

THE HEROSMITHS

THE RISE OF COMMON HEROES

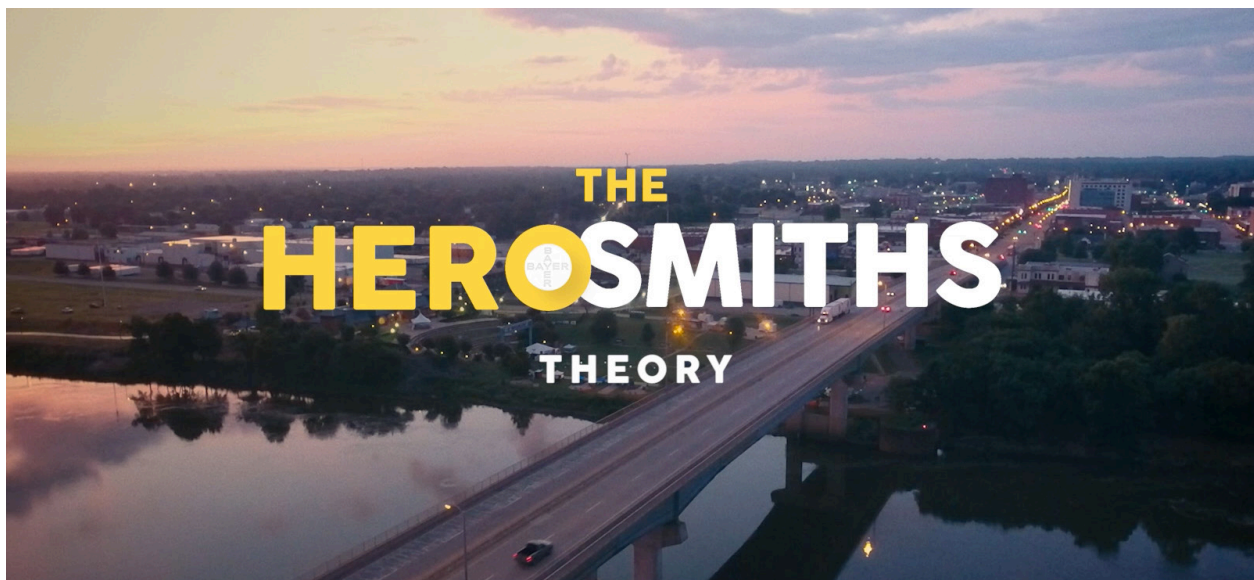
SUMMARY

In the US, somebody suffers a heart attack every 42 seconds. That is roughly 790,000 heart attacks every year, resulting in 114,000 deaths¹.

We saw an opportunity for Bayer® Aspirin to make a difference by promoting one of its lesser known indications: its ability to help save a life when taken during a suspected heart attack.

Many people who are vulnerable to a heart attack don't fully internalize their risk. Instead of trying to convince them to reconsider their own mortality, we shifted our focus.

The HeroSmiths campaign is a call for everyday heroes to step up. It compels people everywhere to carry aspirin so they can intervene in the event that somebody else suffers a suspected heart attack. And thanks to its initial success, more people are already aware and ready to help save a life.



¹American Heart Association, 2017 Heart Disease and Stroke Statistics At-A-Glance

THE WONDER DRUG WAS LOSING ITS WONDER

Bayer® Aspirin has been trusted for over 120 years and is known as “The Wonder Drug®” for its many indications, from relieving minor aches and pain, to reducing fevers, to lowering the risk of another heart attack or ischemic stroke. Despite all the good Bayer® Aspirin had done, the brand was beginning to lose its wonder. From 2012-2017, U.S. dollar sales declined due to competition from OTC pain relievers and prescription medications.

This was due in large part to the fact that, over time, the brand had begun communicating to an increasingly narrow audience, speaking only to those who had already suffered a cardiac event (heart attack or ischemic stroke).

In addition, from 2013-2015 the brand declined on a key equity: “Provides Life-Saving Benefits.”

THE OPPORTUNITY: A NEW INDICATION FOR A NEW AUDIENCE

Bayer® Aspirin is a life-saving brand that needed some life injected into it. As the leader in the aspirin category, we couldn't continue to focus only on older people (50+) who had already experienced a heart attack or ischemic stroke. We needed to find a way to reach a new generation.

Upon exploring the spectrum of indications for Bayer® Aspirin, we found one that would allow us to talk to a broader audience: acute myocardial infarction (MI), or acute heart attacks. Bayer® Aspirin works to keep blood from clotting, so **when taken during a suspected heart attack, it can lessen the damaging effects to the heart muscle and increase the chance of survival.** In fact, chewing aspirin during a suspected heart attack and for 30 days thereafter can help reduce the risk of death by 23%.

We also learned that 97% of US adults over 35 have at least one risk factor for a heart attack. This is a significantly larger audience (about 142,092,000 people²) than speaking to the small universe of people who suffer a heart attack every year (about 790,000 people³). If we could find a compelling way to talk to all of these people—essentially anyone over 35—about aspirin's ability to help save their life during a suspected heart attack, we could make a massive difference for the business, and for the many individuals whose lives could be saved.

A STRATEGIC TURNING POINT

It seemed simple: help all of these people understand their risk for a heart attack and urge them to be prepared for a worst-case scenario by carrying aspirin with them at all times.

But it wasn't as simple as we'd thought. Previous concepts that had tried to convince people that they were at risk for a heart attack fell flat in research. In trying to understand why, we

² US Census Data

³ American Heart Association, 2017 Heart Disease and Stroke Statistics At-A-Glance

discovered what psychologists and sociologists call the “Overconfidence Effect”—an innate excessive confidence in our ability to overcome challenges or danger. Although people accept that heart attacks are a problem, in general, they don’t believe that one will happen to them. We needed a different approach.

We turned to Google search data to understand what we could learn about people’s behavior during the moments of a heart attack. We found something that we didn’t anticipate. Yes, people search for what to do if they think they are having a heart attack. But, they also search for what to do if somebody else around them is having a heart attack. We had been so consumed with getting people to understand their own risk and take action, we never considered the involvement of others.

What is a heart attack

What does a heart attack feel like

What causes a heart attack

How to prevent heart attack

What are the symptoms of a heart attack

How long does a heart attack last

How to prevent a heart attack

What happens during a heart attack

What to do if someone is having a heart attack

How to avoid a heart attack

What are the signs of a heart attack

What causes heart attack

How long can a heart attack last

What happens when you have a heart attack

How to stop a heart attack

What are the symptoms of heart attack

What to do if someone has a heart attack

What is a silent heart attack

Which arm hurts during a heart attack

How does a heart attack feel

What is a massive heart attack

What are symptoms of a heart attack

How do you know if you’re having a heart attack

What to do when someone has a heart attack

What can cause a heart attack

How long do heart attack symptoms last

How to treat a heart attack

How to know if you’re having a heart attack

What to do when someone is having a heart attack

Which arm hurts in heart attack

What happens after heart attack

What does heart attack feel like

Which arm hurts with a heart attack

How to get heart attack

How to have a heart attack

What to do in case of heart attack

How to induce a heart attack

What cause heart attack

How does heart attack happen

How to avoid a heart attack

What does heart attack feel like for women

What does it feel like to have heart attack

What to do during a heart attack

How to get a heart attack

What are symptoms of heart attack

How long can heart attack symptoms last

How to tell if you’re having a heart attack

Which arm hurts during heart attack

What to do heart attack

What are signs of heart attack

How to stop heart attack

What are signs of heart attack in a woman

Heart attack what to do

What happens in a heart attack

How to give yourself a heart attack

Which arm hurts when having a heart attack

How to survive a heart attack

This made us think: rather than trying to convince people they really could have a heart attack, what if we focused on how they could help others? What if we compelled them to carry aspirin, not for themselves but for everyone around them, in the event that they could help save a life?

We could make common people uncommon heroes.

THE HEROSMITHS

In order to bring this idea to life, we focused on the most common last name in the United States: Smith. We would enlist an army of Smiths to carry Bayer® Aspirin, and inspire others to do the same. And we would begin our effort in Fort Smith, Arkansas—a city with one of the highest heart attack rates in the nation, along with 1,800 people named Smith.

MAKING HEROES OF US ALL

Our program was aimed at issuing a call for everyday people to step up and become everyday heroes.

We created a two-minute film and shorter, 30-second videos sharing the stories of eight Smiths who had experienced heart attacks and the life-saving power of aspirin. This content was the centerpiece of our mass awareness effort.

“
**DOCTORS SAID,
TAKING ASPIRIN
DURING MY HEART
ATTACK HELPED
SAVED MY LIFE.
IF IT COULD SAVE
SOMEONE, WHY
NOT CARRY IT?**
”

DAVE

Smith

OTHER HEROES →

Partnering with Facebook, we launched in February (Heart Health Month) and targeted people whose profiles reflected altruistic attributes and, therefore, would be more likely to respond to social causes and share the videos.

We promoted three types of content on Facebook and used sequential messaging to maximize impact and deepen people's connection to the effort:

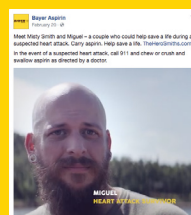
- The 2-minute film (https://www.youtube.com/watch?v=2UAWrfQVF_M)
- :30 profiles of individual Smith stories
- Educational content around heart attacks

Each piece of content directed people to our new HeroSmiths landing page (www.theherosmiths.com), which received over 1 million page views.

Promoted facebook posts (sequential messaging)



Message 1: Video



Message 2: Testimonials



Message 3: Educational content

Campaign landing page

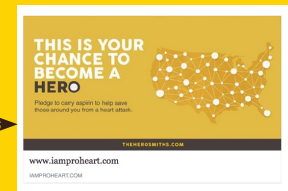


Viewable content



Take the pledge (get coupon + Bayer® Aspirin keychain)

Landing page generated shareable content



Invite others to take pledge



Quiz to show how many lives you could potentially save

Once there, users could make a pledge to carry Bayer® Aspirin, and in the process, would receive a coupon and a branded keychain carrying case. The keychain carrying case gave everyone an easy way to carry aspirin, overcoming a key barrier: research revealed that people did not want to have to carry a full bottle all day.⁴



HOW TO BE A HEROSMITH



1. TAKE THE PLEDGE.

OK, so you want to help. Now, let's make it official. Raise your right hand and say, "I pledge to carry aspirin." Good. You're ready for step two.

2. ARM YOURSELF WITH ASPIRIN

Carry aspirin. Help save a life. This is your motto now. You've got the tools you need, now use the attached coupon to get a bottle of Bayer Aspirin and keep it on you at all times. Take it with you wherever you go.

3. KNOW HOW TO HELP

So here's the deal: aspirin works to help keep blood from clotting, so when taken during a suspected heart attack, it can help prevent further damage to the heart and increase your chance of survival.

If you or someone you know is having a suspected heart attack, immediately call 9-1-1 and chew or crush and swallow aspirin as directed by a doctor.

WANT TO KNOW MORE?



Use as directed.

Watch the film at www.TheHeroSmiths.com

And while you're online, tell other people you've joined the movement by using **#HeroSmiths #BayerAspirin**

The Bayer Cross and The Wonder Drug are registered trademarks of Bayer.

In the event of a suspected heart attack, immediately call 9-1-1 and chew or crush and swallow aspirin as directed by a doctor.

Online Pledge



Coupon and Carrying Case

⁴ 2016 CrowdTap Survey

**PATRICIA SMITH,
THIS IS YOUR CHANCE
TO BECOME A HERO.**

**THE
HEROSMITHS**

There's a heart attack every 42 seconds in the United States.
And you've been selected to join us in our mission to help save lives.

**If more people carried aspirin,
fewer people might die from a heart attack.**
Chewing aspirin during a suspected heart attack,
as directed by a doctor, can help save a life.



**It's time for the most common heroes to rise up,
starting with people with the most common last name.**
There could be a potential hero around every corner if more people
carried aspirin. We need your help in finding more common heroes.

LET'S MAKE SAVING LIVES SOMETHING COMMON.

**CARRY ASPIRIN.
HELP SAVE A LIFE.**



PATRICIA SMITH, redeem this coupon so you can carry
the life-saving power of Bayer Aspirin wherever you go.



Direct Mail Piece

THE HEROSMITHS EFFECT

As part of our test launch, we'd set out to:

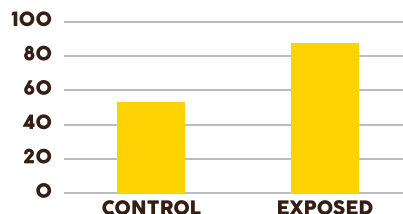
1. Increase awareness of aspirin's life-saving benefits
2. Increase intent to carry Bayer® Aspirin
3. Increase Bayer® Aspirin's visibility in culture

ON EVERY FRONT, WE MET OR EXCEEDED OUR OBJECTIVE.

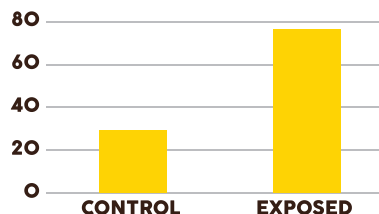
① **We increased awareness of aspirin's life-saving benefits.**

A national study conducted in partnership with Google showed the potential of this campaign to increase awareness of aspirin's life-saving benefits and make Bayer® Aspirin a more relevant brand to people everywhere.

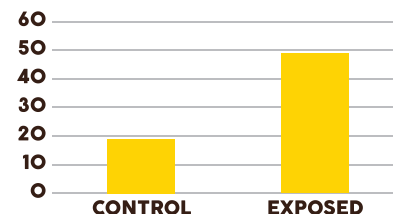
% Agree that "chewing aspirin can help to save a life in the event of a suspected heart attack."



% Agree that "Bayer® Aspirin is a brand I trust to save lives."



% Agree that "Bayer® Aspirin is a brand I love."

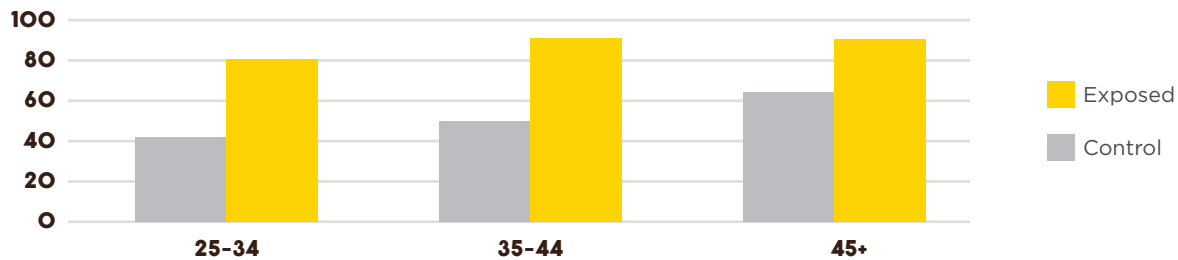


Those exposed to the film (versus control group) were:

- **228%** more likely to agree that chewing aspirin can help save a life in the event of a suspected heart attack.
- **387%** more likely to agree that Bayer® Aspirin is a brand they can trust to save lives.
- **233%** more likely to agree Bayer® Aspirin is a brand they love.

And, importantly, when looking at our influence over people’s belief that “chewing aspirin can help to save a life in the event of a suspected heart attack,” we saw the biggest attitudinal shift among the 35-44 year-old audience we knew was so critical to reach. In fact, we even saw a dramatic shift with the 25+ audience as well, showing that we’d truly succeeded in making ourselves more relevant with a younger generation.

% Agree that “chewing aspirin can help to save a life in the event of a suspected heart attack.”



② **We increased intent to carry Bayer® Aspirin.**

- Through our Google survey, we learned 67% of people stated they’re likely to carry aspirin after campaign exposure.
- Additionally, over 35,366 people took the online pledge to carry aspirin.

③ **We increased Bayer® Aspirin’s visibility in culture.**

The campaign made national and international headlines. To date, we’ve had 42,260,007 earned media impressions (Feb 2017 – July 2017)⁵, more than 21 times what paid media generated.

⁵ Marina Maher Communications PR Training



Pillbox heroes

Pharmaceutical company targets Americans named Smith in new aspirin campaign

ALISON KAMBO
FEBRUARY 14, 2017

Bayer creates 'everyday hero' campaign for aspirin

Share this content: [f](#) [t](#) [in](#) [+](#)

Bayer Aspirin
February 1 at 9:05am

Can the people with the most common last name rally to save lives? Carry aspirin. Help save a life. The HeroSmiths. In the event of a suspected heart attack, call 911 and the swallow aspirin as directed by a doctor.

This Bayer Campaign Aims to Arm Every American Named 'Smith' With Aspirin

Goal Is to Create a 'Safety Net' of Carriers to Help People Suffering Heart Attacks

By Alexandra Jordine, Published on Feb 10, 2017

ADP/FLAK

Why Bayer Recruited 1,800 People Named Smith From Fort Smith, Ark., for Its New Campaign

Meet the HeroSmiths

By Gabriel Bellone | February 27, 2017

Bayer Centers 'HeroSmith' Campaign Around Fort Smith

Bayer has launched the HeroSmith campaign to raise awareness about the fact that there is a heart attack every 42 seconds in the United States.

Updated: 7:28 PM CST Feb 26, 2017

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Leah Larson
Aspirin
Chicago
Business Journal

THE HERO SMITHS THEORY

How to develop a strong credit application

SPONSORED LISTING

Bayer turns America's 'Smiths' into aspirin-carrying heart attack heroes

By Bob Snyder June 19, 2017 12:01pm

MONICA Smith CARRIES ASPIRIN

FREE FOLDING NEWSLETTER

Join over 175,000 Americans who benefit from Bayer Aspirin's heart health benefits. Get your free folding newsletter today. It's packed with tips and facts on heart health, plus aspirin and more.

Join Now

We even heard from the mayor of Fort Smith

"The HeroSmith initiative has definitely made our city a safer place. In fact, I think it's going to save a lot of lives in this country."

—Sandy Sanders

Additionally, although we weren't able to directly target actual Smiths on Facebook, as soon as we went live, Smiths everywhere were raising their hands to carry Bayer® Aspirin and others were tagging their Smith friends. By creating a personal connection to the creative idea, we had created thousands of brand advocates.

Erica Lynn Smith I'll make sure I carry a bottle on me
Like · Reply · 18 hrs

Bayer Aspirin Hi Erica! Thank you for being a HeroSmith!

Rena Smith This Smith also took the pledge!
Like · Reply · March 3 at 7:40pm · Edited

Jennifer Bagby Smith Brilliant! I will do my part as a Smith.
Like · Reply · March 7 at 3:58am

Bayer Aspirin Great, Jennifer! Thank you for becoming a Hero Smith!
Like · Reply · March 7 at 9:59am

Heather Hansen Jason Smith Adam Smith Kirk Smith Cindy Smith E Balash - Guys we could be heroes! 😊
Like · Reply · February 3 at 9:53am

Ashley NTim Corning Bradford Smith Shayla Smith Ronnie Miller Smith y'all be ready to save ppl !!
Like · Reply · February 1 at 7:35am · Edited

Brittany Collins Smith We are needed to save lives Corey Smith, Kathy Smith, Kaley Smith 😊😊
Like · Reply · 1 · 17 hrs

Alissa Solchik Cynthia Smith...no pressure or anything, but you have to be a HeroSmith 😊
Like · Reply · March 18 at 6:00pm

Keela Jo Burt Ryan Smith Carrie told me to tag you and tell you that she'll be counting on you to save her life 😊😊
Like · Reply · February 24 at 5:19pm · Edited

Ryan Smith I'm on it.
Like · Reply · 1 · February 24 at 5:44pm

Christopher Robin Young Amy R Smith you know what you gotta do! I'm at a high heart attack risk, and I work with your hubby! Hahaha
Like · Reply · 1 · Yesterday at 10:52am

Based on early success and excitement around the campaign, Bayer® Aspirin is already thinking about how to recruit new heroes around the globe.

“Our organization couldn’t be more proud of The HeroSmiths campaign. In fact, we’re hoping to expand on its success in the near future.”
—Laurie Hekmat, US Marketing Director, Bayer® Aspirin

THE RISE OF COMMON HEROES

HeroSmiths aimed to get more people carrying aspirin by making the world more aware of its power. If we helped in even a small number of cases, the effort would have been worth it. The only remaining questions are how many HeroSmiths are out there and how many lives can they help save?

Word count: 1,579 (including summary)