

BIG ACTIVATION TITLE

TIME MATTERS

The Time Is Now

CORE IDEA

Every second counts during a stroke.

Yet every year, millions of people lose precious time because their symptoms are not recognised or acted upon quickly enough.

For World Stroke Day, employees become part of a collective call to action:

Time Matters.

The Time Is Now.

EXPERIENCE 01

THE TIME MATTERS

Setup

The employees take pictures with half of their faces visible, while the other half shows falling faces that represent stroke symptoms, using a filter.



Caption:

One half smiles.

The other asks a question.

Would you notice the signs?

Time matters. The Time Is Now.

The hashtags:

#WorldStrokeDay #TimeIsNow #TimeMatters #StrokeAwareness #BrainHealth
#HealthAwareness #TogetherForBrainHealth #iMETA #ActFAST

EXPERIENCE 02

The employees can picture a filter that features the World Stroke Day slogan (The time is now), or they can choose the four-and-a-half golden hours filter.

**Caption:**

This World Stroke Day, join us in raising awareness through a simple gesture with a powerful message.

Take a photo using our campaign filter and join us in reminding everyone that timely action can make a real difference.

The Time Is Now.

#WorldStrokeDay #TimeIsNow #TimeMatters #StrokeAwareness #BrainHealth
#HealthAwareness #TogetherForBrainHealth #iMETA #ActFAST

EXPERIENCE 03

The FAST Family Picture

Ask employees to share: Parent
Grandparent/Loved one

META FAST Pledge Wall

Create a digital wall.

Employees upload:

Photo

Location

Country

with one statement:

I know FAST. I can save a life.

The wall becomes:

MAP OF IMETA

🇮🇳 India, 🇪🇬 Egypt, 🇩🇿 Algeria, 🇲🇦 Morocco, 🇹🇳 Tunisia, 🇹🇷 Turkey, 🇦🇪 UAE, etc.



Caption:

I learned FAST because I want to protect someone I love.

#WorldStrokeDay #TimeIsNow #TimeMatters #StrokeAwareness #BrainHealth
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EXPERIENCE 04

PASS FAST

Each office records a five-second video; the first employee throws a clock out of the frame, and the next country catches it. The clock travels across the following:

IN→AE→EG→TR→DZ→MA→TN...etc.

The final office to catch the clock will say

Time Is Now