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Country: **Greece**

Titel of the project: **Public awareness video campaign**

Project details

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Hellenic cardiology society of northern Greece

Award amount: €50,000

Hellenic Cardiological Society of Northern Greece will produce a series of informative videos in order to inform the public on atrial fibrillation.

In order to inform the public on atrial fibrillation, the Hellenic Cardiological Society of Northern Greece, will produce a series of informative videos. The videos are going to be focused on interviews with health experts, professionals and patients that suffer from atrial fibrillation. The videos will feature a host / narrator, health experts, professionals and patients that wish to share their personal experience. The host / narrator will represent the average viewer that will pose questions and link the views expressed together in a comprehensive way. Health experts and professionals will provide all the latest scientific data and experience in fighting atrial fibrillation. The patients will provide the useful insight on how it actually is to fight the disease with today's means. All interviews will be shot on the locations where the interviewees work or live, in order to achieve a persuasive, documentary –style result. High-definition video cameras and high quality audio equipment will ensure that the produced videos will meet the current broadcast quality standards. In order to promote the videos on the site, the production team will also produce a 30-second TV spot, with excerpts from the interviews. This TV spot will broadcast on local and national Greek TV stations, during the free airtime zone of Public Awareness TV spots. The length of the TV spot campaign is one month. The project aims to raise public awareness on the effects of atrial fibrillation and all the possible means on its prevention. The scale of the public awareness will be completely countable, making use of sophisticated Analytics tools that will measure the viewing trends of the videos on the website, as well as the visiting trends of the content of the site itself.

Audience

Type

- General public

Location

Greece, Europe