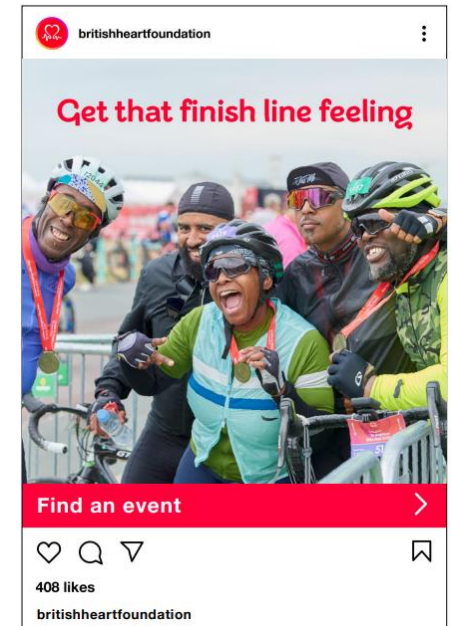
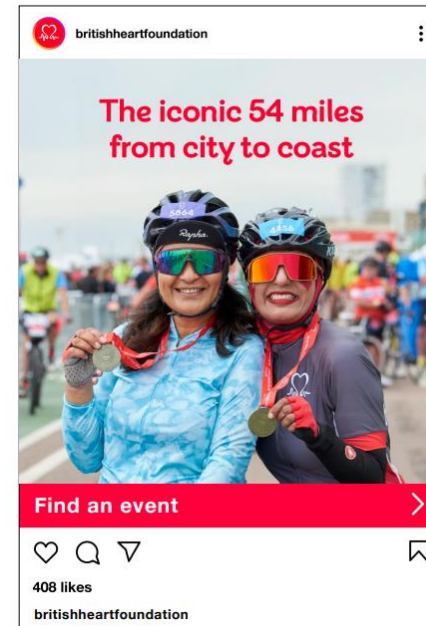


Acquisition Activity

	January				February				March				April			
Channel																
Paid Social																
Paid Search																
Digital Audio																
Display																
Media activity																

- Warm acquisition emails & organic social starting on boxing day.
- All paid media is going live 1st January 2024
- Paid Social & Search will be running until the end of April, Digital Audio until end of march.
- Radio adverts in all BHF retail stores from January.



Acquisition – Creative Examples

British Heart Foundation
Today 10:00

When you cycle with Team BHF, your pedals power lifesaving research. Choose your next challenge today.



Ride into 2024 with Team BHF

Find an event



Make a difference no matter the distance

Find an event



Each pedal powers lifesaving research

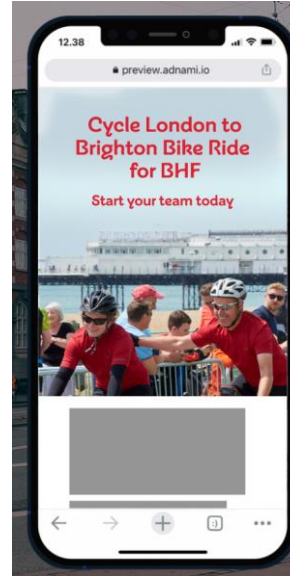
Find an event

Join Team BHF
Discover what's possible, one heartbeat at a time

Find your challenge

REGISTERED CHARITABLE NUMBER: 207193 000400

Find an event



"I love the buzz and excitement of the day and being around friends and colleagues just having fun. We are all there for the same reason – to raise money by achieving something amazing, and everyone looks out for each other along the way."

Ready for a new challenge? Ad
Sponsored

London to Brighton Bike Ride is back!



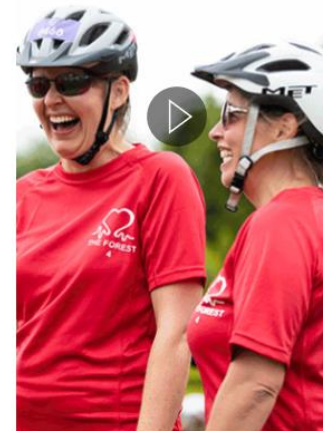
Take on our iconic 54-mile ride from city to coast on Sunday 16th June.

Take on the Challenge

A day out with friends and family you'll never forget.

Start your team

Cycle London to Brighton Bike Ride



Audio Ad

FYI 'Next year' being taken out in the new recording!