

Be the Beat Summary 2009-2012 and Beyond

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Be the Beat

KEY GOALS:

- Engage and educate American teens and 'tweens (ages 12-15 and halos around that) about Cardiac Arrest
- Fun, interactive online training that teaches teens the simple steps to save a life in a SCA emergency
- Research-based format that appeals to a variety of audiences, learning styles, schools, locations
- FREE resources help start or sustain CPR and AED programs
- A resource for community programs: incorporates easily into school, after school, community or other programs

Recap: Tenents

- For kids, by kids
- Free resources for kids and adults
- Interactive, customizable
- Games, videos, activities make learning fun
- Social media spreads the word to friends, families, co-workers, communities
- Music (100 bpm) helps users remember CPR in a crisis
- Prizes drive engagement
- Ambassadors take learning offline

School Challenge: Overview

- Updated content to make current with Guidelines
- Redesigned content, nav, dashboard, games, videos
- Redesigned Teacher/School page
 - New lesson plans
 - New tools for schools
 - New product and campaign info
- Built-out backend
 - Connected to large school database
 - Teachers can manually register students
 - School Challenge personal dashboard
 - Tracks points and leaderboard
- School Challenge Grand Prize Winners
 - Renton Middle School, Renton WA
 - Hewes Middle School, Tustin CA (Orange County)

LEARN & PLAY | POINTS & PRIZES | WORLD OF HEARTS | BE A HEART HERO

Join the SCHOOL CHALLENGE! **EARN 1100 POINTS**

Ready to help your school win big?
Earn points for yourself and help your school move to the top of the leaderboard by playing fun games and learning how to save lives.

BEGIN!

Brian Atkins, 14
Cardiac Arrest Survivor
School Challenge Guide

Take the HEARTTRIP
Explore the heart and save the life of a friend using Hands-Only CPR in this 3D adventure.

PLAY NOW!

Leaderboard **VIEW ALL**

HERO	POINTS	JOINED ON
1. Cowboy	3489	09/25/2011
2. Gingersnap	237	03/06/2010
3. littleblueturtle	27890	12/30/2009
4. BottleCap	250	09/25/2011
5. DeepOcean	433	03/06/2010
6. Ponyboy	4567	09/25/2011
7. Mikey2Times	890	03/06/2010
8. MJJ	7534	12/30/2009
9. Hollywood	17809	09/25/2011

Play Games Earn Prizes

In the Spotlight

HANDS-ONLY™ CPR

NOT A TEEN? GET OUT!

George Washington High
Burlington, VT

#2 in group A (500+ students)

89% completion

236 students completed the mission

Invite your friends to participate!

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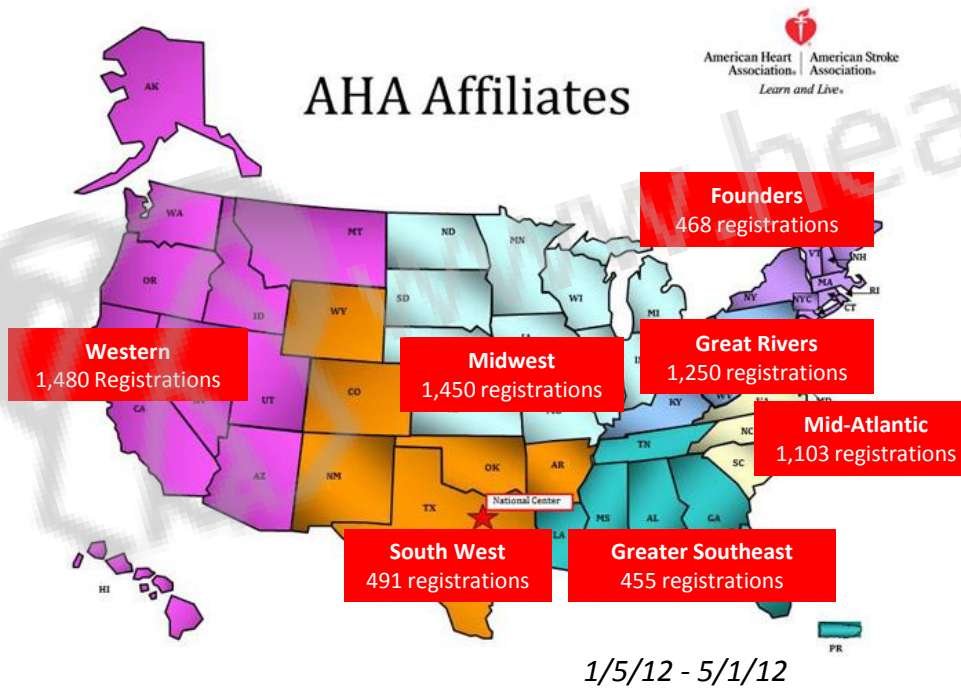
School Challenge: Results

Jan 5- May 1, 2012

- The **2012 Spring School Challenge** garnered **over 7000 individual registrations** and **over 1200 school registrations** to the BTB site.
 - Increase of over **6000 individual registrations** and close to **1000 school registrations** from prior to the School Challenge
- We saw an **increase of over 17,000 unique visitors** to the site during the School Challenge. That is a **91% increase**.
- Users spent on average **11 minutes** on the site
- The **4 E-blasts** performed very well with an average of **23,504 received**, **11.74% open rate** (9% industry average), **3.66% click through rate** (2.4% industry average)

Registrations – Comparative Analysis

Time Period	School Challenge 2012 1/5/12 - 5/1/12	4 months prior
Individual Registrations	7,297	1,295
School Registrations	1,213	333

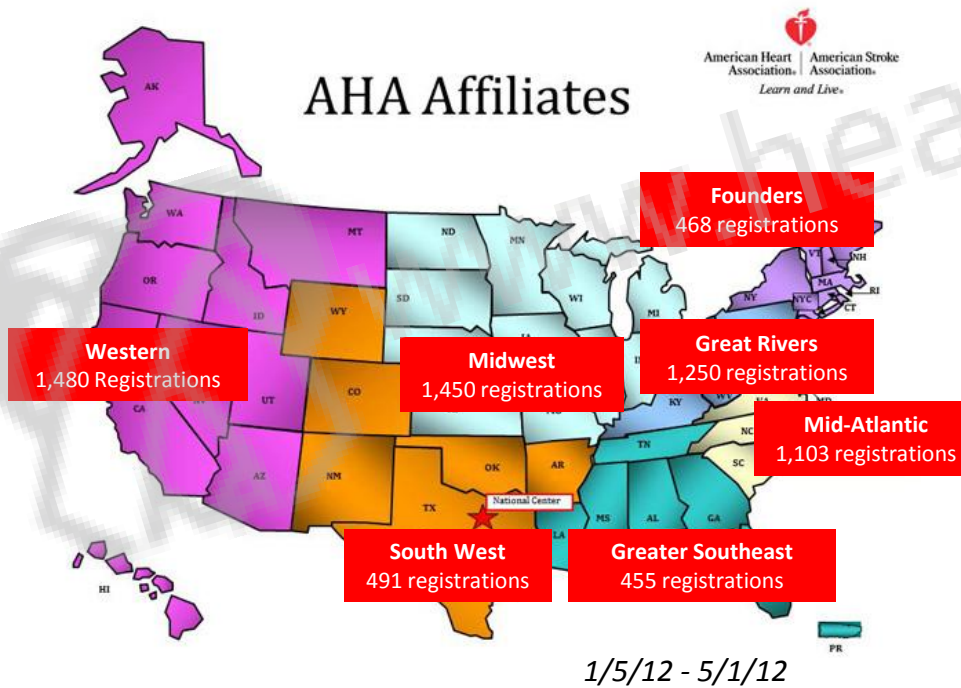


- We saw a 463% increase in **Individual registrations** from the 4 months leading up to the School Challenge (*the School Challenge lasted 4 months*)

- **Increase of over 6000 registrations**

Registrations – Comparative Analysis

Time Period	School Challenge 2012 1/5/12 - 5/1/12	4 months prior
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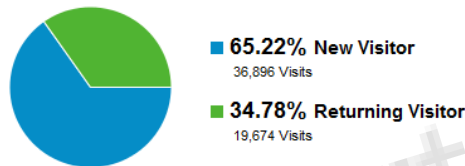
- We saw a 264% increase in **School Registrations** from the 4 months leading up to the School Challenge (*the School Challenge lasted 4 months*)

Website Analytics – 2012 vs. 2011

School Challenge: Jan 5, 2012 – May 1, 2012

37,765 people visited this site

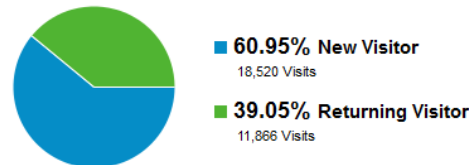
Visits: 56,570
Unique Visitors: 37,765
Avg. Visit Duration: 00:11:04
Bounce Rate: 38.18%
% New Visits: 65.63%



2011: Jan 5, 2011 – May 1, 2011

19,785 people visited this site

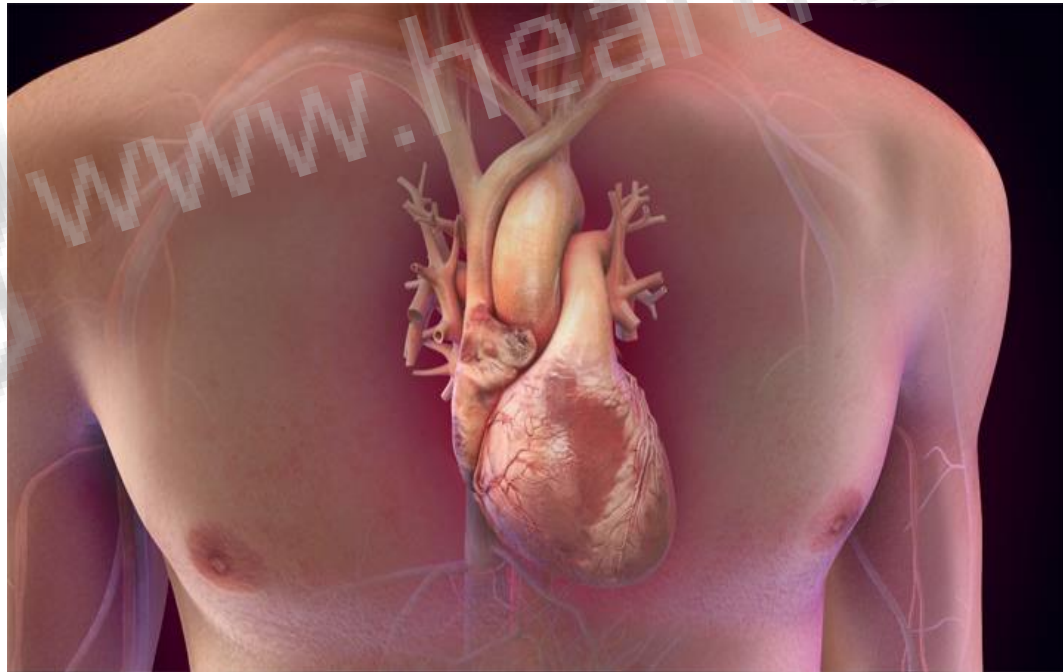
Visits: 30,386
Unique Visitors: 19,785
Avg. Visit Duration: 00:14:35
Bounce Rate: 25.05%
% New Visits: 61.89%



- We have seen a **91%** jump in unique visitors to the site during the School Challenge compared to last year.
 - Increase of **17,980** visitors

Milestones: HeartTrek

- 3-D, “CSI-Like” interactive animated exploration of the heart
- Best-in-class production, first of it’s kind at AHA or on the market
- Targets any age
- Can be incorporated into curriculum, other programs



Grassroots Change

Exposed tens of thousands students and adult leadership to lifesaving messages

- Over 12,000 of activists across the US taking message into their schools, homes, community
- Over 1 BILLION media impressions bring lifesaving information into homes

Layered levels of message integration and distribution

- Lesson plans allow for easy incorporation into curriculum
- Contests and Activists take learning beyond the classroom
- Youth Market and AHA sales staff deliver directly to school decision-makers to ensure ongoing support and new school recruitment

Valuable partnership to expand programs “off-site”

- OC Department of Ed partnership
- Integration with Arizona government (Ben Bobrow efforts)

Continuing AHA Commitment

Key staff leadership

- Merrilee Sweet, Kelly Griesenbeck, Keith Mason

Communications integration and outreach

- AHA national and local comms channels social media

National integration with AHA programs and staff

- AHA Youth Market Directors carry registration goals in performance standards.
 - PA – 300 schools (10 schools/staff)
 - Skilled – 450 schools (15 schools/staff)
 - Excellent – 600 schools (20 schools/staff)

Future Enhancements

New Challenges

- School Challenge a great success, repeat yearly
- Active school recruitment via challenges

Optimize website according to school feedback

- Quicker and easier to load
- Move to HTML5
- Decrease “calls” to database to make it faster
- Improve registration and IA to make it easier to navigate

New modules

- \$100,000 to create EMD module
 - Offers examples of what a 911 call sounds like, what questions to expect and the kinds of answers dispatchers need for the best pre-arrival instructions

Program Expansion

- Program Expansion Plans
 - International
 - Grassroots integration/pilots (schools, Dept. of Education, etc.)
 - Integration with HeartRescue grantees as opportunities arise
 - Continuing education of AHA volunteer base (science, training leadership)