

The British Heart Foundation – London to Brighton Bike Ride 2024

The BHF's Marketing Plans

- **19th June – 30th September:** L2B ballot open incl. 'skip the ballot' fundraising places for Gold & Silver Charities as contracted.
- **End of October:** Email to non-redeemed ballot place to inc. listing of Gold charities with direct links to own registration pages.
- **January - March 2024:** Core marketing campaign TBC

Objective for the BHF:

Inspire, challenge motivated and cause engaged supporters to sign up to London to Brighton 2024 and to fundraise for the British Heart Foundation.

Call To Action: Sign up to London to Brighton Bike Ride 2024.

"Discover what you can do, one heartbeat at a time, for hearts everywhere."

Channels:

- Organic social
- Paid Media (Awareness and Conversion):
- Facebook and Instagram (META) - Carousel, Video & Static
- PPC (Google)
- Radio