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published in <https://www.heartofstroke.com/all-applications>**

Country: **Argentina**

Titel of the project: **How does your heart beat?**

## Project details

### **Luciano Sposato**

FINECO

Award amount: €100,000

National campaign to raise awareness about atrial fibrillation and its relation to stroke, aimed at men and women over 40 years living in Argentina. Objective: to increase public awareness about the importance of paying attention to their heart rate and recommend medical controls to prevent strokes caused by atrial fibrillation.

FUNDACION INECO purpose is to raise awareness on our audience and its close circle on the importance of paying attention to their heartbeat. We want our audience to wonder how its heart beats in everyday life and know that it is possible to detect the change in time with a medical checkup. We need to hear both our heart and ourselves to save our lives. To accomplish this goal, we present a communication campaign that relies on visual language and a striking isologo, consistent with the objective, audience and auditory resources focused on the heartbeats. The campaign will run nationally, supported by mass media and Internet. All the ads will include the following questions and/or statements: • How does your heart beat? "Atrial fibrillation is a disorder of heart rythm and a major cause of stroke. Nearly one in four people at age 55 will go on to develop atrial fibrillation. You could be one of them. Visit your doctor if your heartbeat is irregular or unusually fast." We know that our project is important to help in the fight against stroke caused by atrial fibrillation because it is aimed to promote awareness + action + prevention. • We promote awareness through informing symptoms of atrial fibrillation. • We promote action and commitment by encouraging people to listen to their heartbeats and pay attention to their hearts. • We promote prevention, since the early detection reduces the risk of stroke Campaign: (Please see the details of each ad in the attached document) ♥ Video: This video will show everyday situations of our targeted audience (men and women over 40 years old), with their normal hertbeats sounds and suddenly we are going to hear an arritmical heartbeat. It going to direct website and recommendations to do medical controls. ♥ Radios: Ads based on the video concept, but only with sounds and the announcer voice. ♥ Website: WWW.HowDoesYourHeartBeat.ORG Website dedicated to providing information about symptoms, causes and prevention of atrial fibrillation. Sections: o Test: How does your heart beat? o Campaign: How does your heart beat? (Access to the campaign ads) o What is atrial fibrillation? o Symptoms o Causes o How does the atrial fibrillation become in a stroke? ♥ Billboard Ads: Creative billborad ads with logo, question, website and health control suggestion. ♥ Newspapers and Magazines: Ads with logo, question, website and health control suggestion. ♥ Soccer Digital animation of the logo and website to be shown at television during the soccer match, in the center of the field, before the beginning of each game.

## **Audience**

### **Type**

- General public

### **Location**

Argentina, South America