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LUTHER WINS PRESTIGIOUS IPA EFFECTIVENESS GOLD AWARD FOR F.A.S.T STROKE CAMPAIGN

2 November 2010: Luther Pendragon, together with its partners DLKW, MEC and Fuel, has been awarded a prestigious IPA Gold Award for the Department of Health Stroke Awareness campaign.

Luther Pendragon was one of only seven Gold Award winners at the 2010 IPA Effectiveness Awards. The IPA Effectiveness Awards were established in 1980 and are recognised by agencies and clients as advertising's most rigorous award scheme. Awards are judged on the submission of in-depth papers and evaluation.

Luther worked with the Department of Health on a national media and stakeholder relations campaign to raise public awareness of stroke during 2009 and 2010. Built around a simple acronym – Face, Arms, Speech, Time – the campaign aims to help people recognise the signs of stroke, and stresses the importance of fast emergency response.

Jude Bridge, Director of Marketing, Campaigns and Communications, Save the Children and one of the judges for the IPA Effectiveness Awards said:

"F.A.S.T was a brilliant mnemonic that brought home what to do if somebody's having a stroke and will, without doubt, save lives. Measuring change in a case like this is an incredibly difficult task, but it was done in a very compelling way."

Gina Coladangelo, Director at Luther Pendragon, said:

"Luther is hugely proud of our success in winning an IPA Effectiveness Gold Award. Since the launch of the F.A.S.T stroke awareness campaign, statistics show that public awareness of stroke is higher than ever before, leading to a 55% increase in 999 calls relating to stroke. Research also revealed that eight out ten people in England could recall the campaign. The team at Luther Pendragon, with our partners at DLKW, Fuel and MEC, worked incredibly hard to develop and implement a comprehensive and integrated campaign and they rightly deserve this success".



Gina Coladangelo, Director, (together with Charlie Snow from DLKW) collecting on behalf of Sam Bevens, and the rest of the team at Luther

~ ENDS ~

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Notes to Editors

Luther Pendragon is one of the UK's leading independent communications consultancies. We manage all types of communications - from media relations and crisis communications, to public affairs and stakeholder relations.

Luther's integrated and issues-led approach ensures that we develop truly effective and informed communication campaigns in the media, across government and politics and in business. We excel at providing intelligent - yet practical - strategic advice to help protect, defend and promote our clients' reputations, often on tough, complex and sensitive issues.

Today, we have over 50 highly qualified consultants with the skills, knowledge and expertise to develop and deliver effective communications. We draw our consultants from journalism, business, politics and campaigning organisations, ensuring that we are able to assemble teams with the very best experience and capabilities.

Luther's broad client list includes prestigious global corporations, private companies, trade associations, charities and public sector organisations in the UK, across Europe and beyond.

At Luther, we take enormous pride in every aspect of our work, with the exceptionally high client and staff retention records to prove it.

For more information about Luther Pendragon visit www.luther.co.uk

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[Click here to access the Luther Pendragon Department of Health stroke awareness campaign – 'Act F.A.S.T.' case study](#)