



#UniteForParkinsons

Post Campaign Analysis

#UniteForParkinsons - Post Campaign Analysis

Project background - 11th April 2017 marked 200 years since Dr James Parkinson first published his “Essay of the Shaking Palsy”. The EPDA and Parkinson’s UK saw this as an opportunity to bring the Parkinson’s community together, and to raise unprecedented levels of awareness about the condition. Working in partnership, the vision was to create a global buzz on World Parkinson’s Day 2017, and to highlight the need for everyone affected by Parkinson’s to come together and speak with a powerful, united voice.

Campaign Objectives - The overall objective was to unite everyone affected by Parkinson’s, and to raise global awareness on World Parkinson’s Day. The specific campaign objectives were to...

- Raise international awareness of Parkinson’s.
- Create a simple and engaging campaign that could be easily shared by all audiences.
- Make World Parkinson's Day a truly global event.
- Position WPD as a platform to grow a global Parkinson’s community of support.
- Determine whether there is enough appetite for the campaign to become an annual event.

Campaign Timings - 3rd February 2017 – April 12th 2017

Campaign Results - The success metrics for the campaign were agreed during the planning phase and regular reporting was conducted as the campaign progressed. The headline results were...

Website	
Visits	30,780
Unique visitors	23,927
Countries	180
Toolkit downloads	4,665
Logo downloads	2,384

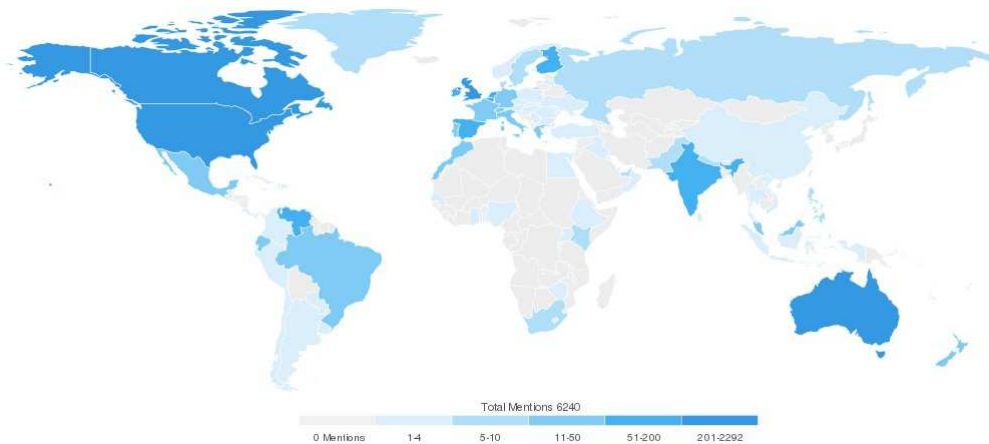
Hashtag	
Total uses	9,299
Uses on April 11 th	6,240
Total Countries	89
Countries on April 11 th	80
Total participation Rate	30.21%

The campaign activity drove more than 30k visits to the site, which resulted in over 7k downloads of the toolkit assets and more than 9k uses of the campaign hashtag. Overall, 30% of the visitors to the site participated in the campaign, which indicates an extremely high level of engagement, and real enthusiasm for the campaign message. Over 1,400 people added the “Twibbon” to their Twitter profile.

World Parkinson’s Day - On April 11th, there were 6,240 uses of the hashtag, across 80 countries. 3,111 people visited the website, and 735 people downloaded the toolkit assets.

Parkinson’s Organisations - Parkinson’s organisations supported UniteForParkinsons enthusiastically, and there was widespread participation throughout the campaign period. 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 - Hashtag uses on April 11th



Parkinson’s Community - 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. For the first time, people affected by Parkinson’s could participate in an event that transcended national borders, and gave them a sense of being part of a global movement.

Summary and Conclusions - #UniteForParkinsons delivered against its campaign objectives, and exceeded expectations in several areas. Where quantifiable KPIs were set, the campaign over delivered. Where targets were more qualitative, there was an encouraging level of positive sentiment. On April 11th, a genuine, measurable buzz was created on social media, and the global Parkinson’s community showed their support by uniting around a central message.

Objective	Results
Raise international awareness of Parkinson’s	<ul style="list-style-type: none"> Over 12m people reached More than 30k visitors to the campaign site. Campaign hashtag trending on April 11th
Create a simple and engaging campaign that could be easily shared by all audiences.	<ul style="list-style-type: none"> Creation of a distinctive, engaging website, toolkit and design assets. 7,049 toolkit and logo downloads. 1,453 Twibbon downloads.
Make World Parkinson's Day a truly global event.	<ul style="list-style-type: none"> 180 countries visited the website 89 countries used the hashtag Campaign accessed in 52 languages
Position World Parkinson’s Day as a platform to grow a global Parkinson’s community of support	<ul style="list-style-type: none"> 9,299 uses of the campaign hashtag. 30% audience participation rate. 33k social media interactions / engagements.