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| Advertiser | Pepsico Foods |
| Brand | Quaker Oats |
| Campaign | Good Morning Heart |
| URL | http://goodmorningheart.com/ |

QUAKER GOOD MORNING HEART
A MISSION TO GET INDIA HEART HEALTHY.

CHALLENGE

By 2010, India will have 46.9 million heart patients*
Quaker's Mission : Make India Heart Healthy
* National Commission on Macroeconomic and Health

SOLUTION

We created **"WWW.GOODMORNINGHEART.COM"** with a specially designed online heart health test in collaboration with Apollo Hospitals where people could find their "heart health risk profile", right at their desk. Also it offered various interactive tools, information and tips to get healthy.

RESULTS

167098 tests done in **3 months.**
73 % of people's lives were affected by this website.
54% Volume growth.

"LISTEN TO YOUR HEART"

MAKING INDIA HEART HEALTHY

The Quaker Mission to Make India Heart Healthy is the best Quaker initiative that I saw in 2009 across the entire globe - it's a great example of truly delivering Performance with Purpose.

Indira Nooyi,
Global Chairman and CEO,
PepsiCo.

Communication Goal

Long working hours + Irregular eating habits + Stress = 60% of World Heart Patients in India by 2010

Quaker's mission was to champion a social cause - create a nation-wide movement to initiate behavior change and **Make India "Heart Healthy"**.

Innovative Media Strategy

"I look healthy, hence I am healthy, and I need to do something only if I have a health problem" - a typical Indian's attitude towards health issues.

The challenge was to encourage consumers to move from a curative to a more preventive approach. **Indians first needed to be convinced that their “heart age” was different from their “real age”.**

The website www.goodmorningheart.com was created to initiate users into first understanding and therefore improving “heart health”.

The website had interactive tools and information, designed to hand-hold the user on his personal journey to preventing heart problems.

Engaging Creativity

The consumer journey began with **“Find Your Heart Health” – a specially designed online test created in collaboration with Apollo Hospitals.** By giving details about his lifestyle and his medical background, a user could instantly calculate his “heart age” vs. “real age”, right at his desk.

Once convinced, the user would pledge to make necessary lifestyle changes. Exercise and nutrition tips, heart widgets and health Q&A on the website, and regular emailers, would support him on this journey.

Encompassing Audience

The target audience (urban, 35+ year olds) were already reading news, getting finance and entertainment updates as well as staying connected with friends on the internet.

Using health and heart related keywords on search, banners on news, finance sites / sections and initiating social media conversations around heart health, users across India were encouraged to sign-up for this social cause.

Effectiveness

- 160,000 users signed up for Quaker’s mission, 73% claiming positive behavioral change
- 54% volume growth
- *Indra Nooyi-CEO Pepsico says “The Quaker Mission to Make India Heart Healthy is the best Quaker initiative that I saw in 2009 across the entire globe - it’s a great example of truly delivering Performance with Purpose”*