MILESDESIGN

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MILESDESIGN CASE STUDY :: AMERICAN HEART ASSOCIATION - GO RED FOR WOMEN

This Go Red for Women luncheon poster is part of a series, aimed at creating awareness for the February 2007 event.

The design for the Open Your Heart donation card (2006) was so well received that it has been adopted as a national fund raising piece.

AHA sponsor, The Heart Center of Indiana, has carried over the "love your heart" campaign into their outdoor advertising (2006).

CHALLENGE

The American Heart Association came to Miles Design for help in promoting their "2006 Go Red for Women" luncheon and fund-raiser. This year's event was centered around the new national branding campaign: "love your heart." The campaign was aimed at corporate professional women as well as the medical community. The goals of the campaign were to create a fresh look and feel for all related materials, deepen relationships with sponsors and partners, inspire passion for the Go Red for Women movement, and shift awareness into action.

SOLUTION

Miles Design worked closely with the American Heart Association and presenting sponsor The Heart Center of Indiana to design and develop the event invitation, reply card, a print ad series, donation card, auction materials, and event program.

"All aspects of the design process from beginning to end were fantastic," said AHA Corporate Events Director, Angie Hovermale. "More than anything, I appreciated their timely responses and follow-up."

Indianapolis photographer Tod Martens photographed local heart attack survivors Gina Jones, Ginny Burt, and Lisa Sorenson along with her daughter Kara. Their "love your heart" gesture became a signature look throughout the planning process and event.

RESULTS

Thanks to the enormous response of local AHA sponsors, this year's event was sold out. Total attendance was 650, versus 525 in 2005. Net funds raised for 2006 topped $300,000 - an increase of over 36% from the previous year.

When asked how Miles Design's work reflected their goals, AHA Marketing Director, Laura Hague stated, "Excellent. Higher attendance. A more comprehensive look and feel from invitation to event. And it reflected women of all ages… a seamless positioning of the American Heart Association."

Angie Hovermale added, "The Design was right in line with the AHA's new 'love your heart' branding efforts… in fact, it worked so well that the 'Open Your Heart' donation card will become a national piece."

Miles Design is pleased to see the hope and excitement generated by the Go Red for Women movement, and is a proud supporter of the American Heart Association.

2007 UPDATE

This year's event was sold out for the second straight year. Total attendance was 750, versus 650 in 2006. Net funds raised for 2007 topped $434,000 - an increase of over 43% from the previous year.

For more information, visit:
www.americanheart.org
www.theheartcenter.com
www.todmartens.com
www.milesdesign.com