



strokeforstroke
Supported by Siemens

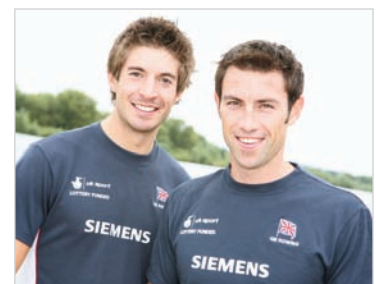
Siemens 'Stroke for Stroke' Campaign - case study

Summary:

- Threepipe worked with Siemens to create the second annual 'Stroke for Stroke' campaign, designed to leverage the partnership with GB Rowing, communicate with the business audience and raise funds for The Stroke Association.
- Stroke for Stroke Week challenges individuals to row 10km (or more), to highlight the crucial role of regular exercise in combating stroke, and to raise funds for The Stroke Association.

Objectives:

- Raise awareness of Siemens' partnership with GB Rowing.
- Achieve branded coverage across business, national, broadcast, regional and lifestyle media.
- Support Siemens' key values of innovation, performance, corporate responsibility and employee engagement.
- Drive consumers to the campaign website to sign up and take part in Stroke for Stroke Week.



SIEMENS **threepipe**



Activity:

- Threepipe struck a deal with LA Fitness, the national gym chain, to become the official gym partner of Stroke for Stroke Week. This enabled us to promote the Siemens campaign to over 300,000 members and provided free access to the gyms for non-members taking part in Stroke for Stroke Week.
- To launch the campaign to the media and to generate a business news angle, we created a 'Stroke in Business' report, in conjunction with The Stroke Association. The report analysed various responses to stress across the UK business sector, making the link between a lack of exercise, stress levels and the risk of stroke.
- The results of the report were launched to the media with a broadcast media day and sell-in to national business and news desks, resulting in branded coverage in Financial Times, CNN, The Sun and City AM.
- The report's findings were also broken down by region and profession, allowing us to create newsworthy stories for regional and vertical media. This resulted in coverage for the campaign in a range of media including The Scotsman, Western Mail and Legal Week.
- While the business community was the core audience for the campaign, a secondary aim was to reach into the mainstream consumer to generate wider awareness of Stroke for Stroke Week, helping to raise additional funds for the charity. To achieve this, we targeted health pages in national and consumer media, using case studies highlighting the impact of a stroke and

underlining the fact that strokes can affect people of all ages. This led to some fantastic full page pieces in Metro and Fabulous Magazine.

- Access to the GB Rowing squad throughout the campaign was limited, but on the back of the team's success at the Olympic Games, Threepipe co-ordinated a media event at Caversham, the GB Rowing HQ, to give the media access to some of the medal-winning rowers. Interviews took place with various print and broadcast media helping to spread the word about Stroke for Stroke Week.
- To reach younger consumers and to position Siemens as an innovative, positive employer, Stroke for Stroke fundraising days were held at top Universities including Birmingham, Durham, Bristol and Bath.

Results:

- **61 pieces of branded media coverage overall delivering a total reach of 92,309,857**
- **Media value estimated at £533,736, delivering an ROI of 6 to 1**
- **95% of coverage achieved mentioned Siemens and Stroke for Stroke Week including dates of the campaign**
- **55% of media coverage included the URL of the campaign website**
- **Over £35,000 raised for The Stroke Association**

Enough about Siemens, can we talk about you?

- Call Jim Hawker or Eddie May: 020 7632 4800
- Email us: tellmemore@threepipe.co.uk
- Meet us at our place in Covent Garden or wherever suits you.