

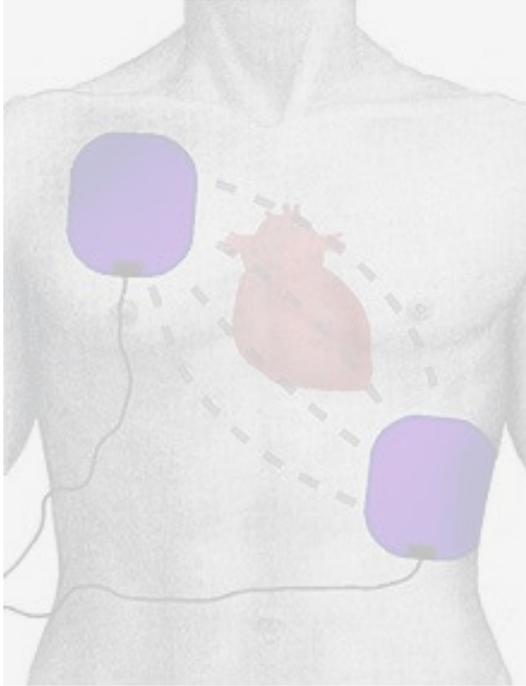
Heartbeat

Community Defibrillation

Competitive Intelligence

&

Creative Promotion Analysis



Introduction

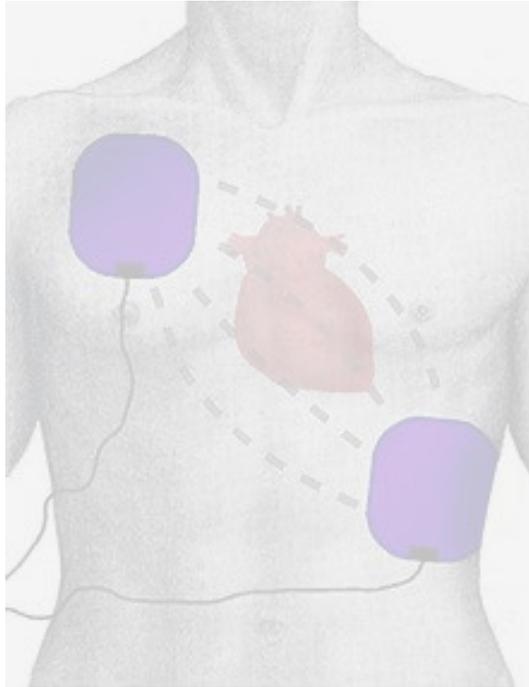
The purpose of this document is to explore a variety of options to promote the spread of defibrillators into public spaces in Australia.

In the United States, defibrillators in public spaces are taken for granted. However, in Australia, it is still a relatively unknown idea.

Therefore, there needs to be simultaneous public education, along with concerted sales effort by defib stakeholders – importers, wholesalers, retailers, manufacturers & end-users.

This document will be split into the following sections:

- Current marketing**
- Approaching Prospectives**
- Public Education**
- Summary**



Positives:

- excellent logo
- fantastic product /offer
- generally good graphics

Negatives:

- mixed messages in sales pitch
- holiday rewards unclear
- one-size-fits-all marketing used when something more tailored is needed.

Current marketing

Heartbeat Australia has a fantastic concept that is much needed in the community. However, much of what it has going for it is not communicated in the current sales documents.

The pdfs as they stand, contain mostly good graphics, and most of the presentation slides are well laid out. A few contain too much wording, and the documents themselves tend to contain too much reading for the time-poor business owner.

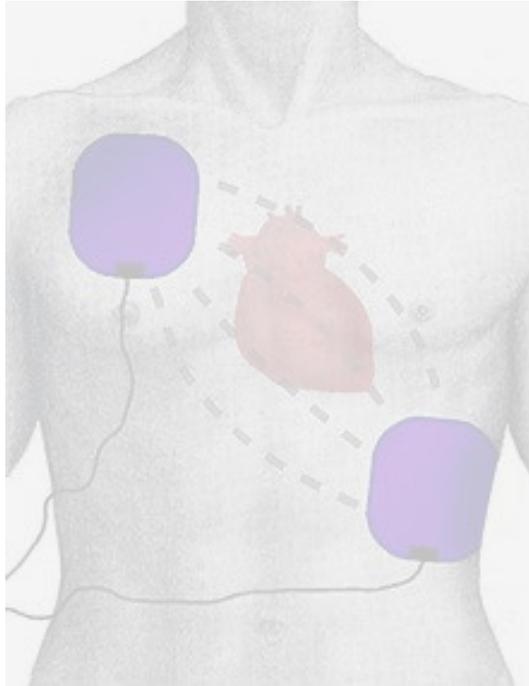
There are mixed and somewhat conflicting messages in the documents. Three competing propositions are each given the same importance, when there really should be only one paramount proposition, with others being secondary, or held back as a ‘nice surprise’ at the pitch stage.

The three competing propositions are:

- Social responsibility is paramount (community interest)
- Business success is paramount (self interest)
- Rewarding your customers / staff is paramount (customer interest)

There are also numerous *faux pas* in proofreading – for example, does Heartbeat Holiday rewards really help me with my domestic fights (sic)?

Also – there are no examples of the Holiday rewards. This reduces the authenticity of the offer.



Approaching prospects

The following pages give an example of an effective initial approach to prospective purchasers.

The approach could be tailored depending on the business and depending on any pre-existing relationship that may exist between Heartbeat Australia personnel and the target prospect.

However, the approach will work equally well if there is no pre-existing relationship. The approach is designed to get past the gatekeeper to the target personnel, and to begin to form an emerging relationship so that Heartbeat Australia personnel are not contacting target prospects completely cold.

The following example is tailored as an approach to the Real Estate industry.

Day 1:

A postcard is sent to the target ...



Low maintenance. Water views.

The reverse side of the card is handwritten ...

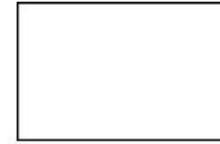
Hi Jeff

*Hey—had a heartstopping moment
down the beach the other day—
bit of a shocker actually.*

*Just as well Kerry Packer's old
mate was there—got things going
in the end. It's all good.*

*When I'm back we'll do lunch and
I'll put you in the picture.*

John



Fred & Barney Real Estate

1000A Pittwater Road

North Narrabeen 2101

New South Wales

Day 2:

A 2nd postcard is sent to the target ...



Perfect for the investor. Great potential. Sunny outlook.

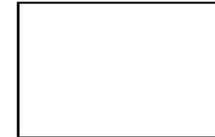
The reverse side of this card is handwritten ...

Hey Jeff

*Forgot to tell you—Kerry Packer's
old mate is looking for a good
home in your area.*

*Usual thing—something with great
investment potential, close to
schools, shops, beach etc..*

*When we meet up, I'll put you in
the picture. John*



Fred & Barney Real Estate

1000A Pittwater Road

North Narrabeen 2101

New South Wales

Day 3:

An introductory prospectus is sent to the target ...



Perfect for the investor. Great potential. Sunny outlook.

A personal introduction to Kerry Packer's old mate ...

First page of prospectus ...

How do you become a mate of Kerry Packer?

By saving his life.

And Kerry was very grateful.

He handed over more than \$2.5m in return.

Now, Kerry's mate invites you to be part of it.

2nd page of prospectus ...



Meet Kerry's mate.

3rd page of prospectus ...



In October 1990, Kerry Packer suffered a massive heart attack. He was only 52 years old. His heart stopped for 8 minutes and he only survived because the attending ambulance carried a defibrillator – a heart starter.

Soon after, Packer donated \$2.5m to install heart-starters in most NSW ambulances.

But more than 20 years on, there are precious few heart-starters in the community. This is despite the estimate that public-access heart-starters would save 75% of cardiac arrest victims from death.

Heartbeat Australia seeks to install lifesaving defibrillators in public spaces, through a win-win-win promotion aimed at illiciting corporate support – a win for the community, a win for your business and a win for your customers or clients.

4th page of prospectus ...

In a couple of days a representative from Heartbeat Australia will contact you to chat about how your business can take part in this opportunity to ...

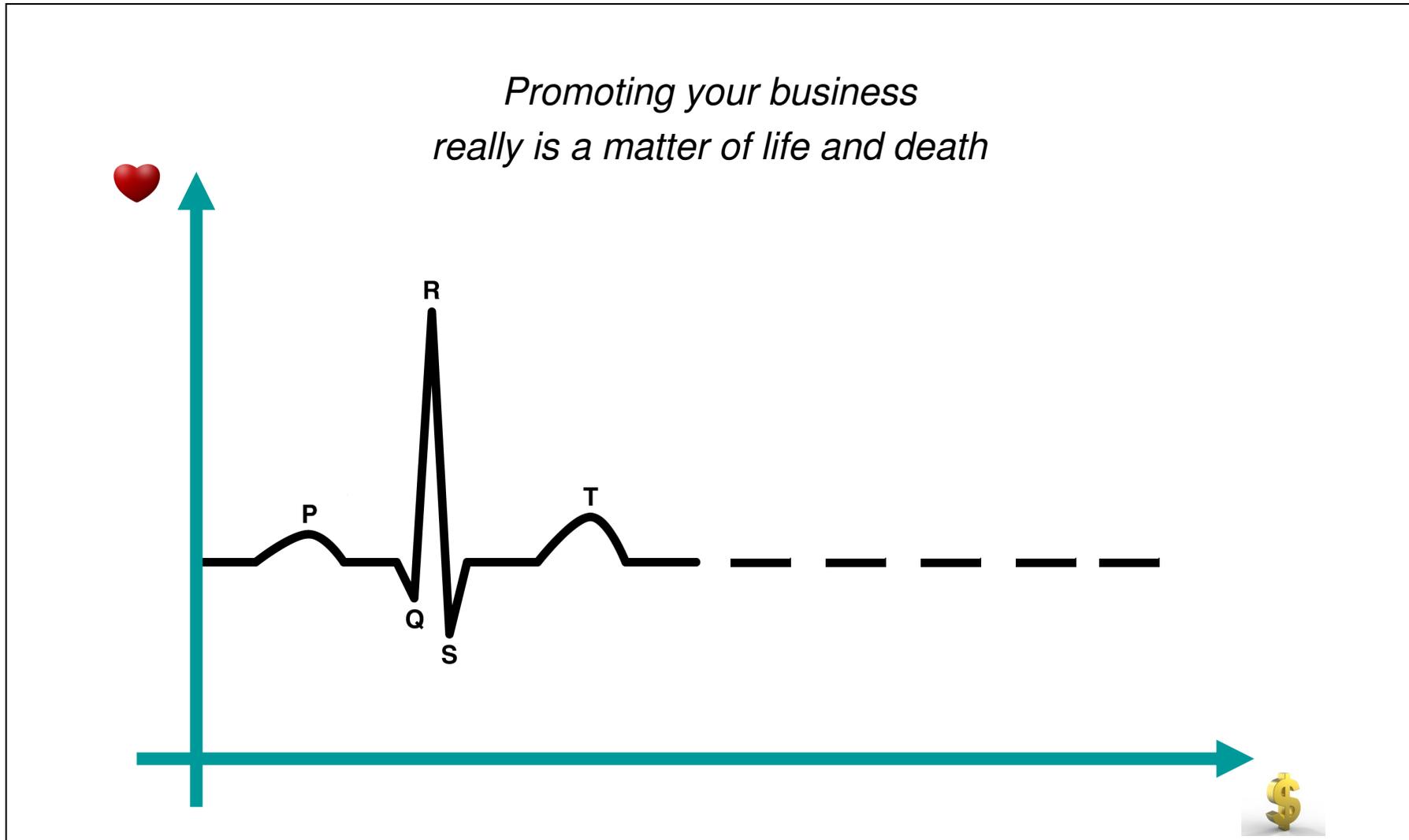


- become an integral part of your local community
- lift your company profile
- take part in a groundbreaking business promotion
- create amazing added value for you, your staff and customers
- as well as save the lives of people you see every day.

All for a very minimal outlay.



Last page of prospectus ...



End of pitch document

Day 5 or 6:

Within a week after posting the initial prospectus, a representative from Heartbeat Australia makes contact with the target purchaser to set up a time for a face-to-face presentation.

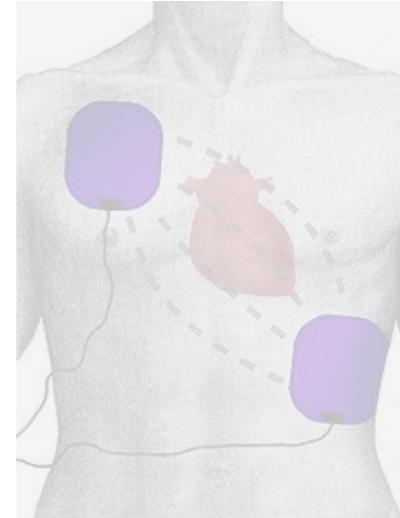
The representative is no longer cold-calling.

The representative has something ready-made to talk to the target about. Some of the detail can be given in this initial one-on-one contact, but the bulk of the pitch will be done in presentation, with full sales documents etc.

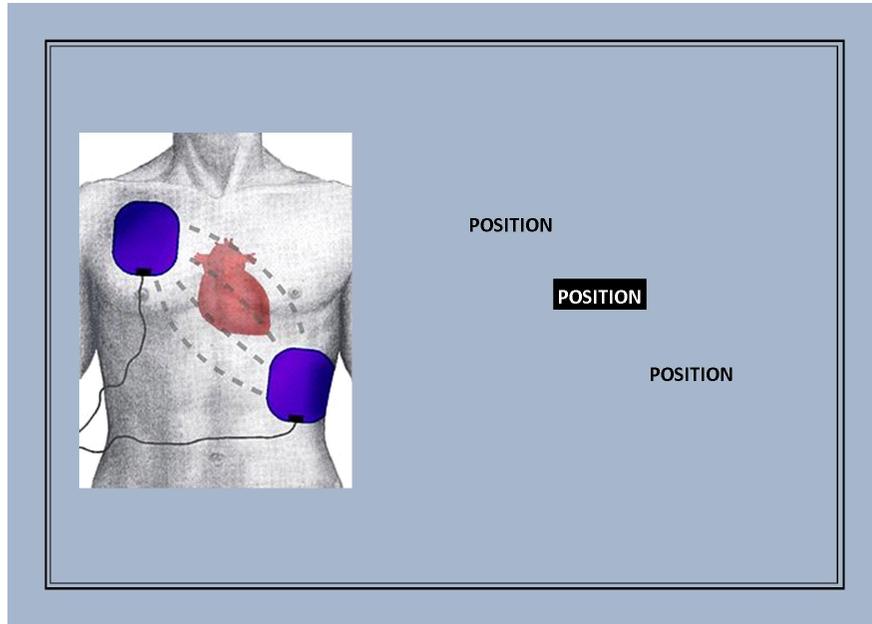
The postcard approach can be tweaked for any target industry. For example, the car industry could receive a postcard of a muscle-car, with approach copy on the reverse side oriented to those working in that industry.

This style of approach could be adapted to Linked In etc. This would require initial experimentation to ensure it rolls out in a coherent way – careful consideration of layout order, and email subject line and so on, would be needed to ensure that the prospect sees each element in the right order to pique curiosity.

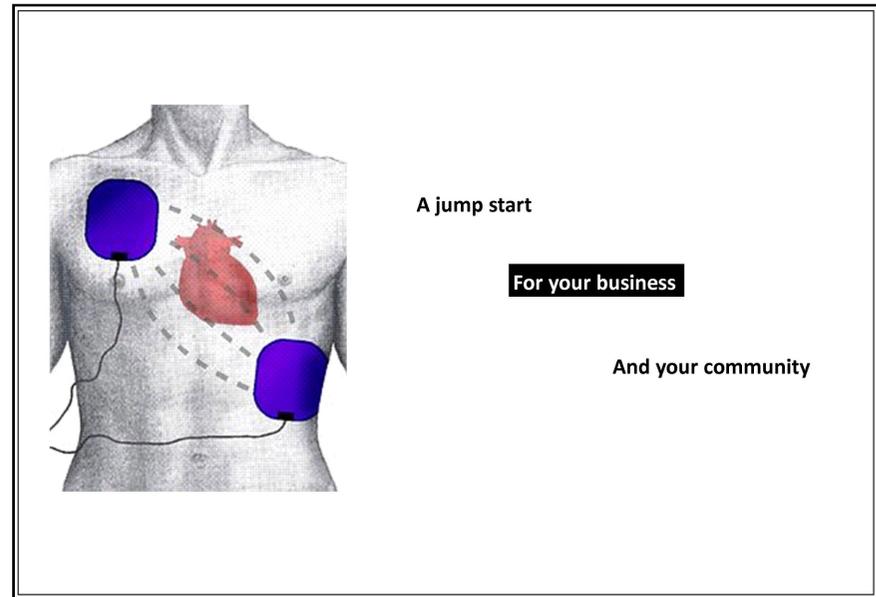
The sales documents themselves – the final prospectus – would need revision in order to keep it within the theme previously set up.



Some examples of pitch documentation



Frontis page for Real Estate Pitch



Frontis page for Motor Industry Pitch

Heartbeat Australia Introductions



Old mate of Kerry Packer

Seeks new business partners.
Objective: establishing network

These few examples of front pages are provided merely to demonstrate how the pitch documents can be themed according to the industry or profession being targets.

The pitch document can be rewritten to ...
make the most of the theme
become a shorter, more engaging read

The pitch document needs to be segmented into 3 distinct portions:

Defibrillators

Benefits & costs of sponsorship

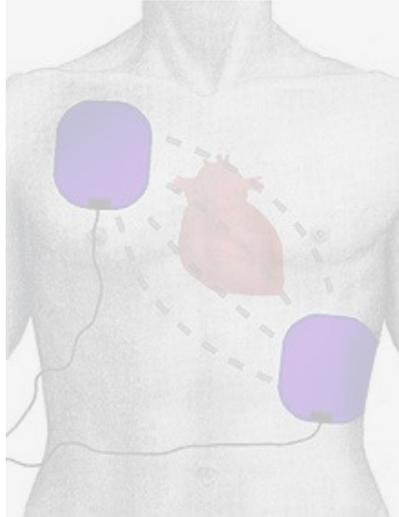
Travel Dollars

At the moment these three concepts tend to be competing with each other for importance in the current pitch documents.

By separating them out into three distinct sections, the message becomes clearer, the pitch becomes more transparent and believable, and the prospect is more willing to put greater trust in the pitch.

Equally, some of these promotional lines can be used as subject headings for emails and online promotion.

Public education



Innumerable PR opportunities present themselves with this campaign.

Amongst those opportunities are the following:

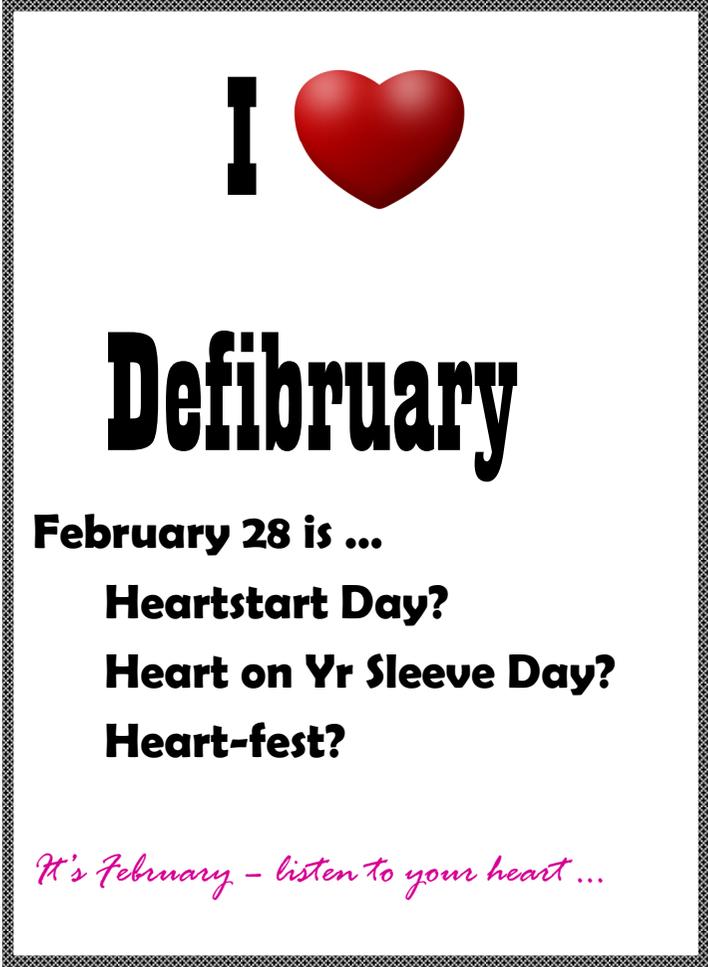
- **Develop a day (or two)**
- **Develop events**
- **Develop branded promotional merch.**
- **Developing closer relationships with community influencers**
- **Develop written promotional materials**

Not all these can or should be rolled out immediately, but each of them can go into an ongoing promotional plan and remain as projected goals to keep both the public and the Heartbeat Australia staff engaged.

The following pages look at each of these promotional opportunities one by one.



Develop a day (or two)



I 

Defibruary

February 28 is ...

Heartstart Day?

Heart on Yr Sleeve Day?

Heart-fest?

It's February - listen to your heart ...

The possibilities ...

- Revisit Valentine Promotions
- sleeve or shoulder badges & arm-Tattoos to signify wearing your heart on your sleeve
- Revisit Valentine's Day cards with the theme,
‘You're my Heartstarter’ 
- Random acts of kindness
- Boxes of heart-shaped chocolates
- Involvement of florists & confectioners
- Tie-in with last day of summer
- Have 2 day festival on leap years
- Alternate dates could be Feb 13 or Feb 15
- Build to a 2 week Heart Festival from Feb 15 to 28

Create an idea – people will follow it.

Develop a day (or two) ... & events

The possibilities ...

ShocktoberRocks

MY 

Last Weekend in October

It's Spring - listen to your heart ...

- Heartbeat – Battle of the Bands or Music Festival
 - Heartbeat the Street: Family Fun Run ...
 - wear odd sox so Shocktober Rocks
 - Odd Sox to Work ... Socks for Shocks
- Art for Heart Sake ... artistic festival to run as Spring event
 - 2nd Life Awards – recognising cardiac survivors
- The February events & ideas could easily transpose to October
 - Can Hearbeat run both days each year?

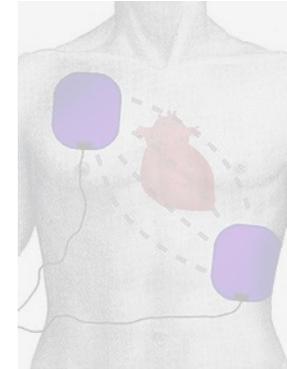


Create an idea – people will follow it.

Developing Merchandise

Every event can have associated merchandise –

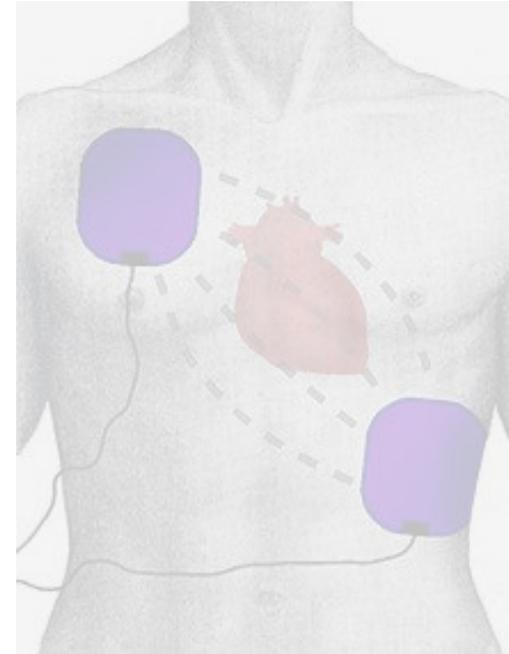
- Heartbeat / Heart Starter sox or tees for Fun Run.
- Children's art books or art equipment associated with art festival.
- Tees for Music festival.
- desktop merch ... usual stationery
- Branded Newton's cradles
- Branded rhythmic devices
- Branded sports equipment (stop watches etc that are relevant to product & activity)
- Mobile phone paraphernalia (covers, cradles, a relevant app)
- Mobile phone game development – 3 minute game ... the time you have to restart a heart
(this could be incorporated into online banner ads, web page, downloadables etc)



Developing closer relationships

Every event has associated relationships –

- Retailers
- police
- Health
- Government, Council, legislature
- Sporting bodies
- Music & Art community
- Surf life saving
- St John's Ambulance
- Security
- Community Volunteers – Lions, Rotary etc
- Media

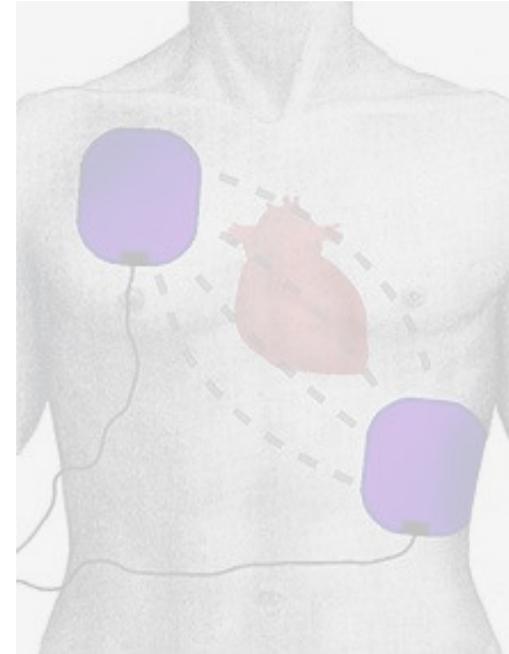


Developing promotional material

Every event has associated promotional material –

- flyers, brochures
- press releases
- media liaison
- advertising
- online presence
- editorial

... all of which is devised and written specifically tailored to the event, its personality and to a planned creative strategy.



A word on 'daily-deals'

The daily deals promotional space has become something of an albatross of late.

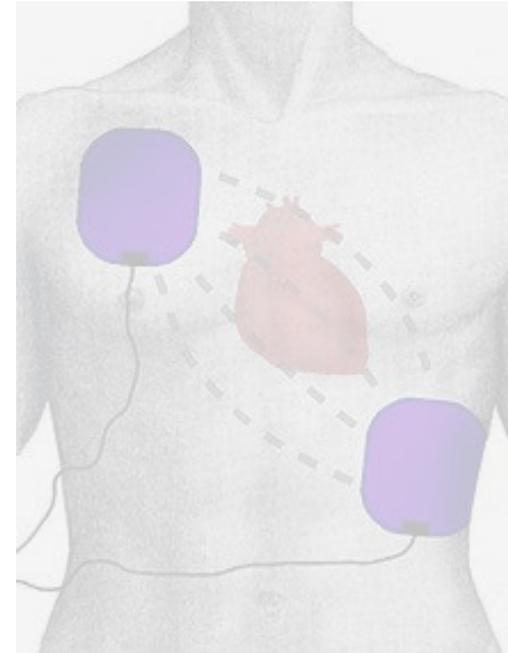
Most of the deals are giving this form of promotion a reputation as being a waste of time – for the consumer who finds the deal has so many terms and conditions it is hardly worth the effort, and to the supplier who often gets the wrong type of customer from the promotion.

Often the daily deal promotion is inappropriate for the product offering, particularly in the 'considered purchase' area – usually large purchases.

Similarly in so-called Loyalty Programs – especially those delivered by email.

There is an element of both 'loyalty program' and 'daily deal' in the way the Holiday Reward Dollars are distributed.

The main problem with it is that it can be so easily dismissed by the receiver with a click of a button. Receivers are inclined to 'delete' quickly because ...



daily DEAL
A NEW OFFER EVERY DAY

eBay let's make a **dailydeal**

facebook offers

DAILY DEALS for **MOMS**

sweets.com.au **Scoopon**

group buying SITE

cudo.com.au
unite. save. enjoy

WishList
MEMBER

BuyWithMe
social **GroupPrice**
Office **arrow**

Inboxes are now so cluttered with daily offers

livingsocial **Jump On It**

GROUPON
Collective Buying Power

livingsocial

Adility

MY DAILY THREAD

Twongo
the power of teambuying

crowdsavings
Join the crowd & save a bundle!

bloomspot

SocialBuy
buy together. save together.

groop

swoop

eversave
SHARE the SAVE

BuyWithMe
Let's get it, together

SCOOPST

pricebunch
it's kind of a big deal

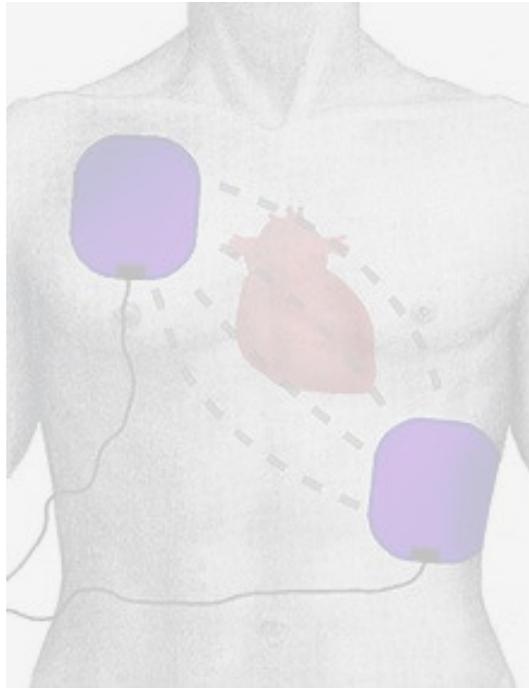
FlyCoupon
Where deals fly everyday

HOMERUN
Local favorites, amazing deals.

TownHog

Inboxes are now so cluttered with daily offers





"Too many good causes fail for lack of expertness in communications, and too many evil causes succeed for having it."

*Bill Bernbach —
legendary advertising creative director*

Summary

This marketing 'troubleshoot' is in many ways rudimentary and introductory.

Heartbeat Australia has a great offering, a fantastic opportunity, an innovative community initiative and many many options for promotion which should lead initially to good notoriety and then sales.

Expertise is needed to tidy up the current sales documents and to package the entire start-up project in a more orderly pitch. A few promotional 'wow-factors' are needed to gain the public's attention, and the prospects' confidence.

This is crucial to the future of the venture. For all that it has going for it, the quest to install defibrillators in widespread public spaces, will falter on poor communications, not on the product, the offer or the value-add in the Holiday Dollars.

The current pitch documents seem to be a little too 'sales-obvious' – especially being pitched to prospects familiar with sales tactics.

While the offering is excellent, the marketplace is difficult at the moment – although not impossible. There is enough give-and-take in what Heartbeat Australia is trying to do for prospects for it to be an attractive offering. They just need those benefits to be put to them in a clearer, more engaging, more orderly way.



Clear.