

WORLD HEART DAY 2025
REQUEST FOR PROPOSAL (RFP)

Introduction

World Heart Federation (WHF) is seeking proposals from creative agencies to develop and execute our annual flagship global campaign, World Heart Day 2025, marking the 25th anniversary of this important global initiative. WHF is looking for a strategic and innovative partner to deliver an impactful campaign that not only raises awareness of cardiovascular health but also empowers new and existing global audiences, utilizing digital media and on-ground member activations to drive long-term behavioural change and sustainable community engagement.

The Objective of this RFP is to identify a creative agency capable of delivering:

- A fully integrated multi-channel campaign across digital, social, and traditional media.
- Creative and compelling content that drives awareness, action, and long-term engagement beyond the campaign itself.
- Creation of globally relevant and locally adaptable assets, ensuring consistent messaging with regional relevance.
- Strategic audience segmentation and messaging tailored for specific demographics, including a focus on younger audiences and emerging markets.
- A comprehensive measurement framework, with real-time analytics and agile optimization to adapt campaign strategies based on live data insights.

About World Heart Federation (WHF)

Our Vision: Cardiovascular health for everyone.

With a vision of cardiovascular (CV) health for all, WHF's mission is to connect, lead, and inspire the CVD community, translate science into policy, and promote the exchange of knowledge, ideas, and practices.

Strategic goals for WHF 2024-2026:

- Connect and lead the global cardiovascular community.
- Translate science into actionable policies.
- Stimulate the exchange of knowledge, expertise, and research to combat cardiovascular disease (CVD).
- Be the trusted global authority on cardiovascular health.
- Catalyze equitable global action for cardiovascular health.
- Empower WHF Members to advocate for cardiovascular health in their regions.

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- Advocate for and support the implementation of national CVD action plans aligned with Universal Health Coverage.
- Contribute to United Nations Sustainable Development Goal 3.4 by reducing premature mortality through scientific research, advocacy resources, and communications.

About World Heart Day (WHD)

Held annually on September 29th since 2000, World Heart Day is WHF's largest platform for raising awareness about cardiovascular health. It highlights the burden of cardiovascular diseases (CVD) and encourages individuals, communities, and stakeholders to prioritize heart health.

As we celebrate the 25th anniversary of this important day in 2025, World Heart Day presents a unique opportunity to generate interest from a range of stakeholders - decision makers, healthcare professionals, patients, and the general public - across every age, gender, and culture.

In 2024, our #UseHeart campaign achieved a social media reach of 1.2 billion, making it our most successful to date. This success was driven by digital channels, community engagement, and physical activations by WHF Members and partners.

World Heart Day 2025 Campaign Objectives

- Develop an engaging, inclusive campaign that resonates with the general public, WHF members, healthcare communities, and policymakers.
- Position World Heart Day as a long-term, year-round platform, driving both awareness and tangible action globally.
- Leverage partnerships, especially with non-pharmaceutical organizations, to amplify campaign messages and ensure global reach.
- Focus on long-term behavioural change and sustained engagement in heart health activities, well beyond the campaign itself.

WHF Communications Objectives

- Develop WHF's profile and brand, enhance awareness, expand reach, and improve engagement with key audiences.
- Create an engaged Members' network for communication on key issues advancing CVD health globally.
- Inspire change through a WHF narrative that is people-led, solutions-oriented, evidence-based, and empathetic.

Key Deliverables

Campaign Concept and Collateral

- A theme and concept aligned with WHF's mission, designed to be globally engaging with clear calls to action.
- Digital and physical campaign assets, including posters, social media graphics, videos, animations, and toolkits.
- Development of multilingual campaign materials, ensuring global relevance.
- Alignment of the campaign with WHF's advocacy efforts, creating a unified message across channels and partners.

Social Media & Digital Strategy

- A comprehensive digital strategy for WHF's social media channels.
- A detailed social media calendar outlining posting schedules and engagement opportunities.
- Paid social media campaigns with specific content tailored for different global audiences.
- Collaboration with WHF's Web Agency to ensure new campaign imagery and messaging are reflected across the WHD website.
- Digital-first engagement tools, including real-time updates, gamification, and activations to engage younger and tech-savvy audiences.

Post-Campaign Report

- A post-campaign report summarizing key outcomes, insights, and successes.
- A hero video highlighting the campaign's impact, audience engagement, and results.

Key Campaign Milestones

January 2025: Initial briefing and concept presentations—campaign planning begins.

April 2025: Launch of the first campaign phase (website, theme, and graphics).

June 2025: Roll out of digital toolkits and expanded assets.

July 2025: Launch of campaign video and paid promotions.

August 2025: Social media activation, ambassador program, and digital campaigns in full swing.

September 2025: Full activation for World Heart Day 2025.

October 2025: Post-campaign debrief and reporting.

Budget and Timeline

Campaign Budget: 250,000-300,000 Swiss Francs (CHF)

Proposal Submission Deadline: October 30, 2024

Proposal Submission Emails: Borjana.Pervan@worldheart.org & Montse.Mortara@worldheart.org

Pitch Dates: Week of November 4-8, 2024 (in Geneva or virtually).

Participants attending virtually will not be penalized.

Submission Guidelines & Key Dates

Agencies are invited to submit proposals that include:

- Agency Introduction: Overview of the agency, including past relevant experience.
- Creative Approach: Description of the campaign strategy and creative ideas for World Heart Day 2025.
- Team Structure: Introduction of key team members working on the project.
- Timeline: Proposed timeline from ideation to execution.
- Budget Breakdown: Detailed budget allocation across campaign elements.

Agency Eligibility Requirements

- Proficiency in English to ensure effective communication and delivery of assets.
- The agency must have the capacity to manage high-volume, fast-paced campaign work.
- Agencies affiliated with the tobacco or nicotine industry (either directly or indirectly) are ineligible.

Evaluation Criteria

Proposals will be evaluated based on:

- Creativity & Innovation: Original ideas that align with the campaign's goals.
- Strategic Thinking: Ability to translate campaign objectives into tangible outcomes.
- Past Experience: Demonstrated success with large-scale, global campaigns.
- Budget Feasibility: Ability to deliver within the budget.

- Cross-Agency Collaboration: Capacity to work collaboratively with WHF's media and web agencies.
- Timeline & Delivery: Ability to meet deadlines while ensuring high-quality deliverables.

WHF Team to Whom You Will Pitch

- Jean-Luc Eiselé, CEO
- Borjana Pervan, Strategy and Communications Director
- Montse Mortara, Head of Marketing & Member Engagement
- Lisa Hadeed, Communications Officer
- Paula Orrite, Digital Coordinator
- Mihajlo Zelenkovski, Communications & Technical Coordinator

If you would like to discuss this brief before your pitch for an allotted 30 minutes per agency, please contact Montse Mortara at: Montse.Mortara@worldheart.org