

Stroke Prevalence in India

1 in 4 will suffer from a stroke in their lifetime



1.8M

people suffer from stroke every year



3rd

leading cause of mortality



77.4

Mortality & 1592 DALYS per 100,000

1.9mn

Loss of neurons every minute when a stroke goes untreated



STROKE OCCURS WHEN THERE IS AN INTERRUPTION

in the **normal flow of blood** to the **brain**.

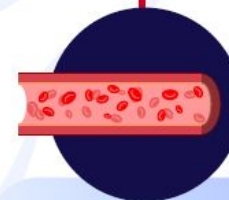
CAUSES OF STROKE



Atherosclerosis



High blood pressure

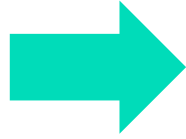


Overuse of blood thinners



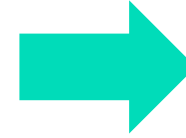
Trauma

Problem Statement



- 1 in 4 adults are likely to experience a stroke.
- Stroke patients are unable to communicate or comprehend what's happening to them
- Bystanders and caregivers become the decision makers
- Crucial to be aware of key signs and symptoms to save a life in time and take timely action of directing the patient to a stroke ready hospital.

Campaign Objective



- Spread awareness about stroke with special emphasis on identification of symptoms and how timely decision can impact life of a stroke patient.
- Launched an omnichannel stroke awareness campaign for six months targeting caregivers, bystanders, and patients on World Stroke Day, 29th Oct 2023.

#TimeToDecideDestiny

Stroke Outcomes



Often, **timely decision** can make all the difference!

Campaign Approach

Reach where the audience is – multiple ways with localized content

A direct to patient stroke awareness campaign with multi-facet touchpoints



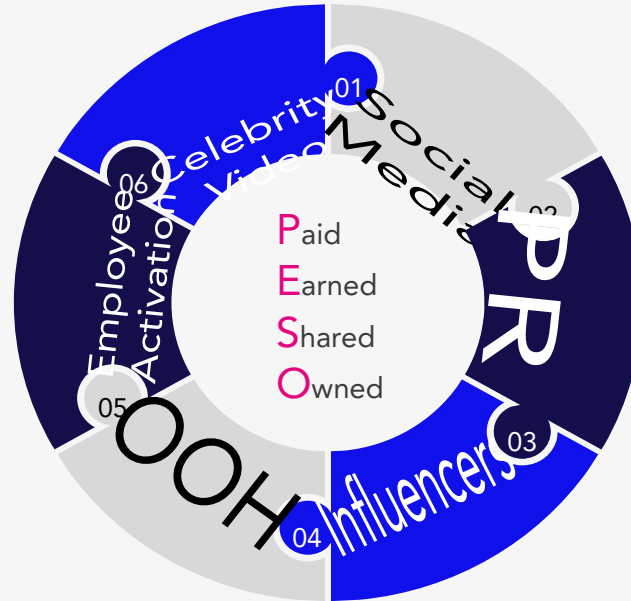
Recognizable Face
(Celebrity/Influencer)



5 Regional languages



Insight driven
narrative



Omnichannel
communication

Leverage new age media
(influencers, OTT, etc.)

12 Unique
platforms

Target audience – Decision makers/Bystanders
25-65 years of age

1st time celebrity engagement by Medtronic in Asia
Tisca Chopra
- Mega Influencer with ~2Mn followers



Video Link
<https://www.youtube.com/watch?v=dWzenwAQuNs>

Call to action - Landing Page
www.medtronic.com/in-en/c/neurological/stroke-awareness.html

The Execution

360-degree Touch Points to maximize reach – Online Activities

Awareness articles

- 13 Online in 7 languages
- TOI Panel discussion
- Video promotion on 7 news websites



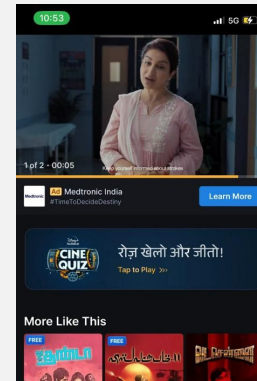
Influencer Reels

- Interviews between KOLs and 3 Macro influencers with 700k+ followers



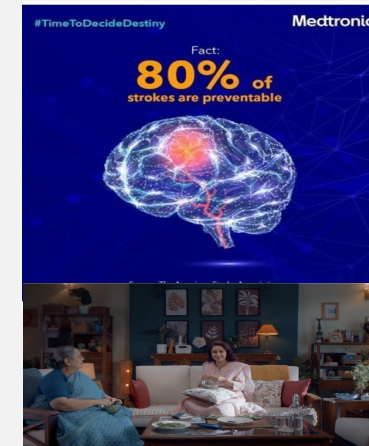
OTT Streaming

- Video promoted on Disney + Hotstar



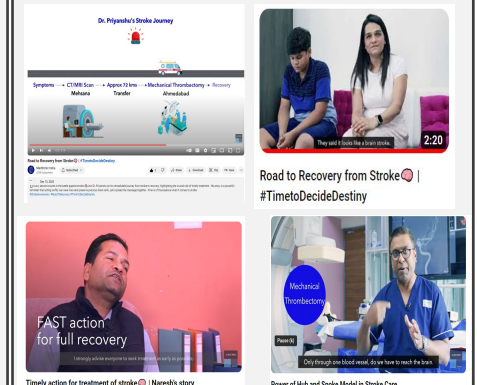
Social Media

- 16 unique posts – GIF, carousel, etc.
- Main stroke video



Testimonials

- 3 Patient and Physician Videos
- To build emotional connect and relatability



The Execution

360-degree Touch Points to maximize reach – Offline Activities

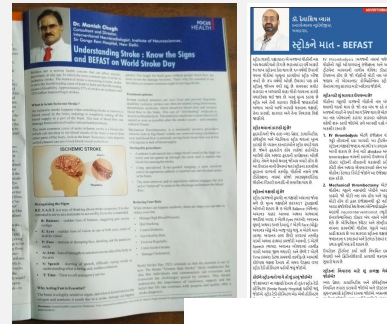
OOH

- Awareness through posters on 70 buses in 2 cities over 3 months
- Unique messaging for each month



Print Media

- 3 Articles in India Today magazine
- Articles in leading papers – Bombay Times & Divya Bhaskar



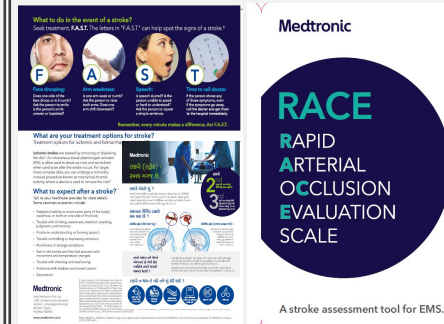
CME

- 1200+ doctors educated via 14 CMEs across 12 cities
- 45 faculties engaged



In-Clinic Promo

- Stroke awareness leaflets & RACE scale pocketbook
- Made in 10 languages



Office Activation

- Campaign launched on Medtronic Voices Program- social media advocacy platform
- Stroke awareness via VR activity



Call to Action

Landing page on Medtronic India website was the CTA in all promotional material

<https://www.medtronic.com/in-en/c/neurological/stroke-awareness.html>

Medtronic

#TimeToDecideDestiny
See the signs, seize your destiny

Globally, 1 in 4 people over 25 will suffer from a stroke in their lifetime.¹ This is why it's important to quickly recognize, treat and prevent strokes when they happen to you or a loved one. Together – through awareness, education, and prevention – we can save lives.

What is a stroke?

Acute Ischemic

 Play video

Impact

6-months long campaign educating patients, caregivers and physicians



54Mn+

all media reach



34Mn+

digital impressions



730k+

Impressions via MVP
highest shared post in FY24



4.5Mn+

video views



1.7x
YouTube
View-through-rate
against industry
benchmark



1.8x
time spent on
landing page
against industry benchmark



60
KOLs engaged



1200+
doctors educated

Positive feedback from all stakeholders

Medtronic perception shifted from “provider” to a “partner”
World Stroke Organization and KOLs shared our video

