

Project generated by: **Contribution 1mission-1million**
an Initiative of Boehringer Ingelheim
published in <https://www.heartofstroke.com/all-applications>

Country: **Italy**

Titel of the project: **Advertising spot to prevent stroke from atrial fibrillation**

Project details

Diego Mandolfo

Award amount: €100,000

A television spot is to be written, produced and aired, explaining simply and directly: the connection between atrial fibrillation and the risk of stroke; the consequences; the importance of understanding the risk and what people potentially affected by atrial fibrillation can do to prevent stroke

The Team behind the current project will create a television spot that will be aired on local and national television networks in Italy as well as on the Internet. The advert will also be produced in English, so that it can be aired on international satellite channels and abroad. The screenplay for the spot has the following synopsis: the set for the spot will be the stage of an elegant 9th Century Italian theatre; an orchestra is playing on stage, with emphasis drawn to the percussion section; in front of the orchestra a dancer is performing; one of the percussionists begins to play out of time with the rest of the orchestra; consequently the dancer begins to go out of time until she falls; with emphatic special effects the scene stops in a still frame; a man enters the scene and walks amongst the elements in the still image; he briefly reveals the metaphor between (percussion/dance) and (heart beat-fibrillation/brain) and the risk of stroke; he encourages viewers not to underestimate atrial fibrillation and to intervene in time; he corrects the position of the out of time percussionist; the man exits the scene which then comes back to life thanks to the new found synchronicity; the dancer begins dancing again in perfect time with the rhythm of the music; a voice from off screen announces the final claim. The project plans to use eventual financial backing for the production of the advertisement spot and to purchase as much air time as possible for the distribution. At the same time the spot will be uploaded to suitable online spaces such as YouTube, Facebook and a specially created webpage etc. for maximum diffusion. Data relating to the television viewing audience and the views reached online will provide an effective measure of the circulation of the spot and its message.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- young people
- adults
- families
- television viewers
- internet users

Location

Italy, Europe