

#UniteForParkinsons - Post Campaign Analysis

Project background - Building on the success of last year's #UniteForParkinsons campaign, Parkinson's UK and EPDA teamed up again to make World Parkinson's Day 2018 a global event that would unite the Parkinson's community, raising awareness and understanding of the condition.

Campaign Objectives - The overall objective was to use World Parkinson's Day (11 April 2018) as a platform to unite and mobilise the global Parkinson's community, making a positive difference to the lives of people with Parkinson's. Specifically, we wanted to...

- Unite the global Parkinson's community through a simple and effective call to action that was easily sharable.
- Increase awareness globally of Parkinson's as a significant health condition within the target audience.
- Increase levels of engagement with relevant partner organisations.

Campaign Timings – 19th March 2018 – April 14th 2018

Campaign Concept - The campaign would focus on user generated content – using real life stories of those living with Parkinson's from around the globe. They would tell the world why they were uniting for Parkinson's on April 11th by revealing the realities of living with the condition. A compelling **short film** would be produced, serving as the lead asset for sharing and engagement.

Campaign Results - The success metrics for the campaign were agreed during the planning phase, linked to the three overarching campaign objectives. Marketing activity ran from 19th Mar to 14th April 2018.

Website		
	2018	% v 2017
Visits	89,631	191%
Unique Visitors	76,978	223%
Countries	199	11%
Video Views	16,900	N/A
Downloads	5,935	-16%

Hashtag		
	2018	% v 2017
Total uses	17,000	83%
Uses on April 11 th	16,000	156%
Total Countries	97	9%
Countries on April 11 th	97	9%
Total participation Rate	19%	-37%

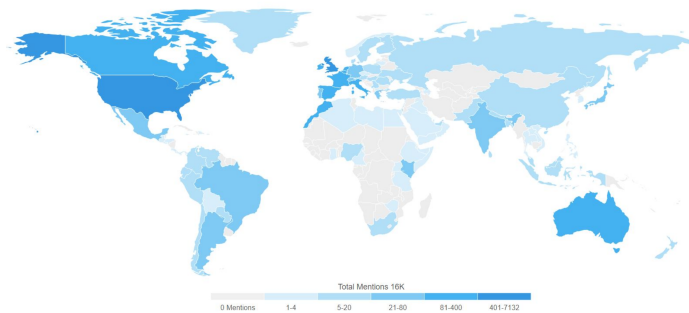
The campaign drove more than 89k visits to the website, which resulted in 5.9k downloads of the toolkit assets, 16.9k video views and 17k uses of the campaign hashtag. The increase in traffic, engagement and interaction from last year was significant, with many of the key metrics increasing by well over 100%.

World Parkinson's Day - On April 11th, there were 16,000 uses of the hashtag, across 97 countries. 11,913 people visited the website and 217 people downloaded the toolkit assets. The campaign

hashtag made it into Twitter's top 3 trending topics in the UK for most of the day, and it was among the most talked about topics in several other European regions.

Parkinson's Organisations - On the day, Parkinson's organisations supported #UniteForParkinsons enthusiastically, and there was widespread participation. By sharing the message with their audiences, they galvanised support and inspired action from the wider Parkinson's community which ultimately led to the campaign's success.

Heatmap of Hashtag uses.



Parkinson's Community - As in 2017, the campaign gave the global Parkinson's community a central message to unite around and provided a platform for them to share their experiences with a much larger audience. People affected by Parkinson's participated in the event in great numbers and across national borders.

Summary and Conclusions - UniteForParkinsons delivered against the campaign objectives and exceeded expectations in several areas. Awareness and engagement measures more than doubled compared to 2017. The improved performance this year indicates an increased appetite for the overall message of the campaign and suggests that the Parkinson's community would welcome and support U4P as a regular annual event.

Objective	Results
Unite the global Parkinson's community through a simple and effective call to action that is easily sharable	<ul style="list-style-type: none">8.2 m people reached878k social media engagements145 videos submitted17,858 campaign video views17,000 hashtag usesCampaign hashtag trending on April 11th
Increase awareness globally of Parkinson's as a significant health condition within the target audience	<ul style="list-style-type: none">89,631 visits to the campaign site.7% uplift in PD awareness
Increase levels of engagement with relevant partner organisations	<ul style="list-style-type: none">5 PD partners participated