



**Gorkana**  
A CISION® company

# Stroke Association - Case study

## Introduction

The Stroke Association is the UK's leading stroke charity, committed to raising public awareness through campaign communications.

To amplify coverage on its 'Action on Stroke Month' campaign, Gorkana provided the reporting on its overall activity as well as deep-dive analysis, which enabled a better measurement framework.

## AMEC Awards 2015



Integrated Communications



Best Measurement of a Not-For-Profit Campaign

**Stroke**  
association

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# Surveys & Analysis

## Objectives:

- Use celebrity spokespeople to help boost coverage, monitoring engagement and interaction amongst influencers and multiple communities.
- Target messaging and raise awareness amongst minority ethnic groups, who are more than twice as likely to suffer a stroke.
- Drive people to the specific landing page and helpline number, which will increase awareness and ultimately save lives.

## Results:

The Stroke Association and Gorkana were able to report on many of the campaign's successes. Social media engagement increased by 96% compared to previous years and identified a strong correlation between mainstream and social media, resulting in an uplift in website traffic. Desired reach to primary audiences also increased from 67% to 74%.

Post campaign, Gorkana Surveys revealed that brand awareness had increased from 50% to 62% and mini-stroke awareness had increased from 58% to 69%.

"The analysis of Action on Stroke Month is a vital element for the whole organisation, providing valuable insight to the successes of our PR strategy and informing future work. This year we had the most successful Action on Stroke Month ever, driven in the main through integrated planning informed by learning from previous years."

Anil Ranchod, Assistant Director of External Affairs



GORKANA-WINNER of 13 AWARDS

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