

case study



COCA-COLA LIGHT

Developing a campaign for the Austrian market in order to double the awareness about women's cardiac diseases under the motto **"Follow your heart"**.

GRAYLING

An initiative to make women aged 20+ aware of the importance of cardiovascular health

A representative survey conducted by GfK on behalf of Coca-Cola light in 2011 built the basis for all campaign activities. This survey showed that only 30% of women in Austria were aware of the fact that cardiac diseases are the most frequent cause of death among women. Within the following two years this should change significantly.

All content created and distributed was overseen by medical experts and the Medical University of Vienna, Zonta Golden Heart, the health magazine *Gesundheit* and the Austrian Heart Foundation supported the initiative.

In 2012 and 2013 Grayling suggested fashion design shooting star Lena Hoschek as the "Follow your heart" campaign ambassador. Additionally she designed a limited edition of a Coca-Cola Light can, two red and white dresses for a raffle and bracelets with red bands and tiny hearts. In 2014 lingerie brand Palmers co-founded the "Follow your heart" campaign and designed a limited edition bra where each sold item brought the Heart Foundation 2 euros. Campaign ambassador was TV star Bianca Schwarzjirg.



Fashion Designer Lena Hoschek designed a special edition can and two dresses for a raffle



A leaflet and a campaign website highlighted important facts about women's cardiac diseases



Special edition Palmers lingerie presented by TV star Bianca Schwarzjirg helped raise awareness and money for the initiative

An integrated communication campaign for duration of three years helped to significantly raised the awareness for cardiovascular diseases amongst Austrian women aged 20+.

90,000



Unique visits on the Coca-Cola Light "Follow your heart" campaign website in only 4 months (campaign duration).

10,000



Bracelets with tiny hearts designed by Lena Hoschek were distributed via the campaign website and given away during the Vienna Fashion week

68%



After the 1st year of the campaign an ad-hoc survey proved that 68% of consumers associated the heart health program with the Coca-Cola light brand.