



London Marathon 2022

British Heart Foundation Creative Team
Draft two 13 May 2021



The
race is
on

to heal hearts.

Watch the animated example here: <https://youtu.be/2GBuciVh9cE>

The London Marathon 2022 is a once-in-a-generation chance for us to pour rocket fuel on the field of regenerative medicine.





We've got the winning combination to heal hearts - our runners and the power of regenerative medicine.

Campaign mission

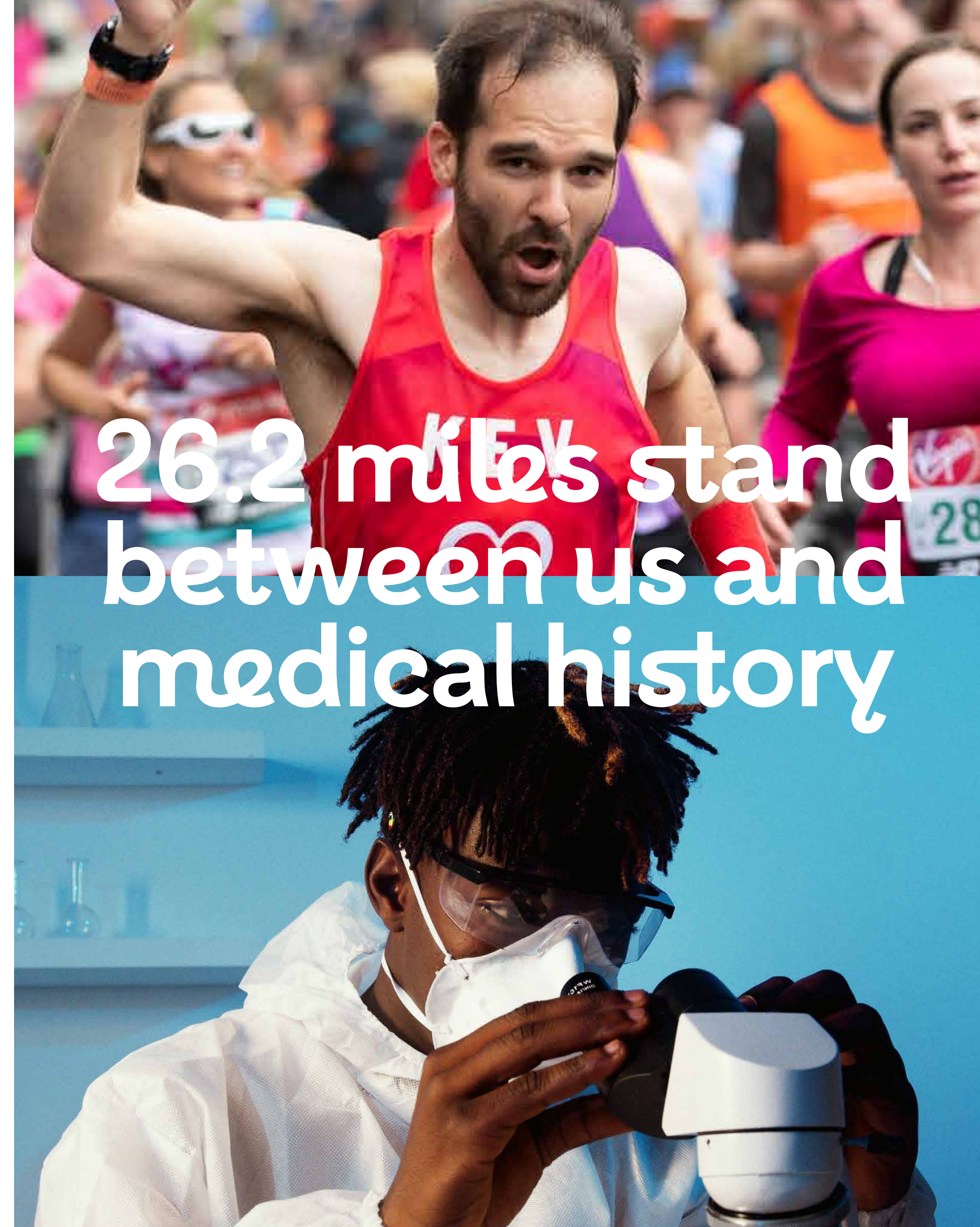
Our biggest job is to get runners to the start line.

We want them to know this is a once-in-a-generation chance to make medical history.

The money they raise is for a specific and incredibly exciting area of research: regenerative medicine.

The key to unlocking this new frontier in science is the partnership between them and our researchers.

One day in April 2022 has the power to heal hearts for generations to come.



Three things run across our campaign:

- **The partnership between our runners and researchers**
- **The one-off opportunity to make medical history**
- **The urgent need to heal hearts**



Breaking it down

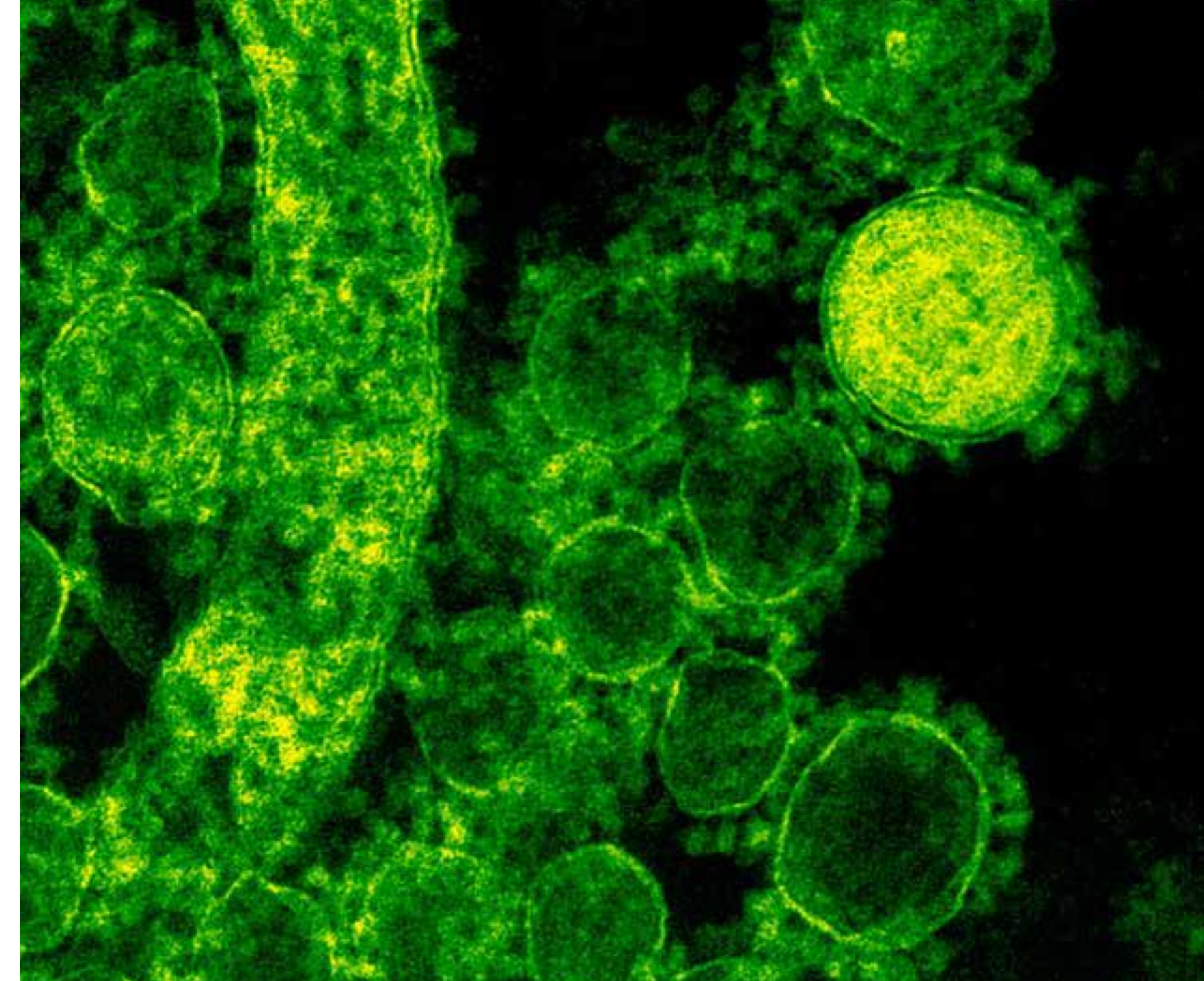
In Acquisition, we focus on the partnership between our runners and researchers.

We want our runners to feel excited to be part of something bigger, get the sense their hard work will have real world impact and be inspired by the science.



Breaking it down

In Stewardship, we bring in more content around regenerative medicine, our mission to heal hearts and real life stories. Content to motivate our runners and inspire donations.



Breaking it down

On the day, it's all about keeping our runners feeling positive and focused on the finish line.



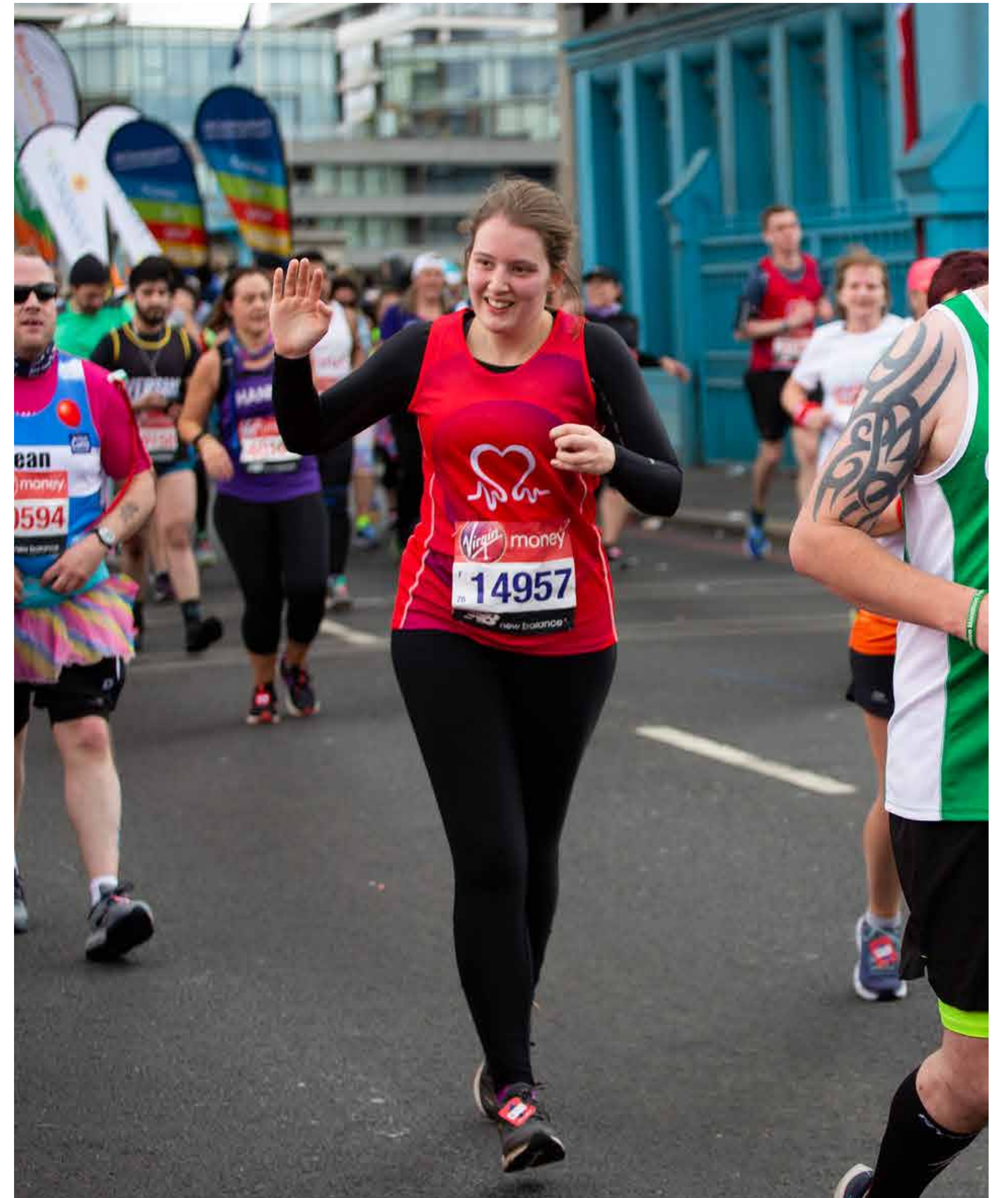
Look and feel

- Photography led, researchers and runners
- Motion ads are energetic and fast paced
- Illustration to be used as a secondary medium where photography isn't appropriate. (Website icons, small spot illustrations etc.)



Tone of voice

- Rhythmic
- Inspirational
- Authoritative
- Playful



Acquisiti

On

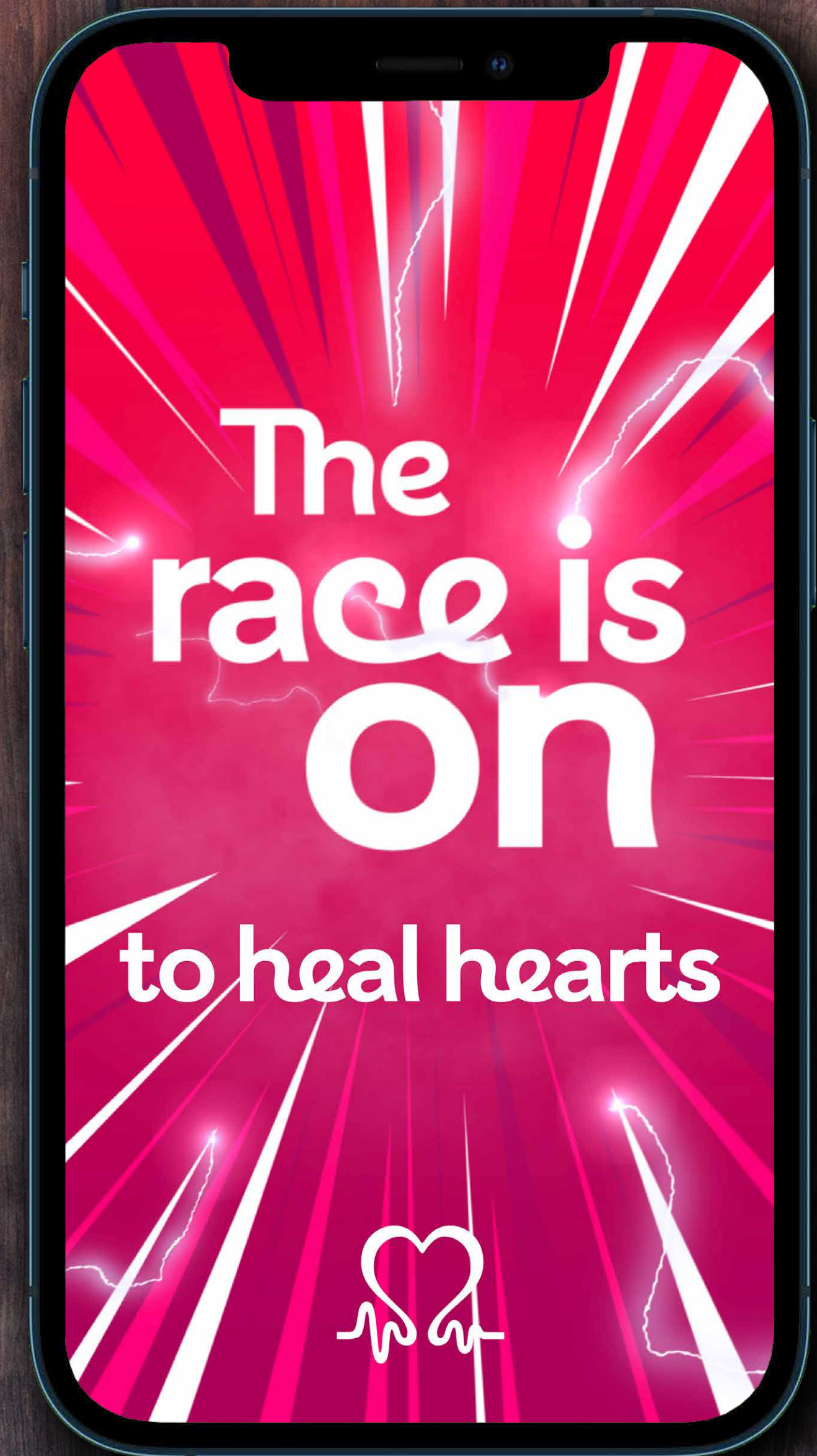
Social – Motion ads

Our motion ads will get people fired up about the big day and feature a mix of running and research footage. Running footage to engage and research footage to elevate the cause

Watch the example ad here:

<https://youtu.be/d3Am3F8Swts>

NB: These ads will not conflict or compete with the full length trailer that's in development.



Full length trailer

Draft script/voiceover

On 24 April 2022

26.2 miles stand between us
and medical history.

This is our shot to pour rocket fuel
on regenerative medicine, and save lives.

You bring the stamina.

We'll bring the science.

The race is on

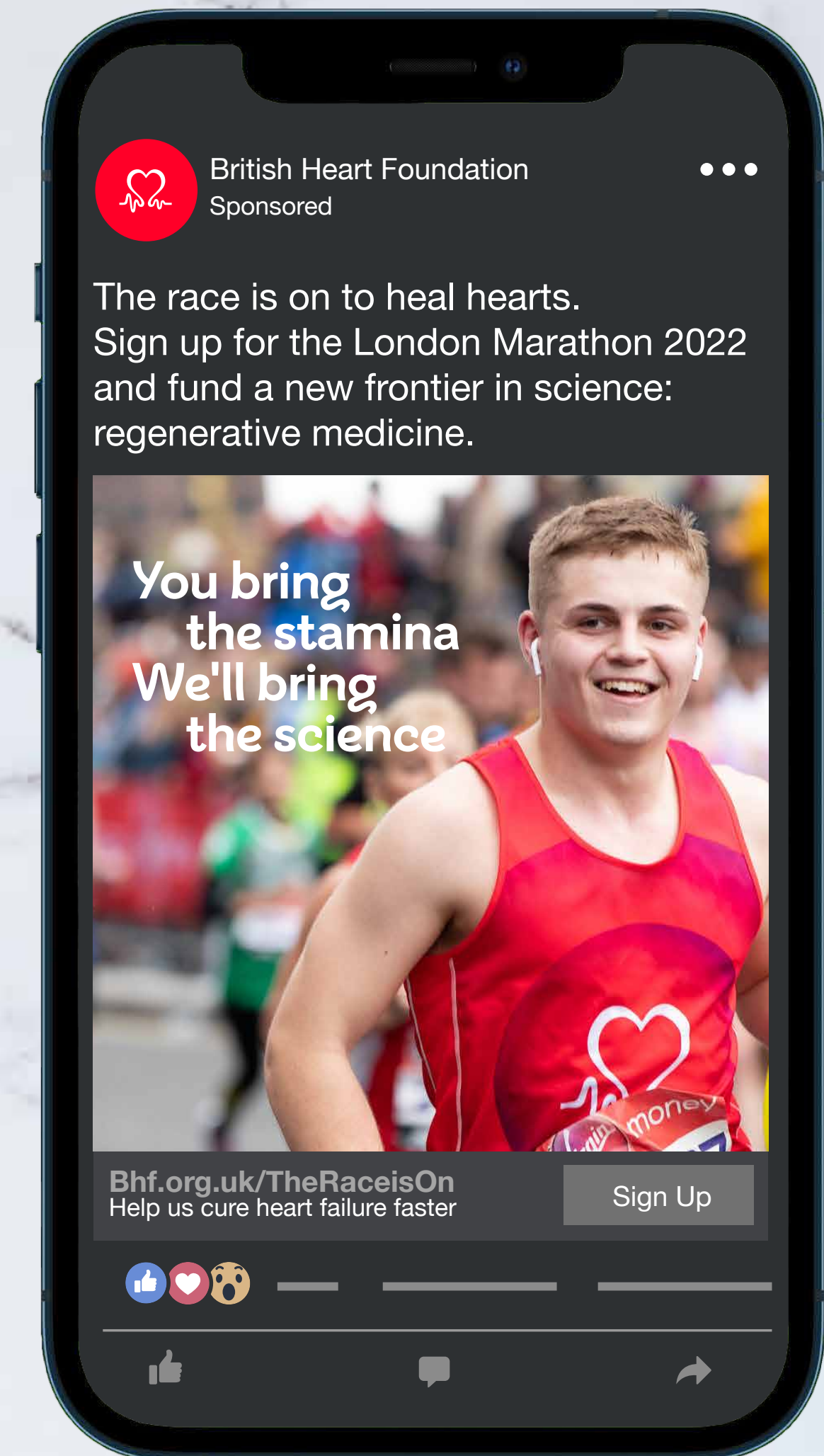
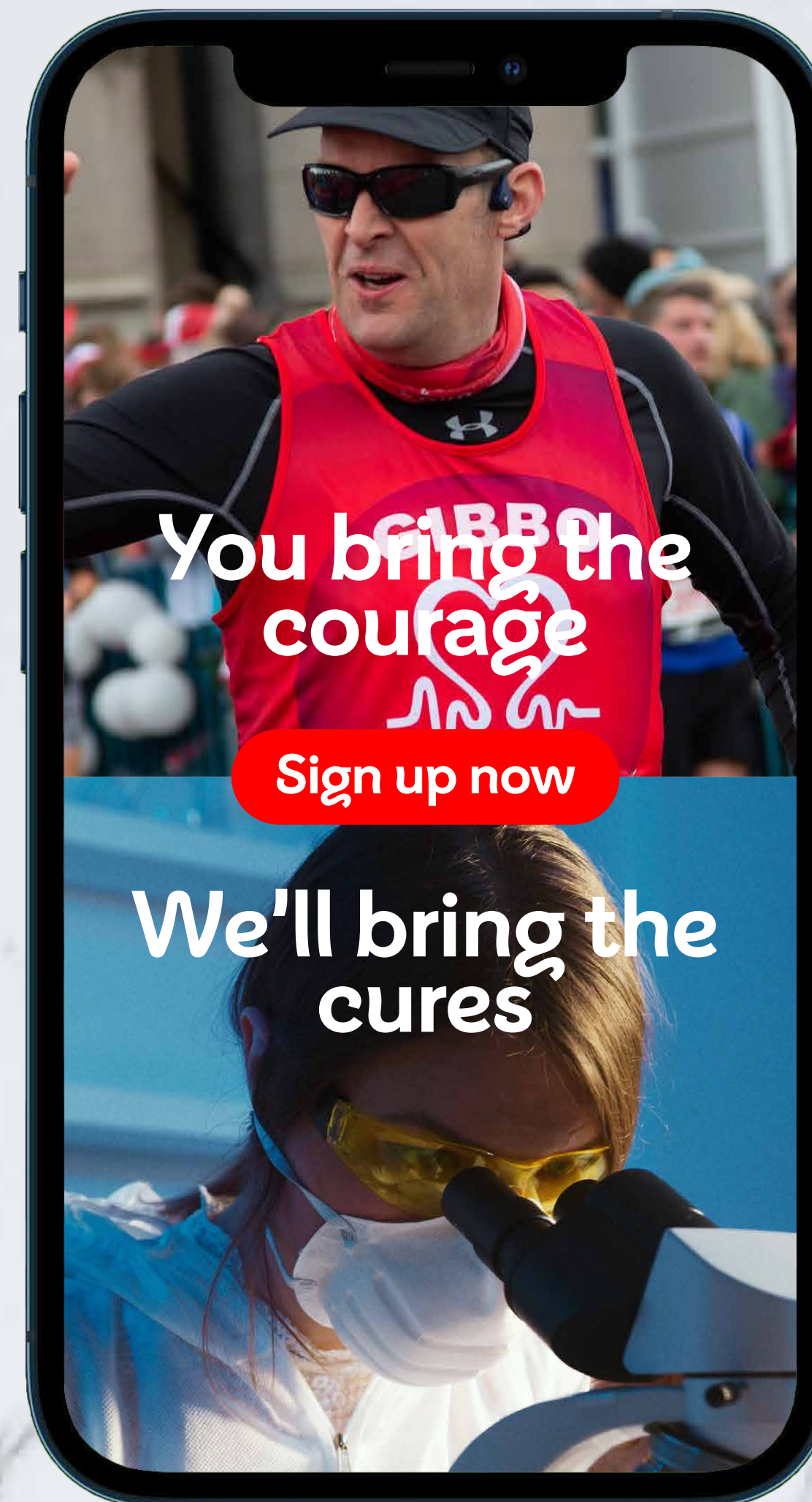
To heal hearts.

Sign up for the London Marathon 2022.



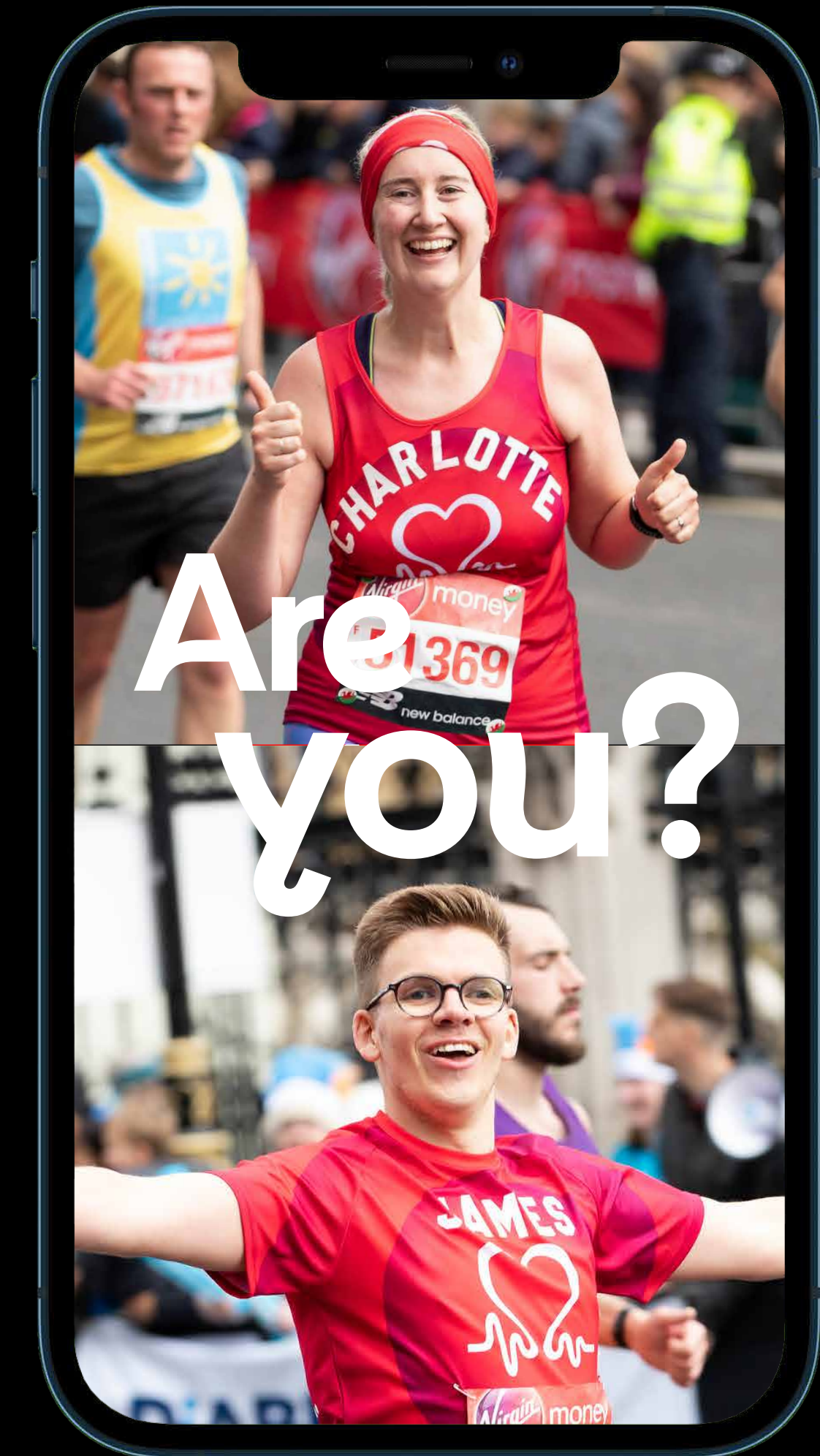
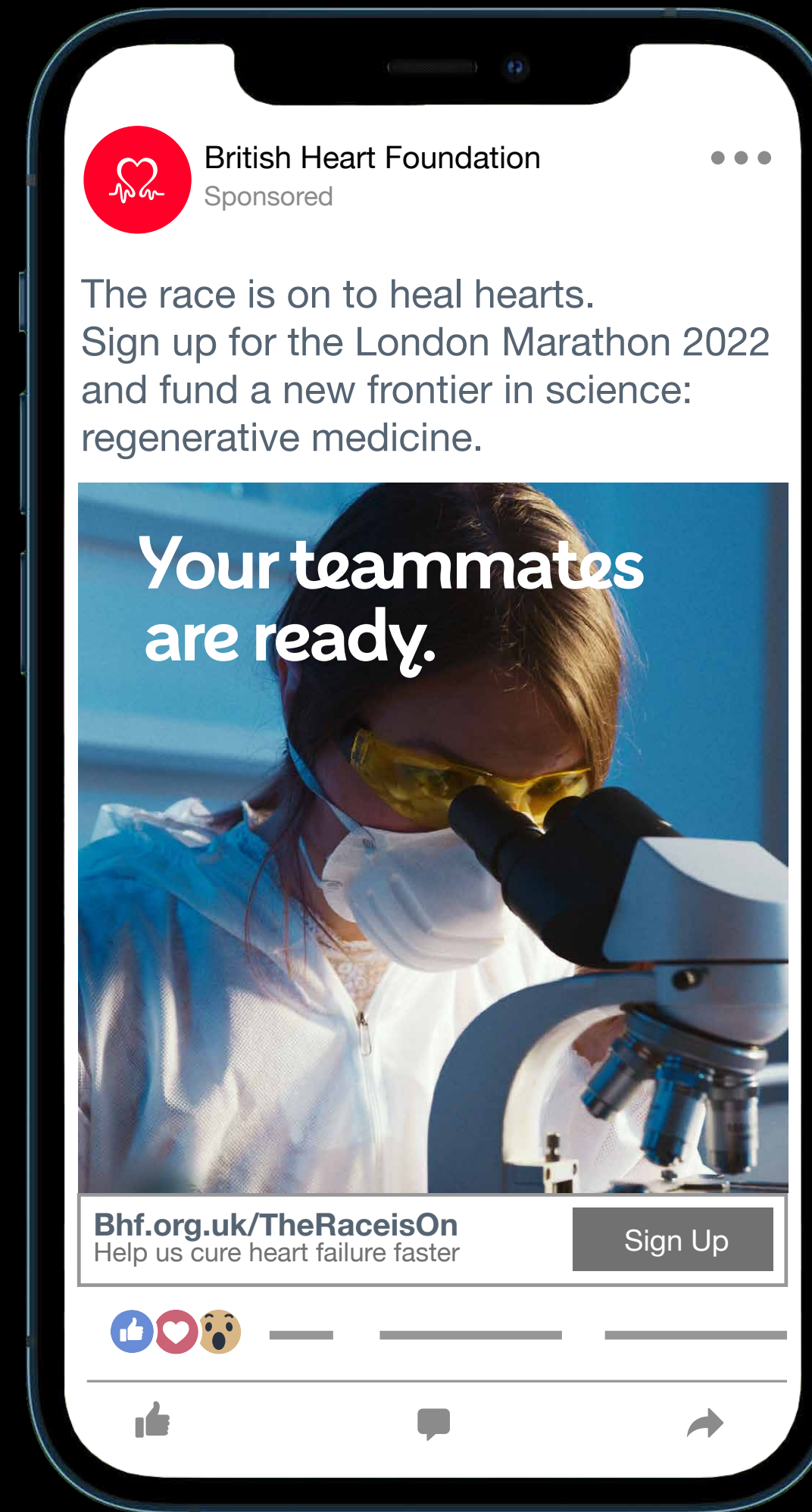
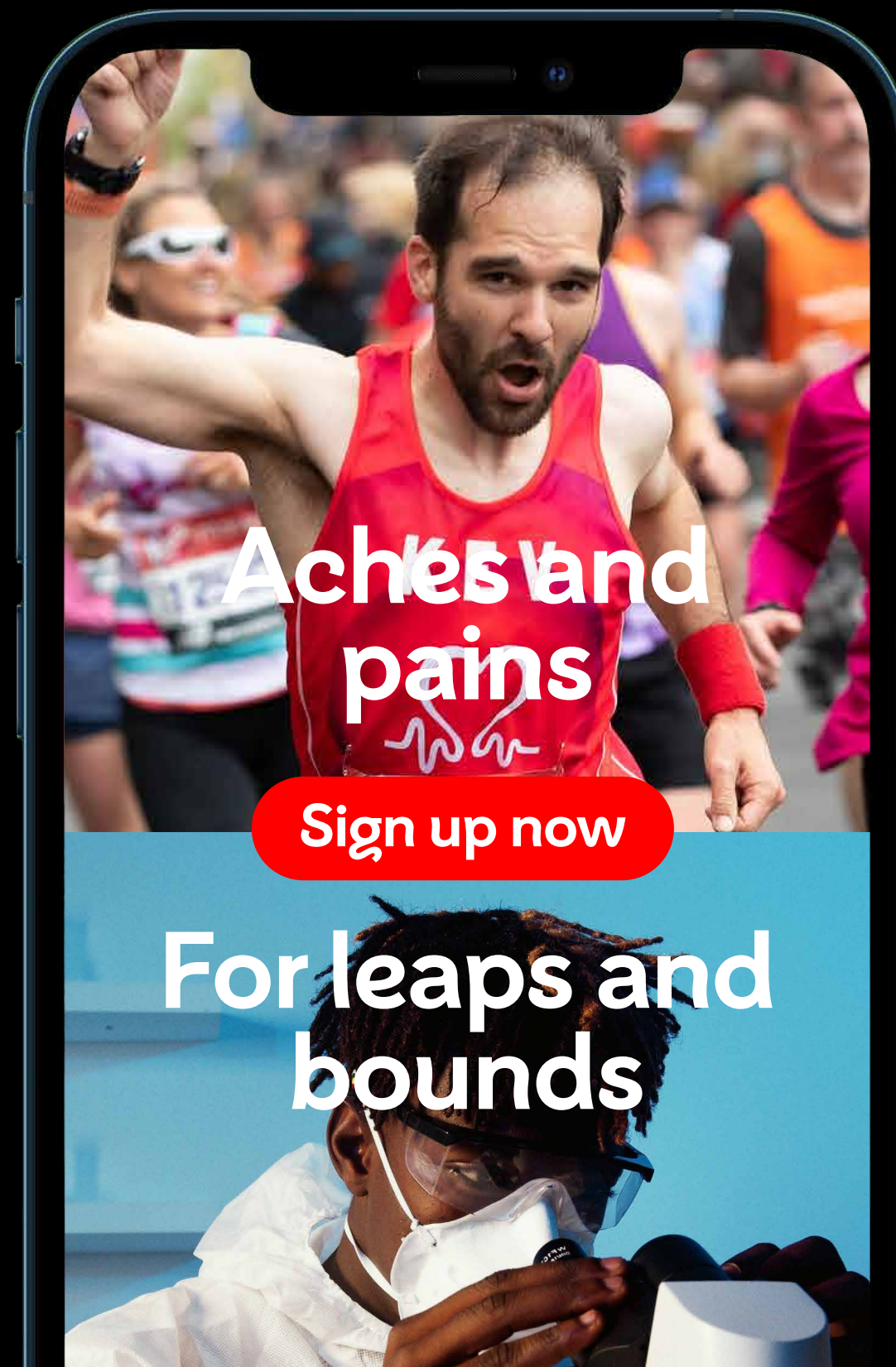
Social - Motion ads

Watch the animated ads here:
<https://youtu.be/nWAolplfzUU>



Social - Motion ads

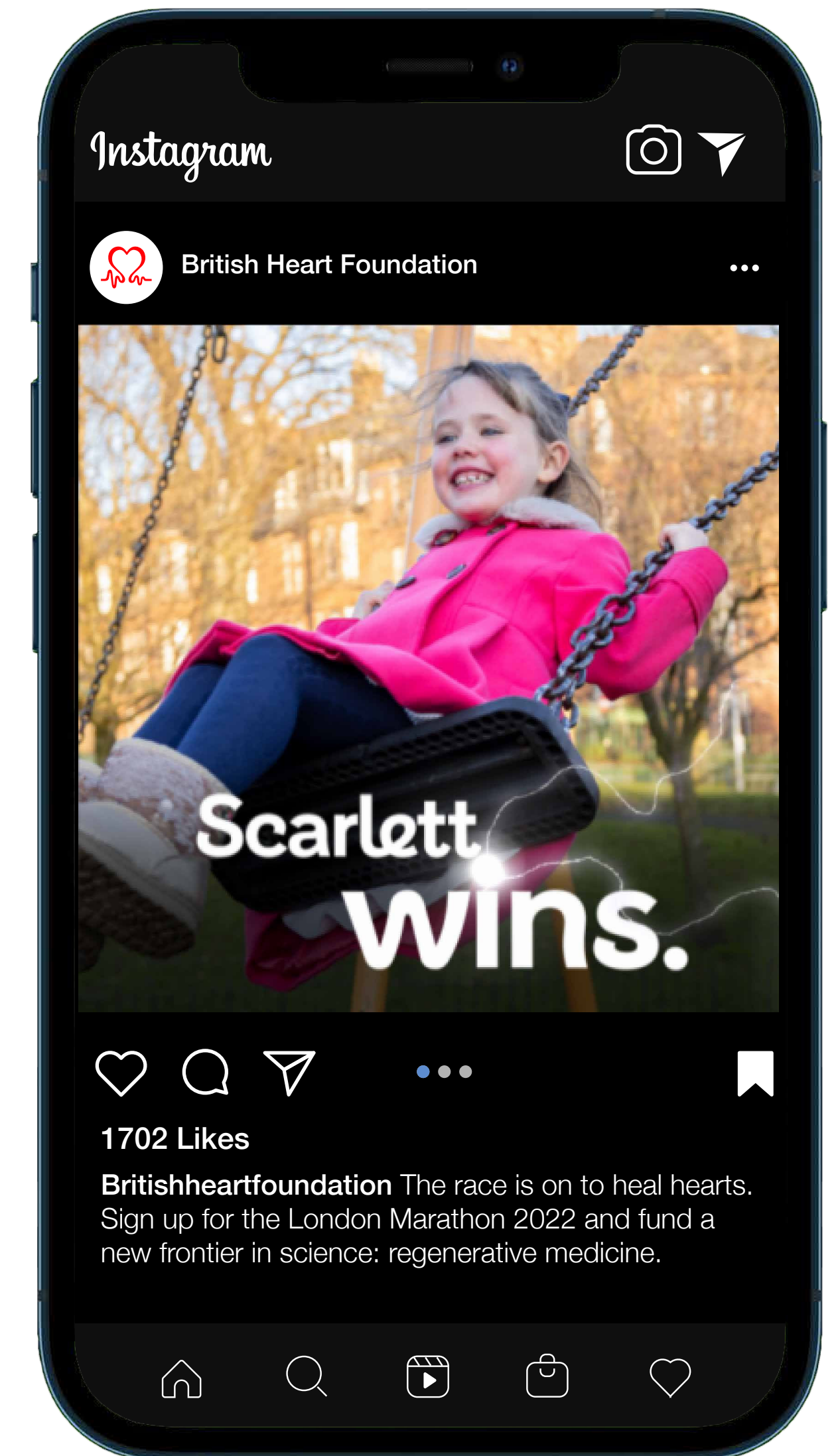
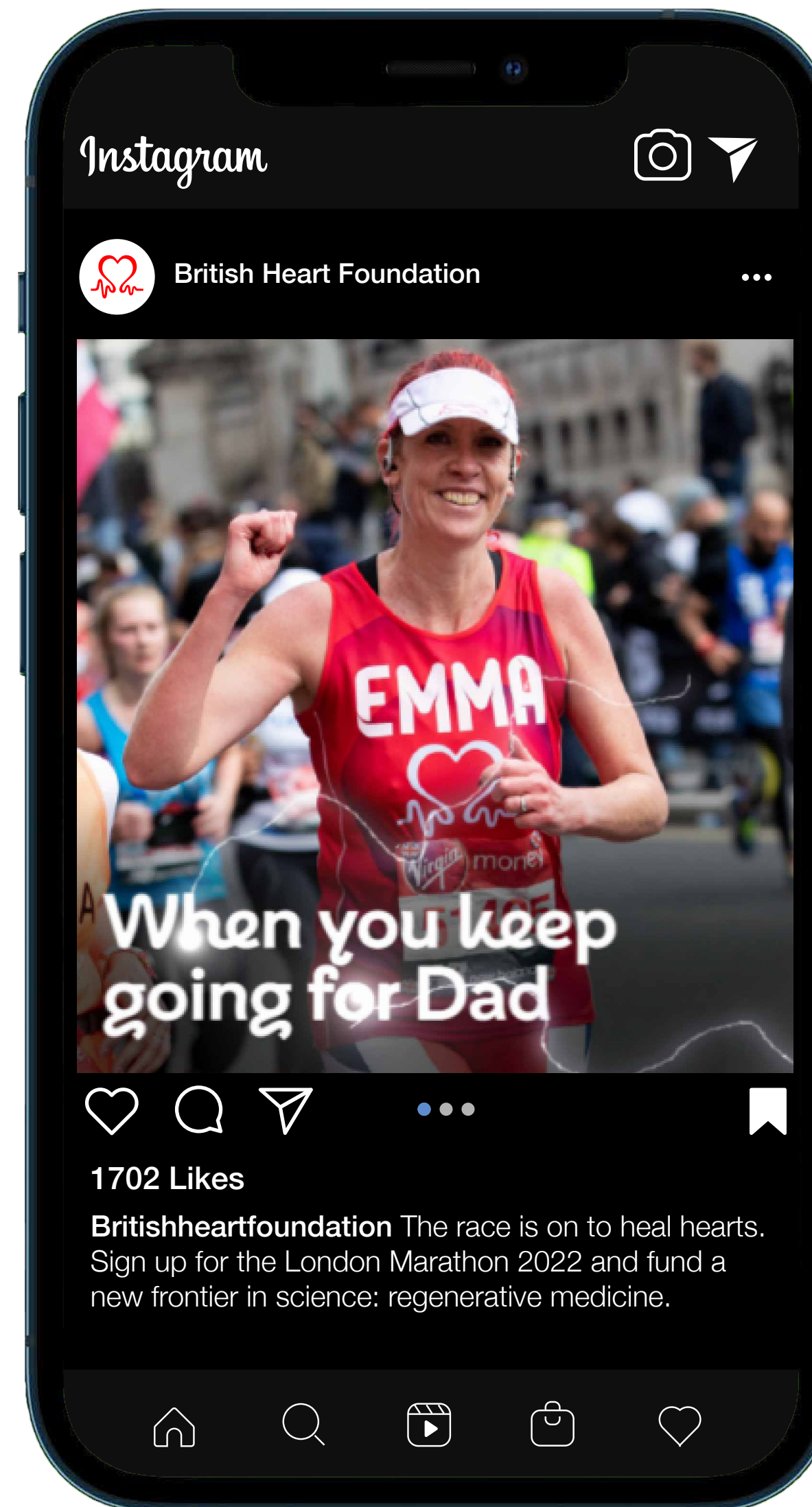
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<https://youtu.be/599vW1GEs7k>



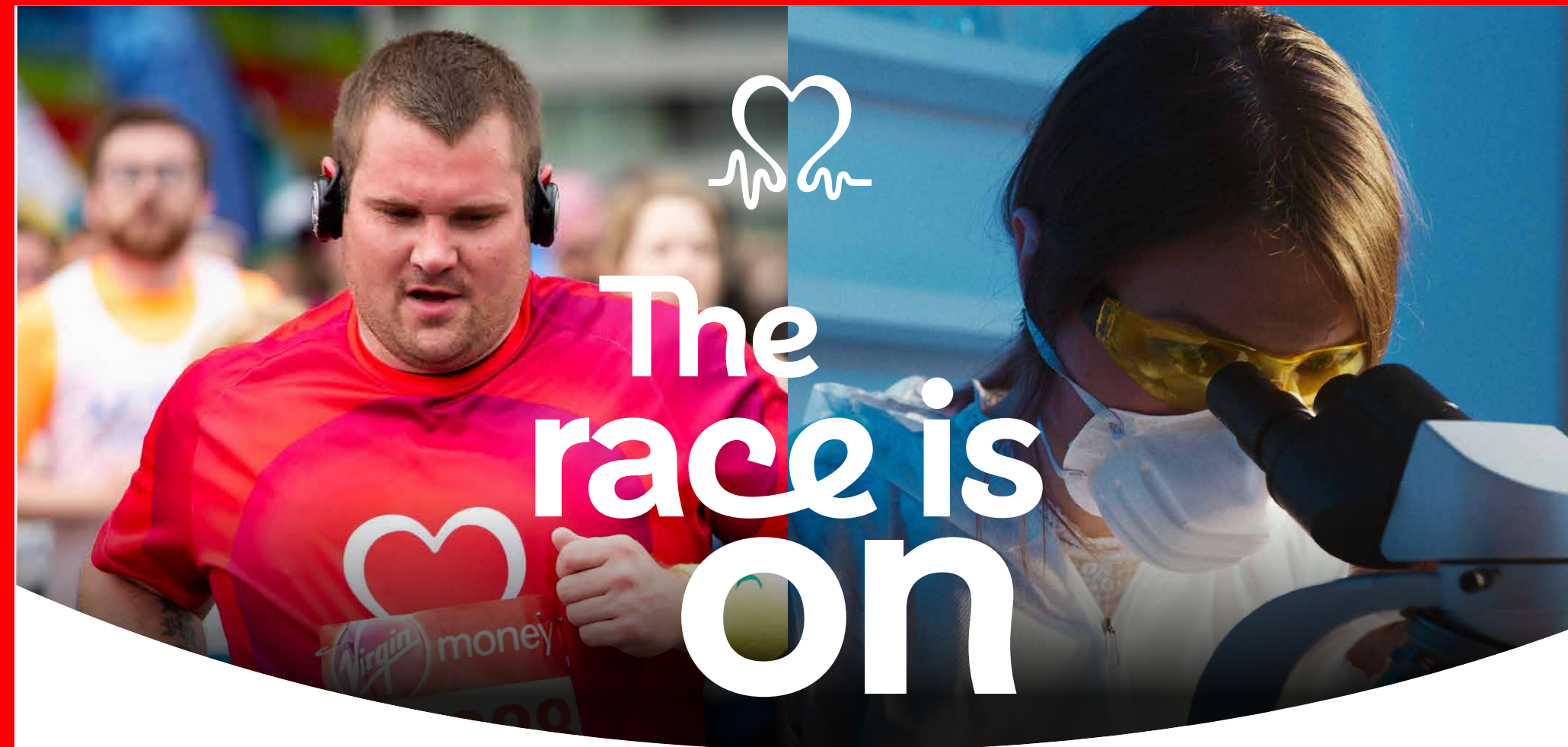
Social - Carousel ads

With carousel ads we have flex to tell more of a narrative, as you can see here the ads tell a story that involves runner, researcher and patient.

Watch the animated ads here:
<https://youtu.be/DceU4JFhVUY>



Acquisition email

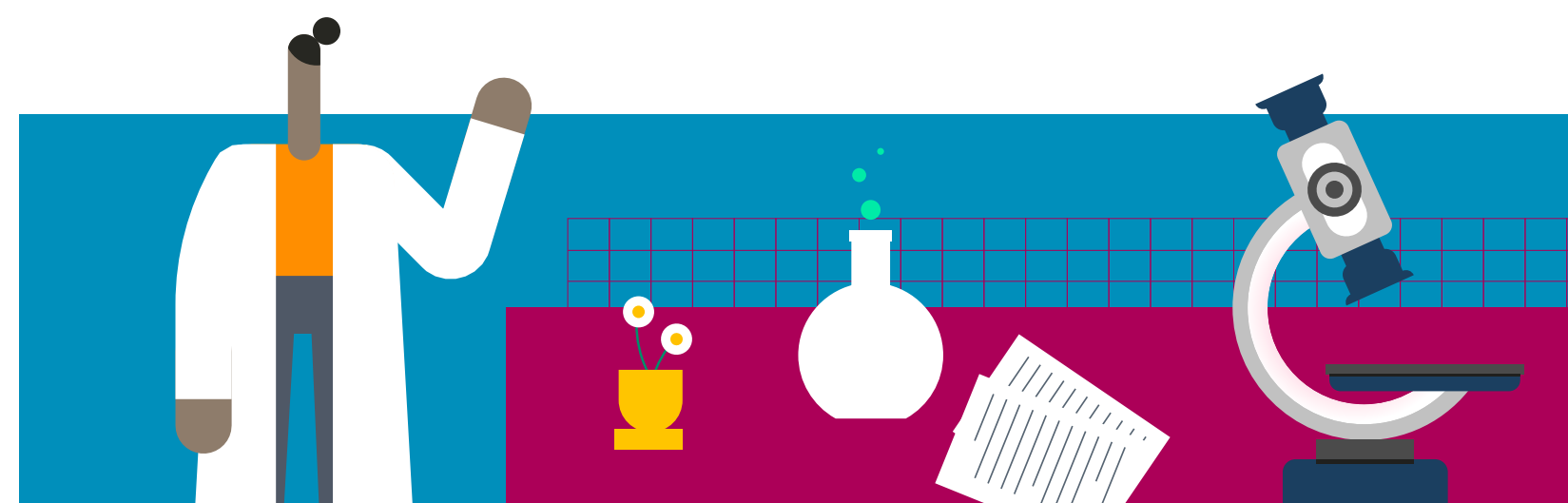


Hi Name,

Some things in life are simply a winning combination. Bangers and mash. Ant and Dec. Simon and Garfunkel. You and the British Heart Foundation.

When we team up, anything is possible. Even a cure for heart failure - and that's what we've got our sights set on.

The London Marathon 2022 is a once-in-a-generation chance for us to pour rocket fuel on the field of regenerative medicine. An area of science we believe is the key to unlocking a cure for a disease that destroys lives.



We can bring the brains, the big ideas, the brightly lit labs - but we need you to bring the barnstorming 'let's do this!', never-give-up, all or nothing attitude. And a pair of trainers.

We need you to run this marathon like that cure is over Tower Bridge, past Big Ben, and just off The Mall. Whether you trudge, jog or sprint the whole way, we just need you to be on our team. Because together, we're a winning combination.



Sign up for the London Marathon 2022

Watch the animated email example here:
<https://youtu.be/NPUFYWWCKEk>

Out of home

Watch the example ad here:

<https://youtu.be/OAUPHrRAZN4>



Out of home

Watch the animated ad here:
https://youtu.be/qBiW_CLaNa8

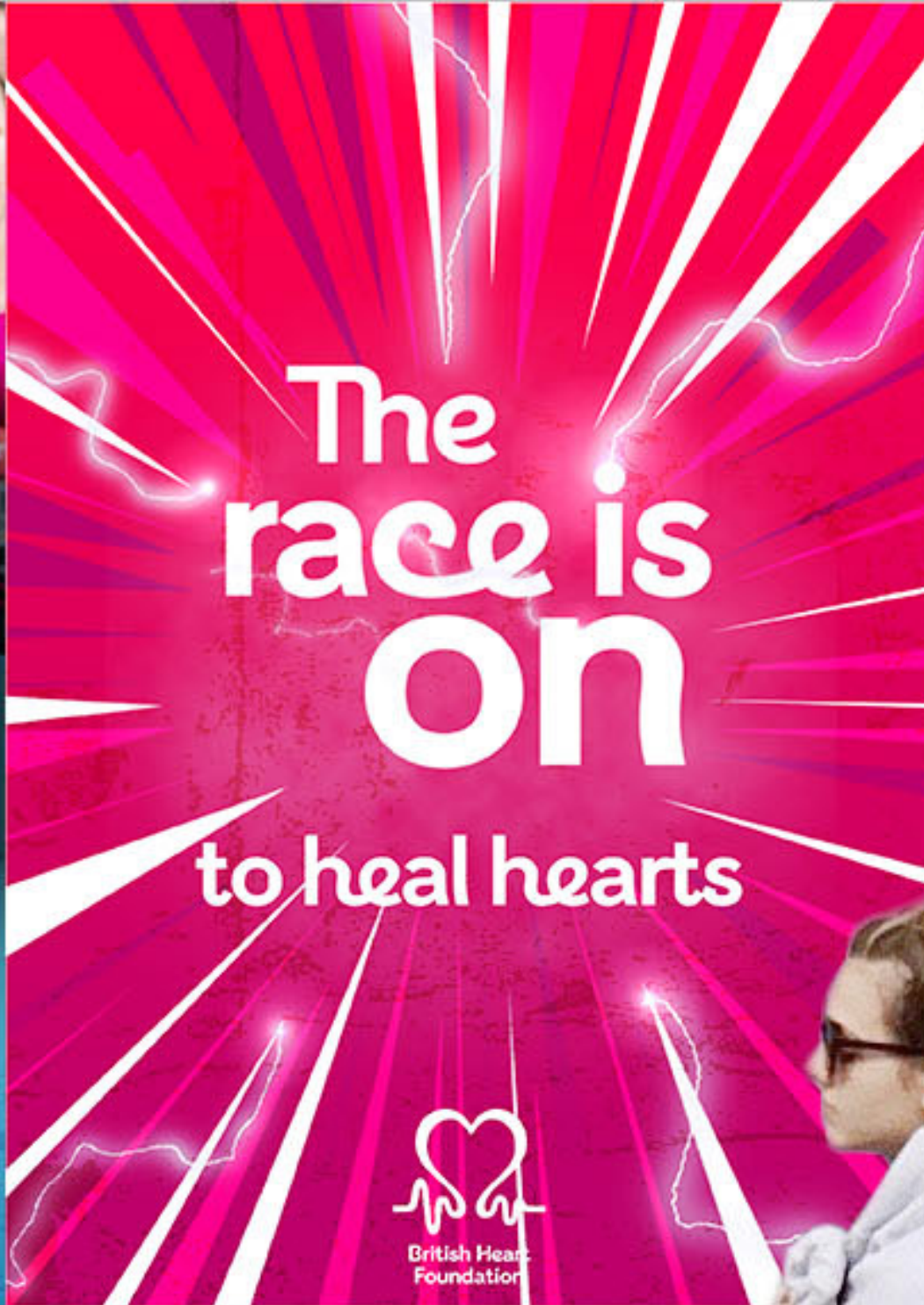


Out of home



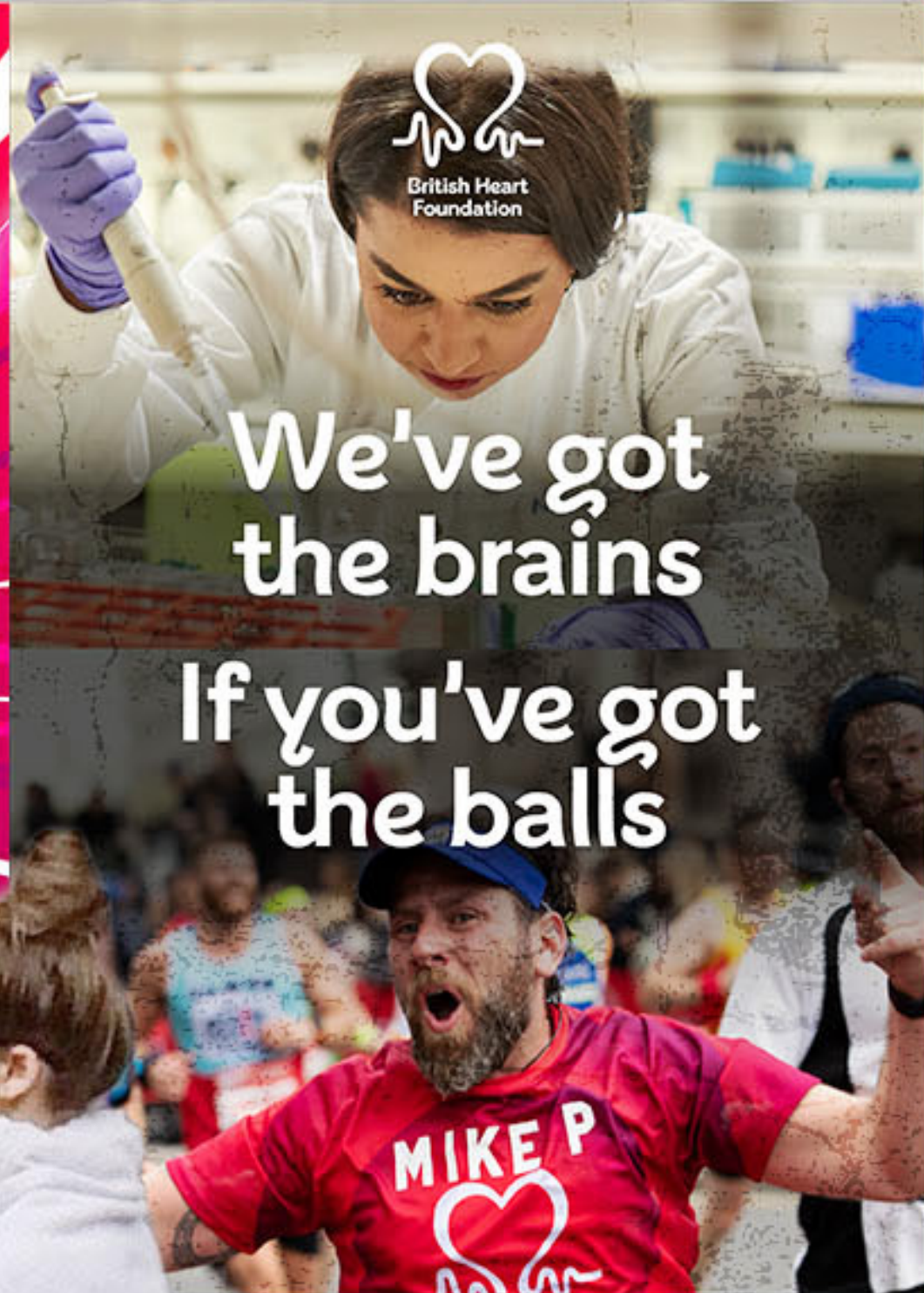
**26.2 miles stand
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British Heart
Foundation



**The
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British Heart
Foundation



**We've got
the brains
If you've got
the balls**

British Heart
Foundation



**bhf.org.uk/
theraceison**

**London Marathon 2022
24th April 2022**

Sign up now

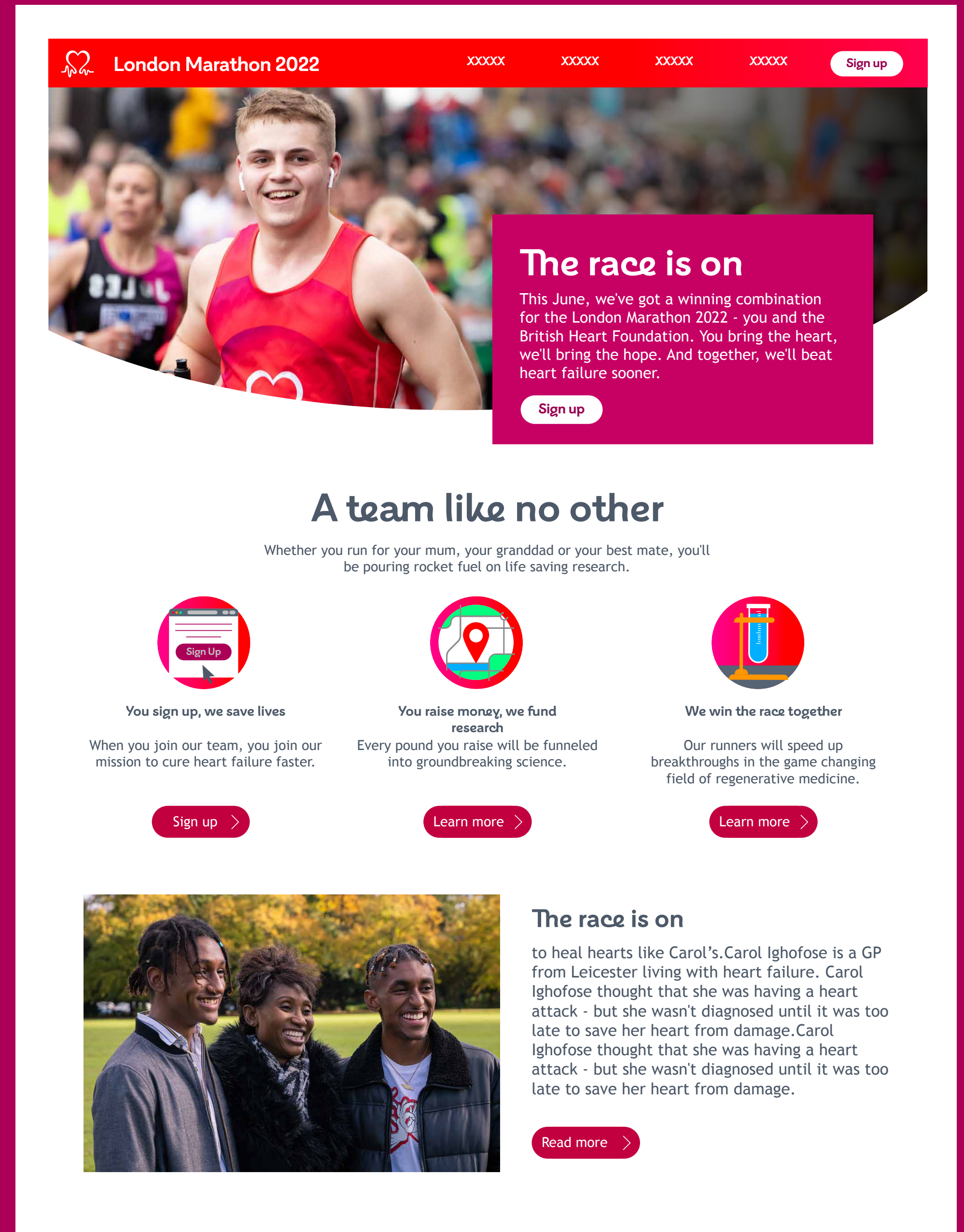
Stewardship

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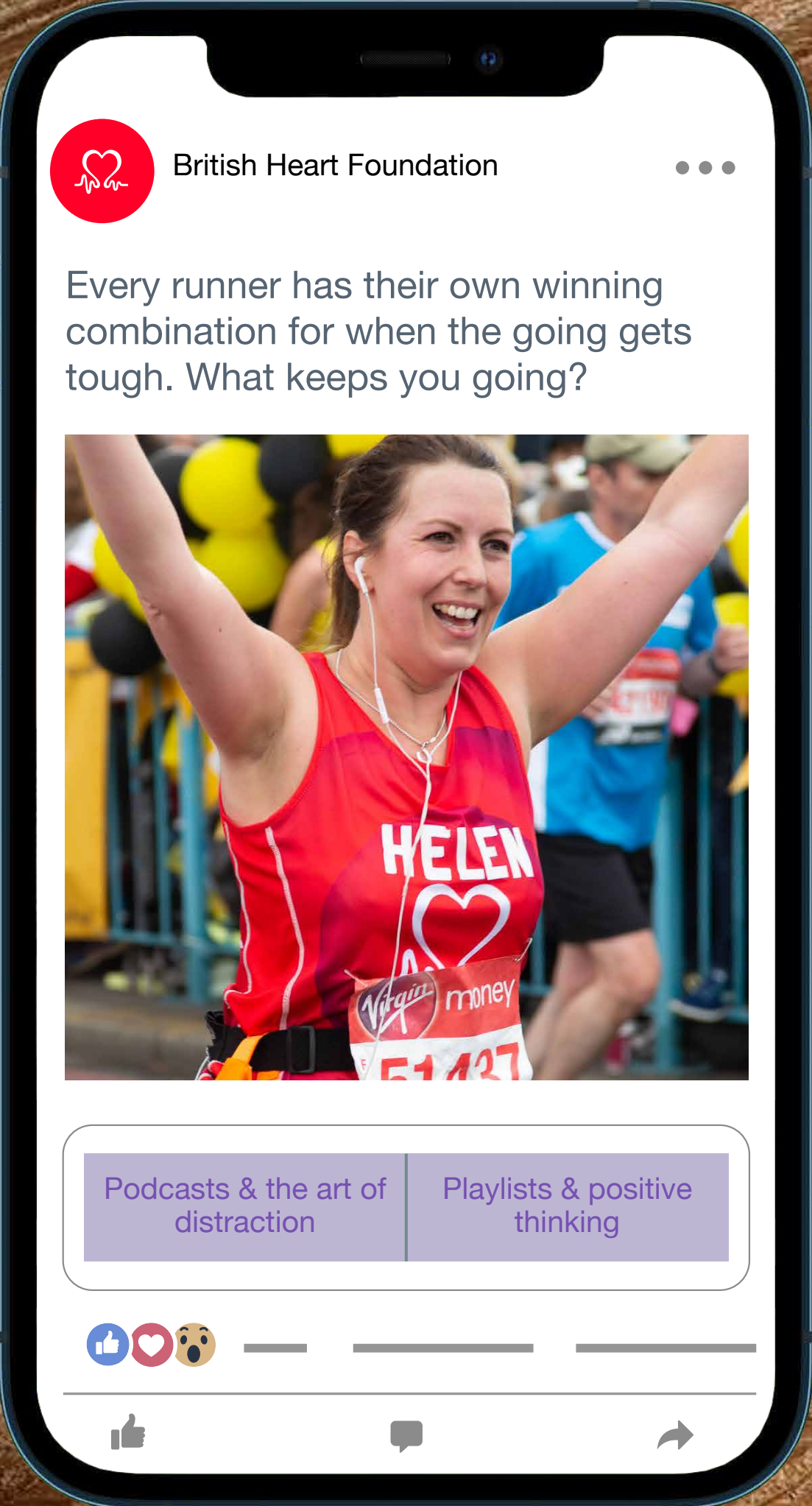
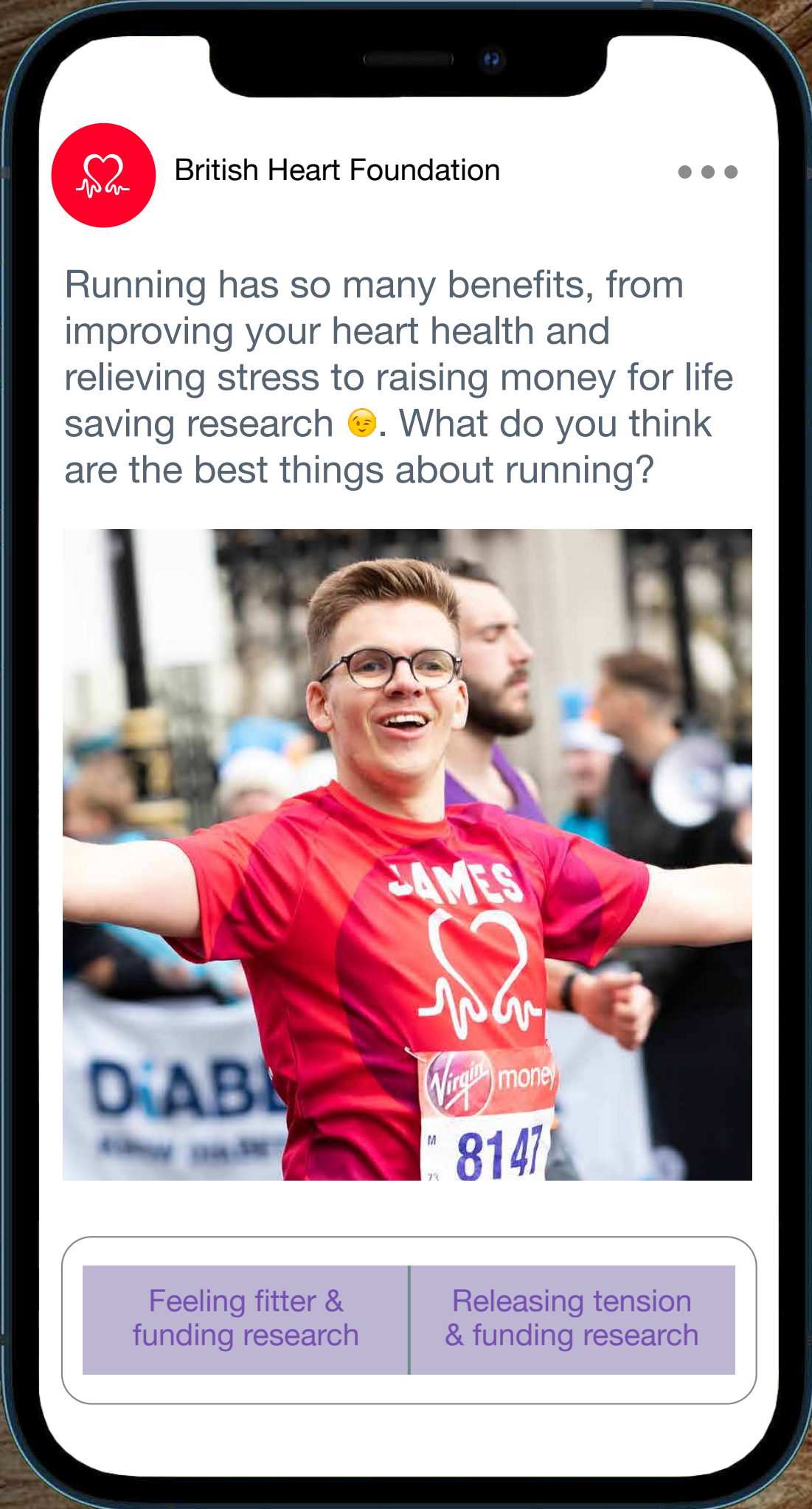
Website

The website will be photography led featuring a mix of runners, researchers and real life stories. Small flashes of illustration can be used for icons and spot illustrations.



Polls

Polls have worked well for past campaigns, we would recommend posting them in the Facebook group to encourage engagement.



Training milestones poster

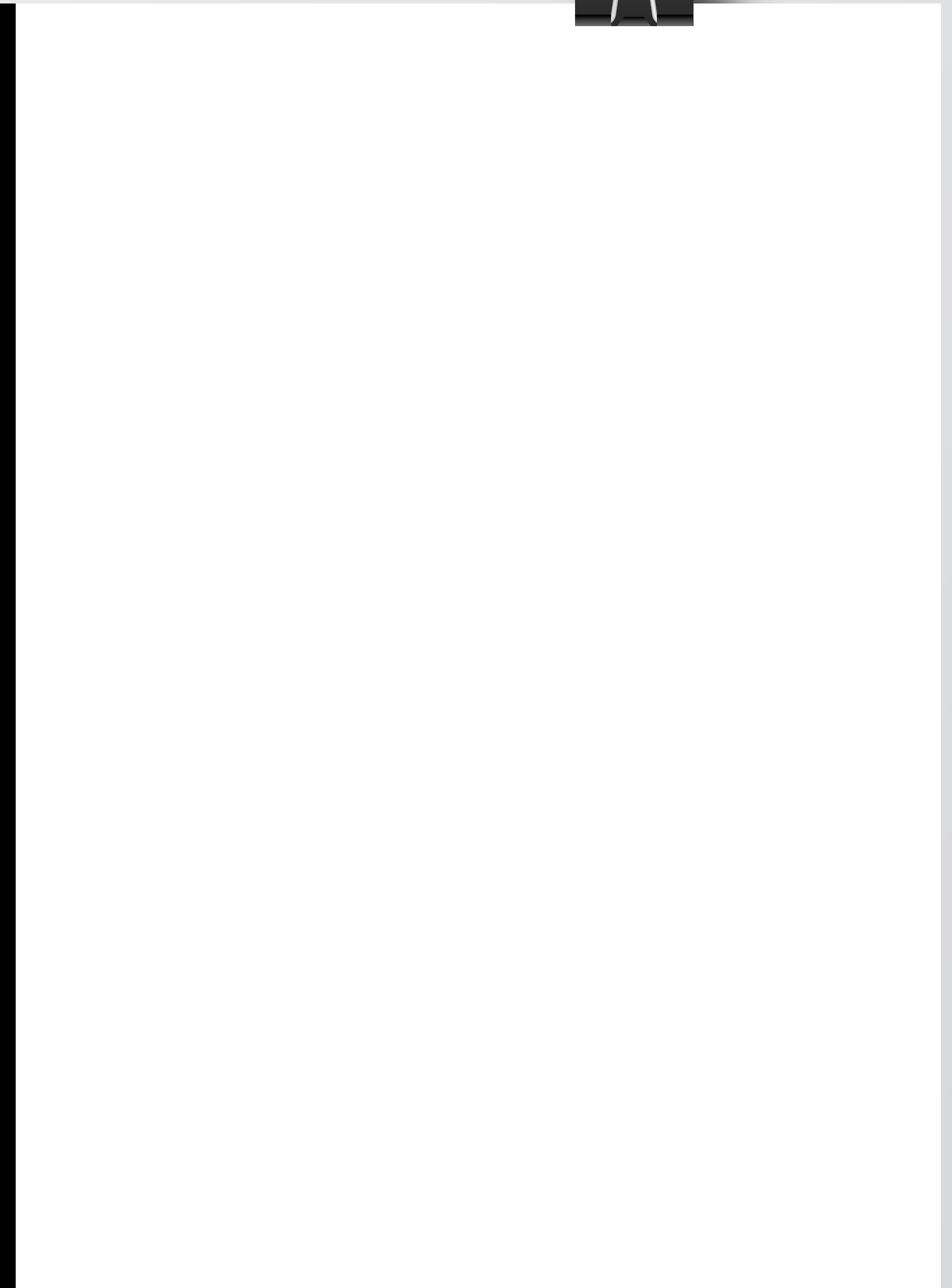
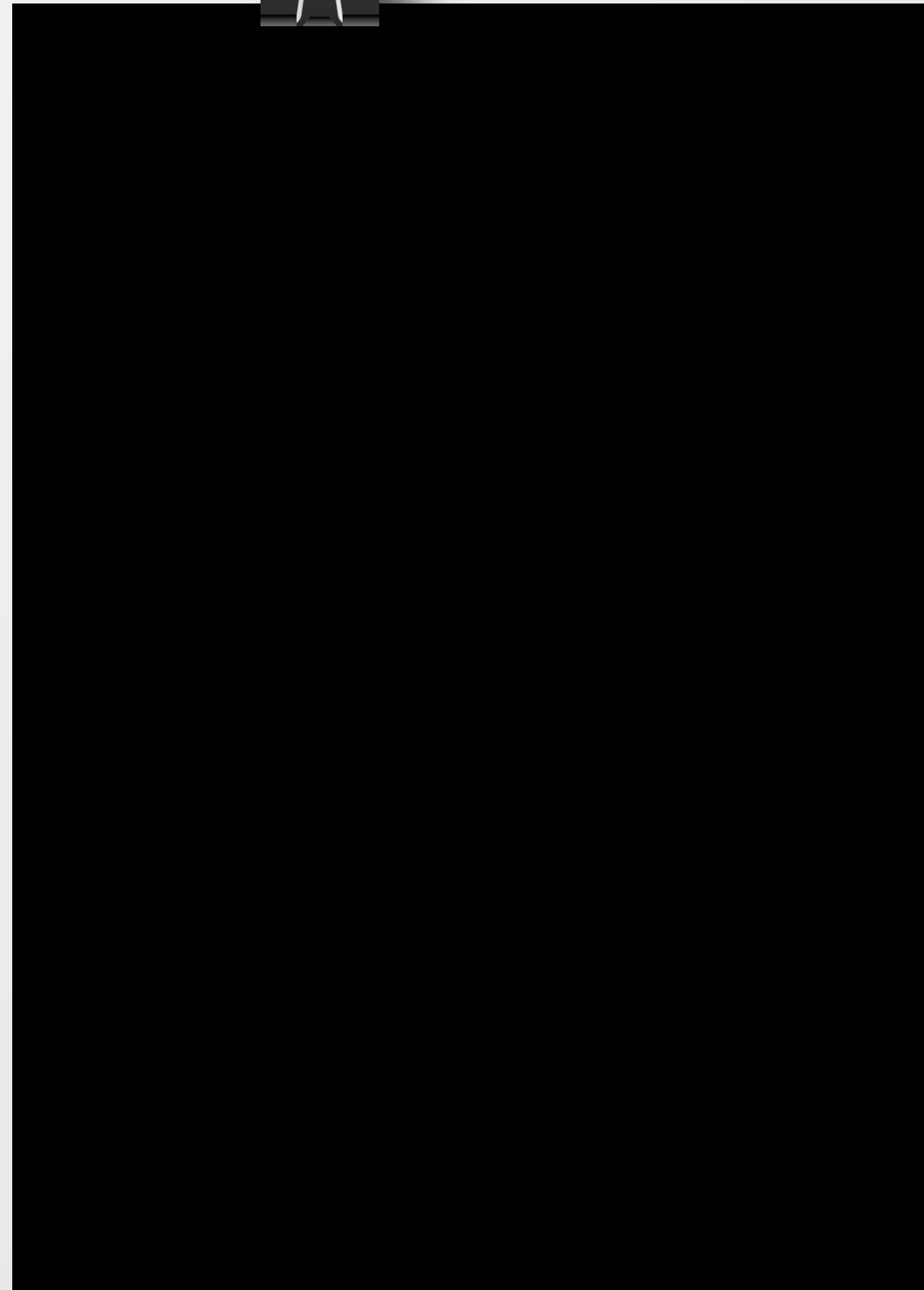
As part of their joining pack, our runners get a poster where they can track their training, ticking off milestones.

This format could also be adapted for an advent calendar to incentivise pre-December sign ups.



Fundraising poster

Part of the joining pack, the runner could put the poster up in their office at a tea point to help generate donations and educate more people about our cause. It could also be adapted to work as an exhibition stand on race day, with a tap to donate or QR code incorporated'



Welcome Letter

To reinforce the sense of partnership between our runners and researchers in the stewardship journey, runners will receive letters and emails directly from the people who are leading the charge in the field of regenerative medicine.

I'm Professor Richard Farndale and from this moment on, we're on the same team. I'm one of hundreds of researchers around the UK on a mission to heal hearts, and you're one of hundreds of runners with the same goal. I'm sure you'll agree that collectively, we're a force to be reckoned with.

The London Marathon is a once-in-a-generation opportunity for us to accelerate progress in one of research's most exciting fields: regenerative medicine. I believe we're on the precipice of a new frontier in science, and it's people like you Lizzie who are helping us break new ground.



Hi Lizzie,

Thank you so much for signing up to run the London Marathon 2022 for the British Heart Foundation.

I'm Professor Richard Farndale and from this moment on, we're on the same team. I'm one of hundreds of researchers around the UK on a mission to heal hearts, and you're one of hundreds of runners with the same goal. I'm sure you'll agree that collectively, we're a force to be reckoned with.

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The project I'm leading at the University of Cambridge centres on the remarkable potential of stem cells. We're working on developing a 'patch' made of stem cells, which can grow into more new cells and repair the heart tissue. This patch could be used to replace damaged muscle tissue after a heart attack. And it could transform the lives of people suffering from heart failure, a cruel condition that chips away at your quality of life day by day.

The work I'm doing is just one example of the potential regenerative medicine has. But what really motivates me, are the families who could benefit most from research in this area. If you have personal experience of heart failure, just know that together we're going to make sure future generations are spared the agony it causes.

Overleaf, you can read Laura's story - it's stories like these that give me the added fuel I need when I've had a hard or frustrating day. So if you ever need a lift after a particularly gruelling training run, just have a read and remind yourself why it's all worth it.

Good luck teammate,
see you at the finish line.

Professor Richard Farndale



On the way

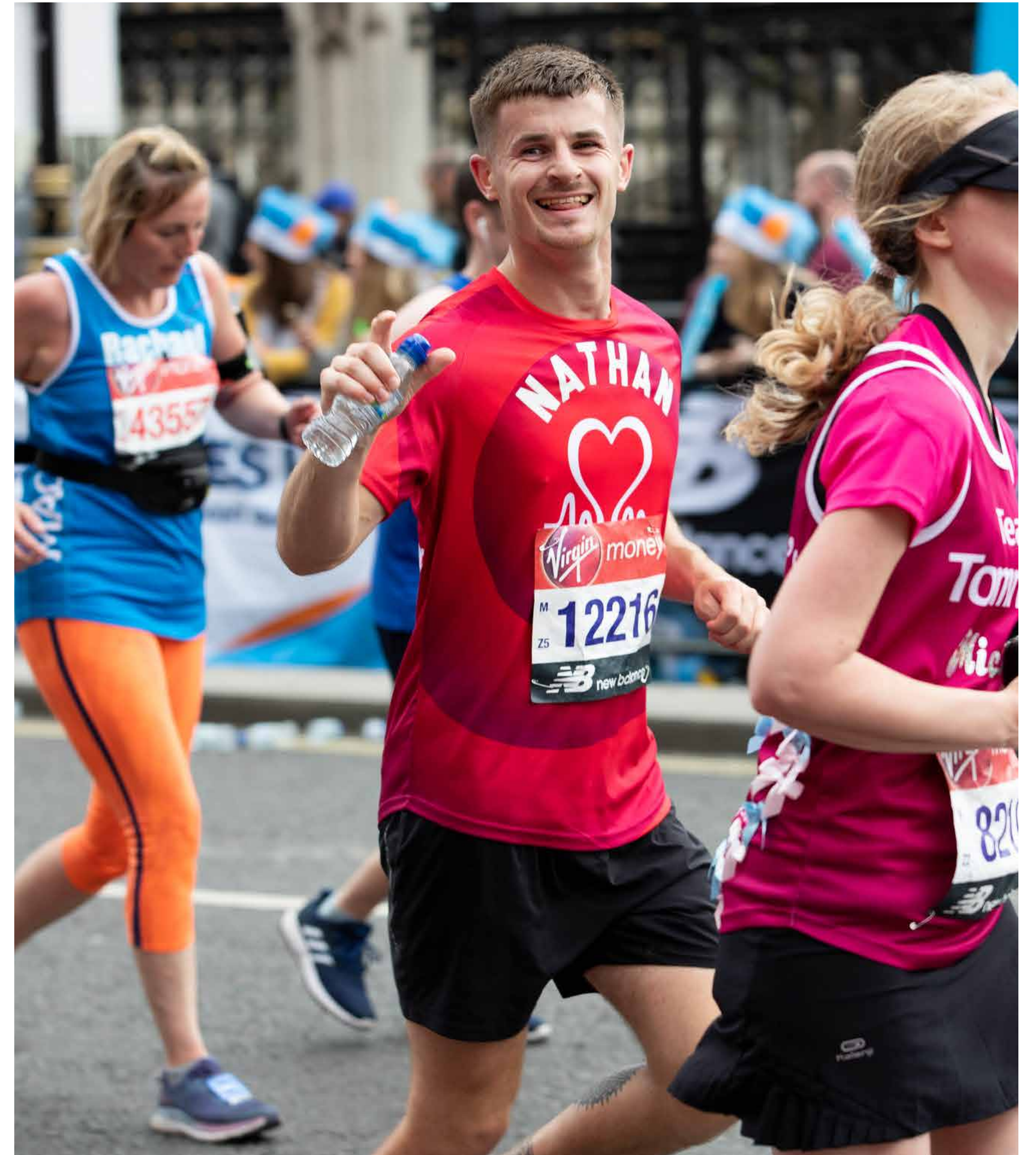
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Runner shirts

Our runner T-shirts should be:

- Predominantly red
- Covetable
- Functional i.e. space for a name and running number
- Stand out in a crowd at a distance



Front



Back



Supporter T-Shirts

Should meet the same criteria as our runner tops, but also be restricted to a one colour screen print.



Front



Back



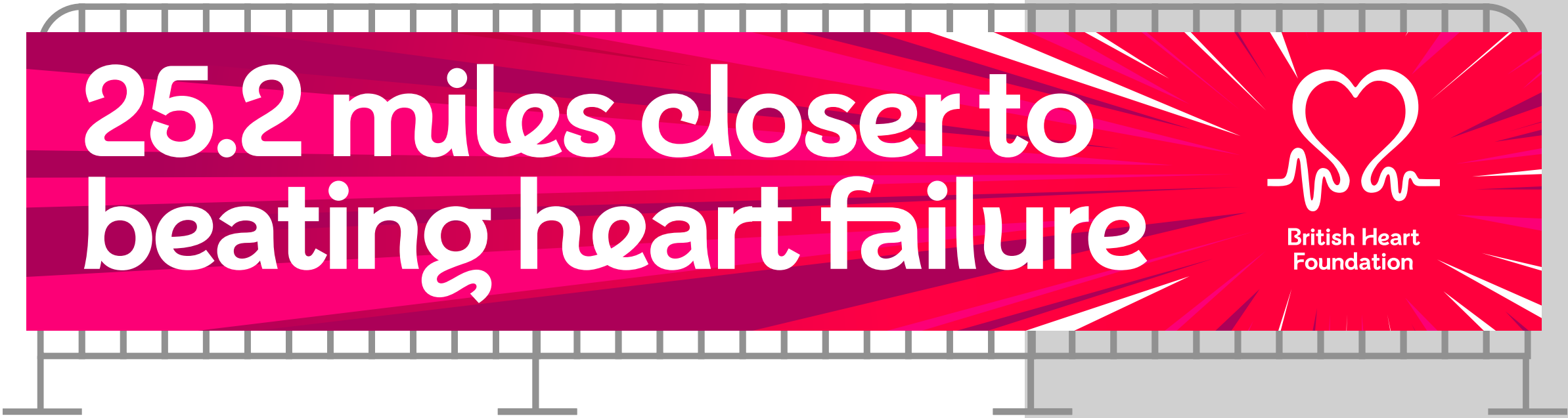
On the day

Feedback suggests that our cheer points could be bigger and better. We're recommending bigger placards and more flags.



On the day

Railing banner to be placed at the 25.2 mile point, 1 mile before the finish line



Merchandise

Based on feedback, we're recommending investing in more merch for participants and supporters. To be sold online and on the day.



Thinking forward

Thinking forward - Toolkit

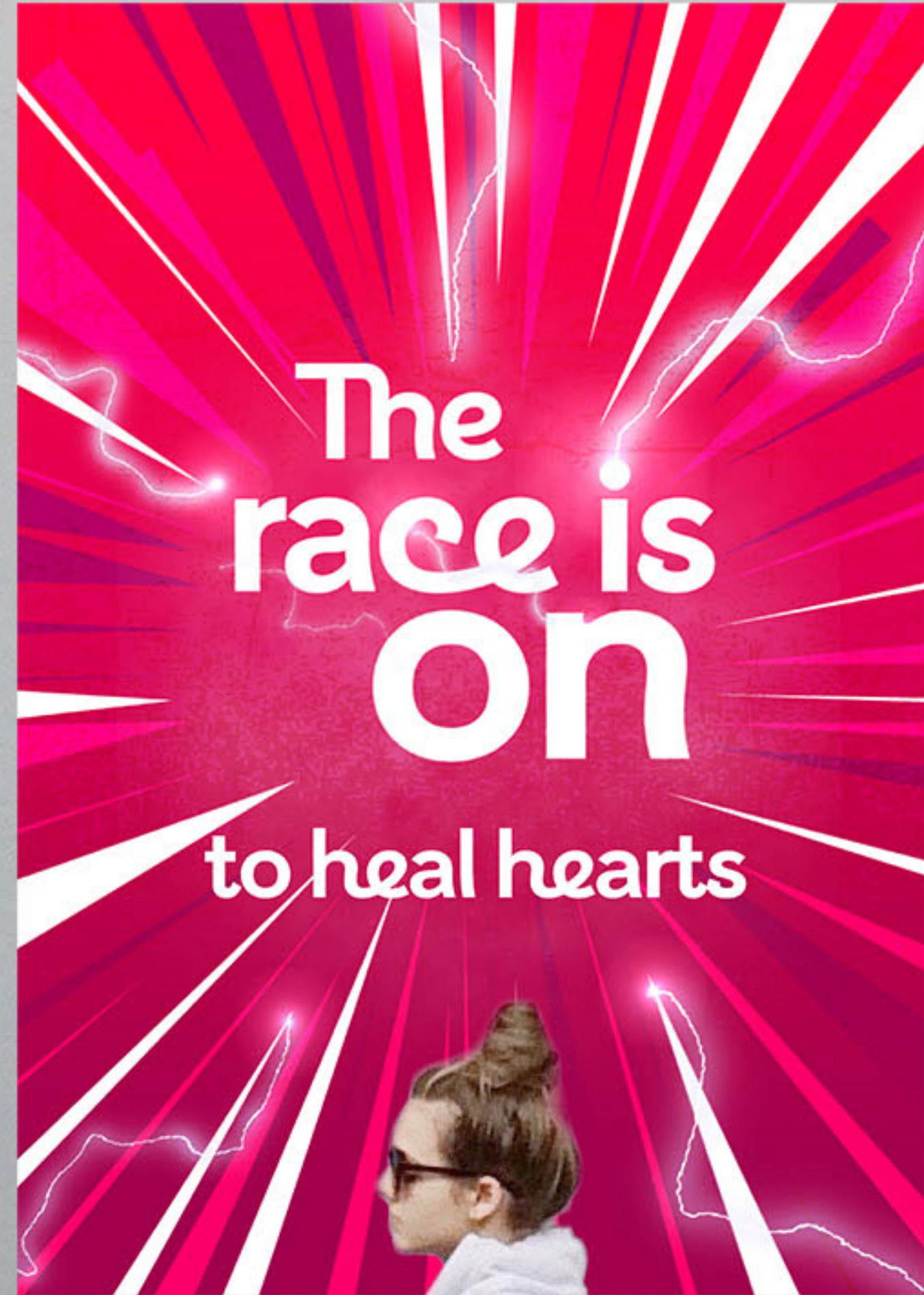
- Dos and Don'ts
- Messaging guide including example copy for Corporates and Community fundraising
- Visual templates
- Case studies





Thanks for
listening

Questions/
discussion



The
race is
on
to heal hearts



[bhf.org.uk/
theraceison](https://bhf.org.uk/theraceison)

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24th April 2022

Sign up now