

start!

American Heart
Association® 
Learn and Live...

Overview:

In 2006, 65% of American adults were overweight or obese, with the majority of cases resulting from increasingly sedentary lifestyles. Furthermore, physical inactivity continued to be cited as a leading risk of heart disease and stroke. But, new research showed that even moderate amounts of activity, in any form, could have an enormous impact on quality and length of life. Acting on this information, the American Heart Association (AHA) prioritized “adult inactivity” as an issue to combat, and joined with Cone to design a modern, multifaceted, and compelling solution to create awareness, raise funds, and engage adults in healthy behaviors.

The result was Start! – a movement designed to reach adults by focusing on simple lifestyle changes and providing innovative tools and resources to implement these changes. Start! promotes walking – the activity with the lowest dropout rate – as the gateway activity to living longer, stronger, healthier lives. The premise is based on solid scientific evidence that for every one hour of regular exercise, individuals can gain two hours of life expectancy. The AHA’s simple translation was: **walk more + eat well = live longer**. The team’s research suggested that sedentary jobs, longer working hours, and technological innovations strongly contributed to the decline of America’s physical state. Therefore, Start! aims to reach adults where they spend most of their time – the workplace – creating a culture of physical activity in the places where people spend most of their time.

Specific objectives for the campaign were determined as follows:

- Inspire Americans (trailing-edge Baby Boomer set, age 35-55) to incorporate walking into their daily routine
- Engage employers to create a culture of physical activity for employees
- Increase corporate sponsorship to raise funds for critical research and maximize consumer reach

Select Elements:

National Launch Event: The Start! movement officially launched in January 2007 at an energetic event, *Start! America*. Held in Manhattan’s Financial District, the event emphasized the campaign’s focus on employees and businesses. To appeal to business press, the CEOs of AHA, Subway, ConAgra, and AstraZeneca banded together, rang the NYSE opening bell, and participated in a highly publicized press conference. Consumer press was attracted via appearances by Jane Seymour, Jerome Bettis, and Subway’s Jared Fogle. Individual attendees were engaged through activity stations, including a treadmill challenge, sneaker-detailing, a Start! photo booth, cooking demonstrations by celebrity chef Juan Carlos Cruz, health screenings, branded giveaways, and more. Advertising and buzz-generating “street teams” worked together to motivate Americans to adopt a more heart-healthy, active lifestyle. The event was accompanied by aggressive media relations to long- and short-lead publications.

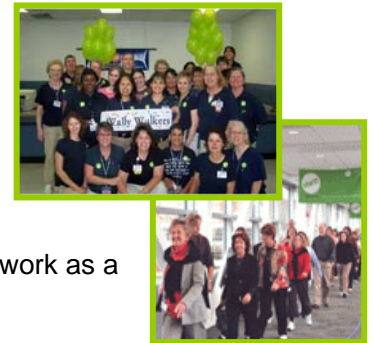




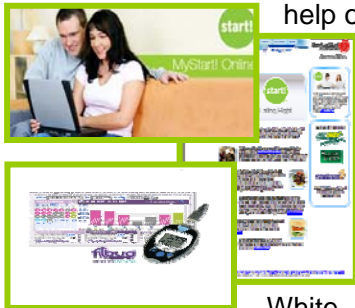
Marketing Communications: The team also launched a year-round integrated communications campaign, utilizing marketing, media relations, events, buzz, advertising, celebrity engagement, and promotions, in addition to local efforts driven by AHA's 1,900 divisions across the country. A large-scale PSA campaign was created to build awareness of and interest in Start! leading up to the campaign's launch in January 2007. National and local efforts were focused in January (New Year's Resolutions), April (pre-summer fitness season), and September (Start! Heart

Walk Season) to capitalize on these key market times for individuals interested in making lifestyle changes. At these times, "Start! This Is The Day" print, radio, and TV PSAs were displayed across the U.S., driving consumers to the Start! Web site. Celebrities such as Jane Seymour were engaged to pique consumer interest, in addition to health experts and AHA volunteers, Dr. Ray Gibbons and Dr. Barry Franklin, who provided credible substance for media interviews. Finally, sponsors provided support by activating their partnership at the AHA's encouragement, infusing Start! into their existing advertising and marketing outreach efforts.

Corporate Engagement: To inspire and encourage employers to create a culture of physical activity in the workplace, Cone and the AHA developed the Start! Fit-Friendly Company corporate recognition program. Through this, companies committed to positive behavior changes in employees' activity level and diet may apply to receive either Platinum or Gold Fit-Friendly Company status. Start! also offers CEO Walkforce Leadership Events as well as Start! In-Company Walking Programs and coordinator kits to further engage employees in healthy activities. In addition, the first annual icon event, Start! Walking At Work Day, took place in April, encouraging employees to wear sneakers to work as a sign of their commitment to physical activity.



Interactive/New Media: To reach everyday Americans, MyStart! Online was created with the



help of corporate sponsor, Fitbug. This online hub offers registered participants a wide range of heart-healthy tips and resources including free access to a personal fitness tracking tool which provides daily recommendations and weekly analyses based on each individual's daily activity and diet. Registrants may also purchase a Fitbug pedometer offering cutting-edge disruptive fitness technology which allows registrants to upload and track their activity directly to MyStart! Online. During certain push periods, individuals were also able to sign up for Start! Workout Wake-Up Calls from celebrities such as Vanna

White, Jared Fogle, Dave Koz, Jane Seymour, Hector Elizondo, and Vanessa Williams as an extra incentive to get up and get walking. Through this strategic approach, the same technologies identified as a factor in the rise of physical inactivity are transformed into a means to offer new solutions.

Fundraising: The transformation of the American Heart Walks, the AHA's flagship fundraiser held annually in more than 600 cities, into a "Hometown Fitness Celebration" marks the grassroots centerpiece of Start!. The new, more fitness-focused events are divided into three communities with relevant, fun-filled services and activities for participants including: "Create Hope" for heart disease survivors, "Inspire Change" for those who are looking to lead a healthier lifestyle, and "Celebrate Success" for those who already successfully practice heart-healthy habits. An e-commerce micro-site, ShopStart.org, was established to sell Start! gear including t-shirts, sweatshirts, pedometers, backpacks, visors, notepads, and pins. Finally, the team created a tiered sponsorship structure to encourage companies of all sizes to engage with Start! and raise money for the cause.

