

phd

November 2021

PHD Media & British Heart Foundation

Brand proposition insight





British Heart Foundation

The BHF's mission is to end heartbreak from heart and circulatory diseases

Engagement



Donations



1. Funding of lifesaving scientific research

- A. Research into regenerative medicine
- B. Children and adults who have inherited heart and circulatory diseases
- C. Better ways to detect and treat women with heart disease
- D. Research into babies diagnosed with heart disease
- E. Bench to bedside
- F. Big beat challenge

2. Advising on changes to reduce risk of developing these diseases

- A. Healthy eating
- B. Exercise
- C. Risk Factor Awareness
- D. Apps
- E. Wearables

3. Providing of information to those affected by heart and circulatory diseases

- A. Online information
- B. Printed Information
- C. Interactive information
- D. Supporting young people
- E. Online forums

4. Selling useful products that raise funds

- A. British Heart Foundation Shops
- B. Defibrillators
- C. eBay
- D. Free wills service
- E. British Heart Foundation travel insurance
- F. Work membership schemes

5. Supporting those affected by heart and circulatory diseases

- A. Genetic testing
- B. Rehab
- C. Helpline

6. Preventing people from dying from a cardiac arrest immediately

- A. CPR Training
- B. CPR Awareness
- C. National defibrillator database
- D. Selling defibrillators

7. Supporting healthcare professionals and researchers

- A. British Heart Foundation Alliance
- B. Funding healthcare programmes

8. Fundraising events and volunteering

- A. Physical events
- B. Other events
- C. Volunteering in BHF shops
- D. Volunteering in the community

9. Lobbying the government to change legislation

- A. Obesity and diet
- B. Health equality
- C. Air Pollution
- D. Organ donation

Develop a shortlist of propositions and products

Explore why these propositions and products have the most traction

Develop a framework to best communicate key propositions and products

Test final products and proposition list to provide nuanced understanding

Develop a shortlist of propositions and products

Explore why these propositions and products are the most popular

Develop a framework to best communicate propositions and products

Robust test of final products and propositions to provide nuanced understanding



Size



Explore



Test

Propositions

Prevent

Support

Research

Survival

Products

Lifestyle

Helpline

Keep hearts
beating

CPR & Defib

Genetic testing

Resources

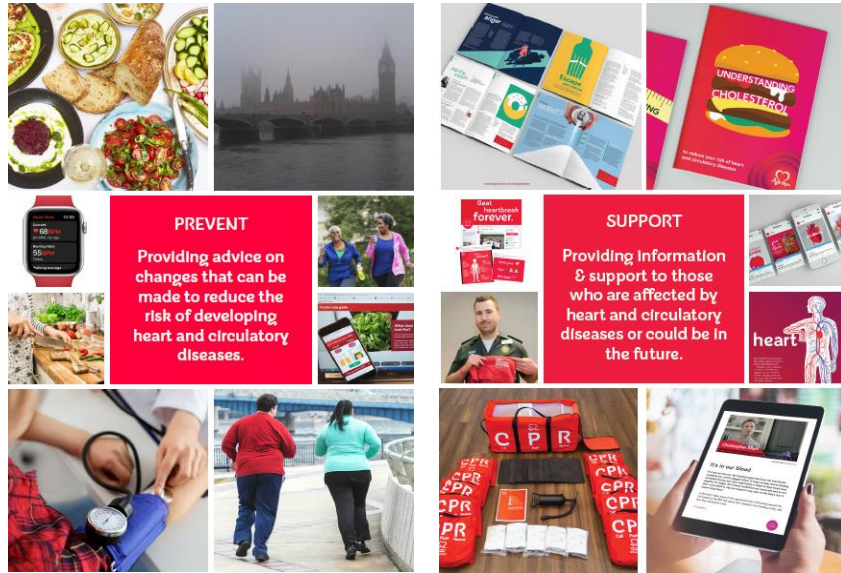
Inherited

Risk factors

Mend broken
hearts

Preventative
medicine

Propositions

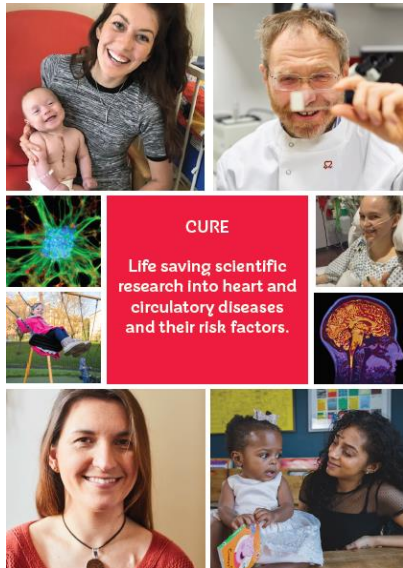


PREVENT

Providing advice on changes that can be made to reduce the risk of developing heart and circulatory diseases.

SUPPORT

Providing information & support to those who are affected by heart and circulatory diseases or could be in the future.



CURE

Life saving scientific research into heart and circulatory diseases and their risk factors.



Risk factor awareness

Millions of people are unaware they are living with risk factors for heart and circulatory diseases.

The BHF is at the forefront of driving risk factor awareness for heart and circulatory diseases, for example, high blood pressure, diabetes and high cholesterol.



CPR Awareness, training & defibrillator database

The BHF has invested:

£1.8m to create a 'Nation of Lifesavers' through CPR training and increasing access to defibrillators.

£1.2m on developing 'The Circuit: National Defibrillator Network', which allows bystanders to be directed to their nearest device when they call 999.



Research into children and adults who have inherited heart and circulatory diseases

Around 620,000 people in the UK have a faulty gene that can cause an inherited heart-related condition.

BHF researchers are searching for treatments and cures that could prevent faulty genes developing and being passed down from generation to generation.



Healthy eating and exercise

The BHF helps people to develop a healthy approach to food and exercise which can reduce the risk of developing heart and circulatory diseases. They provide a wide range of programmes to improve your wellbeing and have a catalogue of healthy recipes on their website.

The BHF also organises a range of swims, runs and treks to encourage people to challenge themselves physically and raise funds for the BHF.



Online information and printed information

The BHF supports millions of people living with heart and circulatory conditions by providing information that can help them understand their condition better. This can also help to lessen the mental, emotional and psychological impact that these diseases can cause.



Research into better ways to detect and treat women with heart disease

Coronary heart disease is the biggest killer of women worldwide. The BHF aims to fund more research into equalising the standards of diagnosis, treatment and care experienced by women, as well as men who have heart disease.

Hard-hitting, surprising facts and statistics

A narrative / contextualised section to personalise and humanise

A final positive piece of news about what BHF is doing

A call to action to engage or support to help meet a specific objective

Propositions

N = 4000 consumer interviews

Explicit questions on engagement and motivation to support

Prevent

Support

Research

Survival

Products

10 x n=400 consumer interviews

Explicit questions and implicit response time test

Lifestyle

Helpline

Keep hearts
beating

CPR & Defib

Genetic testing

Resources

Inherited

Risk factors

Mend broken
hearts

Preventative
medicine

HERO



Appealing & Prompts Action

Research to mend broken hearts

Research to keep hearts beating

SECONDARY



Stronger appeal

Stronger Prompt Action

CPR & Defib

Online / Printed information

Risk factor awareness

Research into inherited conditions

TERTIARY



Less Appealing / Likely To Prompt Action

Helpline

Genetic testing

Lifestyle

Research to prevent

Engagement

+2000%
increase in
web traffic to
BHF
following ad

Donations

**Significant increase
in donation levels
to BHF**
(June to August)
– TGI 2021

video

A photograph of a wooden desk with a box of colorful markers in the top left, a piece of white paper with a red heart drawn on it in the center, and a red marker lying on the desk in the bottom right. The scene is overlaid with a semi-transparent purple filter.

Thank you
