Campaign Toolkit
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Introduction to The Circuit
Every year in the UK, more than 30,000 people have an out-of-hospital cardiac arrest (OHCA).

Early defibrillation and CPR can produce survival rates as high as 70% in local areas.

In the UK, less than 1 in 10 survive an OHCA.

Early defibrillation and CPR more than double the chances of surviving an OHCA.

In the UK, however, public-access defibrillators are used in less than 10% of events.

There are three reasons for this:

1. There is a lack of knowledge over how defibrillators are used.
2. There is a lack of awareness around where defibrillators can be located.
3. OHCAs often occur far away from the nearest defibrillator.

In the UK, it is estimated that only 30% of defibrillators are known to ambulance services.

This means that, based on an estimate of 100,000 defibrillators, 70% are off the grid and potentially unable to be used in an emergency.

In the UK, the average survival rate for an out of hospital cardiac arrest is only 8.6%.

It is estimated that 70% defibrillators are unknown to ambulance services and therefore less likely to be used in emergencies.

Less than 2% of out of hospital cardiac arrests have been aided by public use of defibrillators.

This is where The Circuit comes in.
The Circuit – the UK’s national defibrillator network, maps defibrillators across the UK, connecting them directly and automatically to ambulance services.

Its primary aim is to locate and register the UK’s estimated 100,000 defibrillators, so that ambulance services can direct bystanders to their nearest defibrillator and increase a person’s chances of survival.

In the future, The Circuit will also be able to analyse location data and identify where more defibrillators are needed – therefore saving more lives.
Our objective

To encourage defibrillator guardians across the UK to register their defibrillator on The Circuit.
Target audiences
Target audiences

Who is a defibrillator guardian?
A defibrillator guardian is someone who is responsible for a defibrillator. They may be the person who purchased it, or they may have been tasked with looking after the defibrillator. The guardian is responsible for ensuring the defibrillator is in working order and registered on The Circuit.

We break our target audience into two main segments:

Segment 1: Single Users
Single users are those who are responsible for 1 or a small number of defibrillators. These guardians can register and upload their information on The Circuit via the guardian account.

Segment 2: Multi Defib Users
Multi defib users are those who are responsible for a large number of defibrillators (at least 10). These guardians can register and upload their information on The Circuit via the organisation account.

More information can be found here.
Our partners
Leading charities

British Heart Foundation are proud to be working with other leading charities across the UK to support and promote The Circuit.

By funding research across six decades, the BHF has helped keep millions of hearts beating and millions of families together.

A charity working towards a day when every person in society has the skills they need to save a life.

St John Ambulance responds to health emergencies, supports communities, and saves lives - relying on public donations to do so.

The AACE provides ambulance services with a central organisation that supports, coordinates and implements nationally agreed policy.
By funding research across six decades, the British Heart Foundation has helped keep millions of hearts beating and millions of families together. From heart transplants and pacemakers to pioneering surgeries, we’ve had a hand in breakthroughs that have transformed our world.

With donations from the public, the BHF is investing in groundbreaking research that will get us closer than ever to a world free from the fear of heart and circulatory diseases. A world where broken hearts are mended, where millions more people survive a heart attack, where the number of people dying from or disabled by a stroke is slashed in half. A world where people affected by heart and circulatory diseases get the support they need. And a world of cures and treatments we can’t even imagine today. We are backing the best ideas, the brightest minds and the biggest ambitions - because that’s how we’ll beat heartbreak forever.

Celebrating 60 years of research
The national expert in resuscitation

Resuscitation Council UK is working towards a day when every person in society has the skills they need to save a life.

Formed in 1983, Resuscitation Council UK is committed to ensuring that survival rates for in and out of hospital cardiac arrest improve. They’re doing this by driving CPR education, and encouraging everyone, from healthcare workers to the general public, to learn life-saving resuscitation skills.

Their committees of healthcare professionals bring decades of expertise, research, and training experience to help them deliver life support courses and provide clinical guidelines for health and care professionals.

Resuscitation Council UK want to make sure more people arrive at a hospital with their best chance of surviving a cardiac arrest, and with an opportunity to receive the care they deserve both during the event and while they recover. This involves public participation and learning skills in CPR so we can all help the people around us in an emergency.
St John Ambulance responds to health emergencies, supports communities, and saves lives - relying on public donations to do so.

In 2020, we provided over 250,000 hours of volunteer support to the NHS, on ambulances, in communities and caring for Covid-19 patients in hospitals and this year we have partnered with the NHS in vaccinating the nation. In normal years, our thousands of volunteers deliver vital first aid in communities and public events across the nation.

We are also the nation's leading first aid training organisation, helping members of the public gain the skills that help them save lives where they live and work. And our employed ambulance crews are in action, day-in, day-out delivering vital patient transport and acting as back up to the NHS ambulance service.

From our vibrant youth programmes to our world-class training, we empower people of all ages with lifesaving skills and the confidence to use them, every day. Next year marks our 100th anniversary of training young people, through our Cadet programme, in essential first aid skills, giving them the confidence to save lives.

www.sja.org.uk/AskMe
The Association of Ambulance Chief Executives (AACE) was established in 2011 to provide ambulance services with an organisation that can support, coordinate and implement nationally agreed policy.

It also provides the general public and other stakeholders with a central resource of information about NHS ambulance services.

Whether for patient care, operational policy or emergency preparedness, the Association exists to support its members and to act as the interface between them and their stakeholders.

It provides a structure to co-ordinate, manage and implement key national work programmes and policy that are fundamental to the ongoing improvement of UK ambulance services and the development of patient care.
Defibrillators are vital when it comes to saving someone's life during an out of hospital cardiac arrest.

A defibrillator doesn't have the best chance at saving a life if it's not registered on The Circuit.

We estimate there are currently tens of thousands of unregistered defibrillators in the UK.
To visualise that we are mapping the UK with these life saving devices, our campaign key visual turns the UK into a circuit board brought to life via the connection of publicly accessible defibrillators.
As our campaign aims to drive action, we need to ensure our tone of voice is assertive and informed, but also optimistic and encouraging.

While we can use urgency in our tone to highlight the purpose of the campaign, we should always keep our defibrillator guardians front-of-mind – communicating our core messages in a positive way that spurs them on. We want our guardians to know they are helping others and that they play an instrumental role in terms of actually helping to save lives.
By being direct and to the point in our tagline, we are directly encouraging our core audience to register now. It’s not something they should consider doing, it’s part of their tick box mentality to put their defibrillator on the map as part of the guardian journey.

On the following slide, you can see how this key messaging flexes depending on the different stages of the funnel.

Core message
Put your defibrillator on the map.

Secondary message
Give your defibrillator its best chance at saving a life.

Core CTA
Register on The Circuit.

Longform supporting messaging
There are more than 30,000 out-of-hospital cardiac arrests every year in the UK, but less than 1 in 10 people survive. CPR and defibrillation can more than double someone’s chance of survival but many publicly accessible defibrillators aren’t used in an emergency, resulting in lives being needlessly lost.

If registered on The Circuit – the national defibrillator network, every ambulance service in the UK will be able to direct bystanders to the nearest life saving defibrillator.
Campaign assets
Campaign assets

To ensure you have the correct assets at your disposal for a success campaign launch, we have provided a number of channel-specific templates to utilise throughout all touchpoints.

These assets are available for download here:
https://www.bhf.org.uk/ndn-toolkit

The Circuit brand assets:  

Available asset templates:

- Social Media
  - Facebook, Instagram, Twitter, LinkedIn
- Other digital
  - Email headers, web banners
- Other
  - Leaflets, Posters
Creating additional assets
To create additional social assets to support your launch campaign, we have provided channel specific guidelines to assist your creative teams.

**Instagram**
To drive education in an interactive, engaging way and offer support through a visual, authentic and more human lens.

**Facebook**
To drive education through richer, long-form storytelling and use link formats to push traffic directly to The Circuit.

**Twitter**
To generate conversation around topical moments and provide real-time information/updates relating to industry news, research and events.

**Linkedin**
To drive credibility as an authority within the B2B space via news, industry updates and research.
Creative Executions:
- Content must be 1:1 or 4:5
- Feed content must be very visual
- No text overlays or branding on assets – content must have an authentic, human feel
- Consistent use of filtering
- Short, engaging captions - telling stories and offering support
- Stripped back, tactical use of emojis to make copy feel more relatable
- Tactical use of hashtags for messaging enhancement/discovery
- Storytelling through carousels/video
- Interactive content on Stories – making use of stickers and formats

Delivery Specifications:

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Creative Executions:

- Short and long-form videos (1:1 or 4:5), making use of subtitles and overlays for sound off
- Subtle use of branding across owned content
- Authentic look across user generated content
- Succinct captions which tell a story, have an impactful CTA and show a clear purpose and objective
- Stripped back, tactical use of emojis to make copy feel more relatable
- No hashtag usage
- Text can be overlaid, but not too much or they will have penalised delivery if promoted (80/20 rule)

Delivery Specifications:

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**Creative Executions:**
- Short shareable video formats, such as GIFs/stop-motions (1:1 or 4:5), making use of subtitles and overlays for sound off
- Subtle use of branding across owned content
- Succinct captions which have a clear purpose and objective (landed via a strong CTA)
- Stripped back, tactical use of emojis to make copy feel more relatable
- Visually-grabbing infographics to tease/convey information
- Tactical use of hashtags for messaging enhancement and discovery amongst relevant professional/industry spaces

**Delivery Specifications:**

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### Creative Executions:

- Long-form videos, making use of subtitles for sound off and overlays for driving credibility/information
- Visually-grabbing infographics to tease/convey information
- Clear branding across content
- Long-form articles and updates
- Informative, succinct copy with clear audience, purpose and objective (shown by strong CTA)
- No emoji usage, so as to give copy a more professional feel
- Tactical use of hashtags for messaging enhancement and discovery amongst relevant professional/industry spaces

### Delivery Specifications:

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Thank you!

For additional information, please contact
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