

**CATEGORY:** PR

**SUBMISSION:** Last day alive

### **SUMMARY OF THE CAMPAIGN**

Irena Matijosaitiene fund established in 2013 had a clear mission to become a leader in advocating for organ donors. This is why we decided to tackle the real issue – lack of donors and those having donors card allowing to use organs after ones death. Our strategy was to start regular advertising campaign to raise awareness for a problem and build fund recognition. It was followed by a social media campaign "My last day alive" endorsed by local celebrities, TV personalities and athletes. It resulted in media buzz and huge exposure to the problem.

Last but not least we used great opportunity to build fund image by publically contacting government and ministry of health just before it started talks on new legislation allowing to register for donor card online.

Whole project resulted in biggest ever media exposure on donor problem, at least 5 times more new donor cards and twice more organ transplantations than usual for that time. And last but not least Irena Matijosaitiene fund became clear opinion leader in talks about donors.

### **THE SITUATION:**

Irena Matijosaitiene fund supporting organ donor idea was established in 2013 after death of I. Matijosaitiene – famous supporter of non refundable blood and organ donorship. But without a leader fund had no face. In Lithuania we have a several organizations in support of the cause but their all work is inconsistent and had no measurable impact on society.

But at the end of 2013 we saw an opportunity to make a name for the fund as established opinion leader, because the government started talks on improving whole donor card process to make it easier and faster.

### **THE GOAL:**

Biggest goal for the campaign was to turn passive fund in to active opinion leader and influencer. Regular communication campaign wasn't enough for this, so to reach our main goal we established secondary one – to become biggest lobbyists in changing a law finally allowing people to sign up for donor cards online.

We had three different audiences: government, existing donor organizations and general public, who weren't aware of the problem.

We decided to measure project success in only one and most important way: how the number of donors will increase.

### **THE STRATEGY:**

Our communication strategy was built on one single insight, that for those who wait their organ donor everyday is their last day alive.

First we decided to launch regular ad campaign to raise awareness for donor problem, because almost 500 Lithuanians wait for their donor with almost no

hope. This was targeted to the general public, which didn't know about the issue.

Second step was to launch national social media movement "My last day alive" involving local celebrities, TV personalities, other movers and shakers and of course general public. Task here was to gather as much organic buzz about the issue as possible.

Last but not least we had to step in to the government process and using public voice make a name for I. Matijosaitiene fund as spokesperson about the issue and influence decision making.

## **EXECUTION**

First we launched a TV, print, radio and OOH campaign for general public. Whole idea of the campaign was to show how life changes than you know, that today might be your last day alive. Campaign ran on TV and print for 3 weeks on most watched television in Lithuania TV3 (and its sister channel TV6), in several weekly magazines and one of the biggest radio stations RC. During this step we tried to reach widest audience possible and raise the awareness of the problem.

For social media action we launched banner campaign for two weeks on one of the three major news websites in the country 15min.lt and Facebook promoting national "My last day alive" where the main idea was to share your thoughts what would you do on your last day alive. Several local celebrities, TV personalities and athletes joined the cause. It grabbed media attention and turned in to national news.

## **RESULTS**

The result of the campaign couldn't be clearer.

First we definitely reached our goal of becoming opinion leader among all donor organizations. With original campaign, fresh voice and tools we turned I. Matijosaitiene fund to really active one. Fund social media posts are now shared by other organizations and their spokesperson is currently providing comment for media on at least 40% of all reports on the issue.

Furthermore after helping government make a right decision to allow signing up for donor card online, number of potential donors reached all time high. During the campaign health institutions were issuing 5 times more donor cards than usual. Three months after campaign number increased to 10 times. Also there were made 26 successful transplantations during the campaign period, which is twice more than usual.