

Project

Light the Night Campaign – Annual Fund Raising Event.

The Business Problem

In 2011/12 more than 11,000 people were predicted to be diagnosed with blood cancer. Awareness of the Light the Night event was very low. The Leukemia Foundation needed a memorable campaign with impact to cut through the donation clutter and longevity to increase awareness of the impact of blood cancers. Support was required to raise money for the funding of research, education and support services.

In the midst of the GFC with so many charities and events asking for attendance and donations, the attitude towards charities was making it difficult to get people involved and especially donate. We needed to create a message that connected to the target market along with an event that was appealing and enjoyable for people to attend to achieve the financial objectives/targets.

Campaign Strategies:

Raise Brand Awareness of the Event – to compel punters to participate in the event by creating:

- A distinct and highly recognisable campaign across all media to get toes tapping and hearts engaged, where people want to become involved
- A clear articulation of what the event is and what action we want people to take
- A workable campaign across any medium ie: TV, radio, press etc.
- An idea that set the foundation for all future campaigns

Inform the market that:

- One Australian dies every two hours from Leukemia
- Your help counts
- It's just one night to be involved
- It's only 2-3 hours of your time
- It's fun and you'll get a good feeling out of participating

We ensured the website was the main portal for people to sign up and gain information, while visually supporting the campaign, offering ease of use and supporting the event's feelgood tone and manner.

Developed a campaign that offered Social Media opportunities to engage with;

- Those affected with Leukemia
- Have family or friends with Leukemia
- Who are online, seeking:
 - Knowledge/research
 - Support from the Leukemia community

So we could engage and ensure that they were:

- Aware of the event
- Understood the ways that could become involved/make a difference.

Proactive Strategies:

Create participation (viral marketing) opportunities to extend the campaign message by offering inspiring and fun ways to engage in conversation and content in a social context to broaden the reach of our message.

Create opportunities for conversation publicity by extending the current campaign opportunities, and develop additional promotional purchase opportunities on the night to increase share of wallet spend

Creative Strategy:

Developed a more emotive campaign than in previous years to resonate with the hearts and minds of potential punters. The concept of "Calling on All Angels" provided the essence of the campaign, appealing to 'angels' who help those people with blood cancer, whether they be a loved one, a doctor, medical support, friends or relatives to show their support.

By creating a unique and highly memorable music bed, adding interest with the angel wings and angel cakes for fundraisers, we created an extendable communication platform to maximise the use of

social media, where people could upload their angel stories, pictures and conversations about the angels in their lives.

Consumer Proposition:

'Calling on all Angels' to come and light the night

Project Deliverables:

- 30 & 15 second TVC
- 30 second radio
- Photographic stills library
- Posters
- Website design
- Website banners
- Direct Mail brochures
- Event Posters
- Bus Backs
- e-Marketing communications

Project Outcome:

Whilst this campaign worked on developing their existing membership base, a key objective was to grow new attendance numbers and donations. This event was run in SA and Victoria, QLD and NSW. Targetted fundraising dollars were achieved with increase to Light the Night Events.

Agency team included:

Linda MacAuley	Strategy Planning/Creative Concept
Heath Riggs	Art Director and Design
Justin O'Brien	TV Production
Kevin Beverage	Creative Services Management
Linda MacAuley	Client Service
Sarah Thomas	Social Strategy
Leukaemia Foundation	Internal Graphic Design Department

LEUKAEMIA FOUNDATION

ΕΘΝΙΚΟ
ΓΕΝΙΚΑΝΕΜΑ

30sec TVC - Light the Night



Voice over: Every day, 40,000 Australian families face the challenge of blood cancer.



Music: Calling all angels... vocal begins



Voice over: So we're calling on all angels to shine a lantern of love, life or hope; and join us for a night



to support people with leukaemia, lymphoma and myeloma.



Because if we all come together, the Leukaemia Foundation can create a brighter future for people with blood cancer.



To be an angel and light the night, visit lightthenight.org.au



Website

Light The Night by selling lanterns!

Light the Night will shine more brightly in 2011.

Across Australia we are asking people to Light the Night with lanterns of love, life and hope.

Shine a gold 'Love Light' to remember a loved one
Shine a white 'Life Light' to reflect on your life with blood cancer
Shine a blue 'Hope Light' to give hope and support to others.

Major events will be held in our capital cities, plus we are also asking people to host Light the Night events in their community or organise a lantern drive.

We are aiming to raise over \$15 million for the Leukaemia Foundation's Vision to Cure and Mission to Care.

The money you raise will be invested in leukaemia, lymphoma and myeloma research. It will also fund our free support services for people with blood cancers and related blood disorders. We receive no ongoing government funding and, as you know, the need is great.

Be a Lantern Drive Angel and run your own lantern drive!

Encourage people in your town to buy our special lanterns and display them in the front window of their business and at home.

It's easy – ask people to order from you, collect the money, send us the completed order and we'll send you the lanterns to distribute!

Lanterns are \$20 each including freight and GST.
Order 24 lanterns to qualify for free freight.

Love life hope



6 Steps to becoming a Lantern Drive Angel

1. Email sales@leukaemiashop.org.au or call Meegan on 07 5522 9174 if you would like a sample lantern to show people.
2. Start taking orders from people in your town (show them the sample and explain what each colour means).
3. Keep track of your orders on the order form.
4. Complete the Summary Order Form and send payment for the entire order to our online shop by fax, email or post (the address is on the form).
5. When the lanterns arrive, deliver them your customers and ask everyone to light them on September 21 (or for the whole month).
6. And if you put up the poster (on page 4) and let your local media know what is happening, you can help us to raise even more.

Any questions? Contact Meegan on 07 5522 9174

Thank you for your support and good luck with your drive.



Light the Night Event – Elder Park, Adelaide.



Innovative and proactive marketing idea: Recipes for captains and supporter fundraising events