Media Integration

- *Heart Truth* Facebook pages for campaign 'fans' and for community Champions to share best practices
- Content amplified across Flickr, YouTube, Web-based PSA banners
- Twitter platform launched on National Wear Red Day 2010 to support local events
- Outreach to women's health, lifestyle and fashion/entertainment-focused blogs
- Shareable widgets, badges etc. to support taking action on personal heart health



## Making an Impact

**Awareness of #1 Killer:** According to the most recent AHA benchmark survey, awareness among women of their #1 health threat has nearly doubled over the past 12 years.

**Awareness of Red Dress Symbol:** In 2009, 68% of women recognized the Red Dress as the symbol of women and heart disease awareness, up from 25% in 2005.

**From Awareness to Action:** A recent survey showed

- Two-thirds of women agree the Red Dress makes them want to learn more and take steps to reduce their personal risk
- 65 percent of women are prompted to talk to their doctor about their risk – a key campaign objective since its inception

**Heart Disease Deaths:** Decreased in American women each year from 1999 to 2006 (latest data) – the longest consecutive decline so far.

- In 2003, 1 in 3 women died of heart disease. In 2006, 1 in 4 deaths in women due to heart disease.

**Outcomes illustrate impact of improved prevention and treatment, but combined education efforts of many groups—with *The Heart Truth*® as a catalyst—have surely played a role.**



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## Results

**Community Partnerships:** more than 100 formed

**Corporate Partnerships:** 50 relationships formed

- \$100 million+ in corporate sponsorship and in-kind promotional value
- Campaign brand promoted on 9 billion product packages
- Newspaper ad inserts with combined circulation of 509 million

**Media Relations:** Nearly 4 billion media impressions across high-circulation lifestyle, entertainment, fashion, and women's media; 70% of coverage included at least one of campaign's key messages

**Materials Distributed:** NHLBI = 2 million+; partners have distributed many more

**Community Action:** 350+ campaign-related local initiatives; estimated combined total of people reached via local events – 273,000



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## Lessons Learned

- Formative research is key to support the development of a relevant brand
- Staying true to the brand is essential; but an open mind is needed
- A brand is more than just a symbol or logo; application (what one does) is what counts
- Take a risk – as long as it's an on-strategy risk
- Widespread reach is critical to building brand awareness
- Partner programs need clear guidelines coupled with flexibility



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## Red Dresses Around the Globe

Argentina, Canada, Mexico, England, Chile, Australia, and Portugal have sought to bring the campaign to their countries ...

- Red Dress Collection Fashion Show took place at Buenos Aires Fashion Week in Sept., 2009 (in partnership with The Favaloro Foundation)
- U.K.-based hospital conducted community outreach program
- Canada launched campaign in 2007 modeled wholly on NHLBI initiative
- In 2004, Marie Claire and the Heart Foundation of Australia launched a Red Dress program at the Mercedes Australian Fashion Week



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## Resources

- [www.hearttruth.gov](http://www.hearttruth.gov)
- Social Marketing Quarterly Fall 2008 (Vol. XIV No. 3)
- [www.ogilvypr.com](http://www.ogilvypr.com)

## Contacts

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