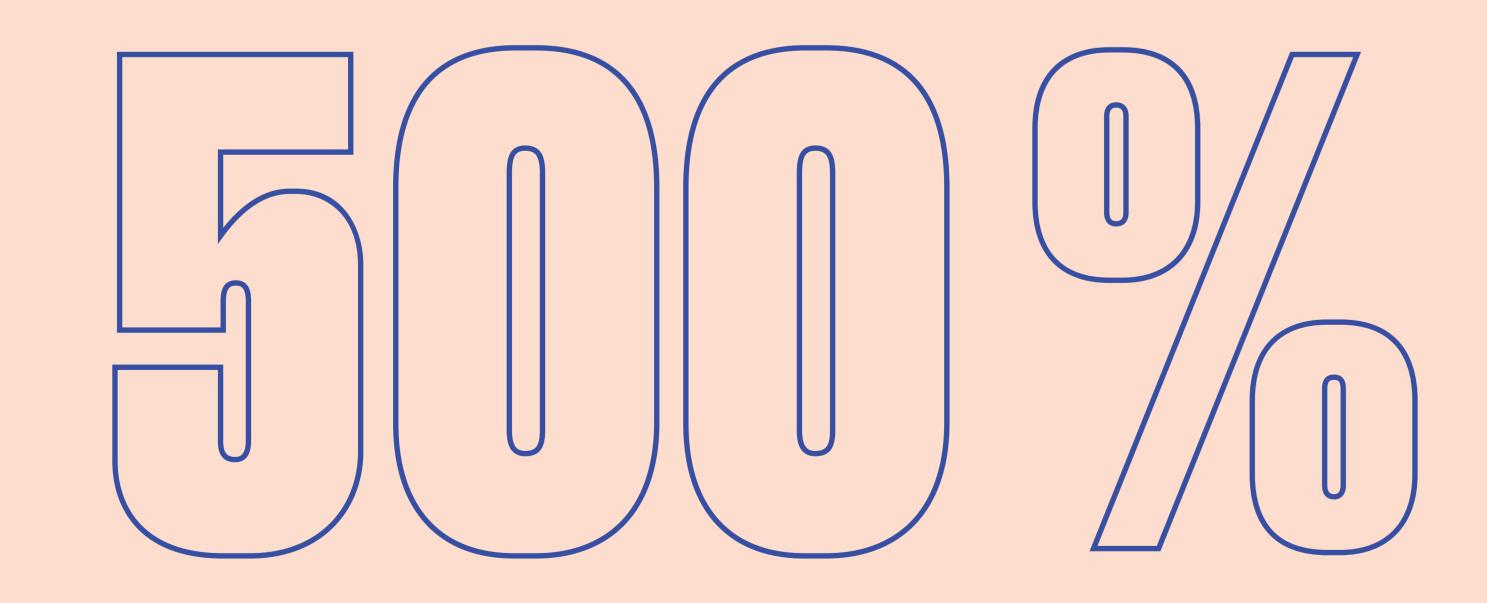
A 24 hour live performance

In Lithuania in over 20 years less than 1% of population have expressed their agreement to participate in organ donation scheme.

There are no words or images that let you experience what it feels to wait for an organ.

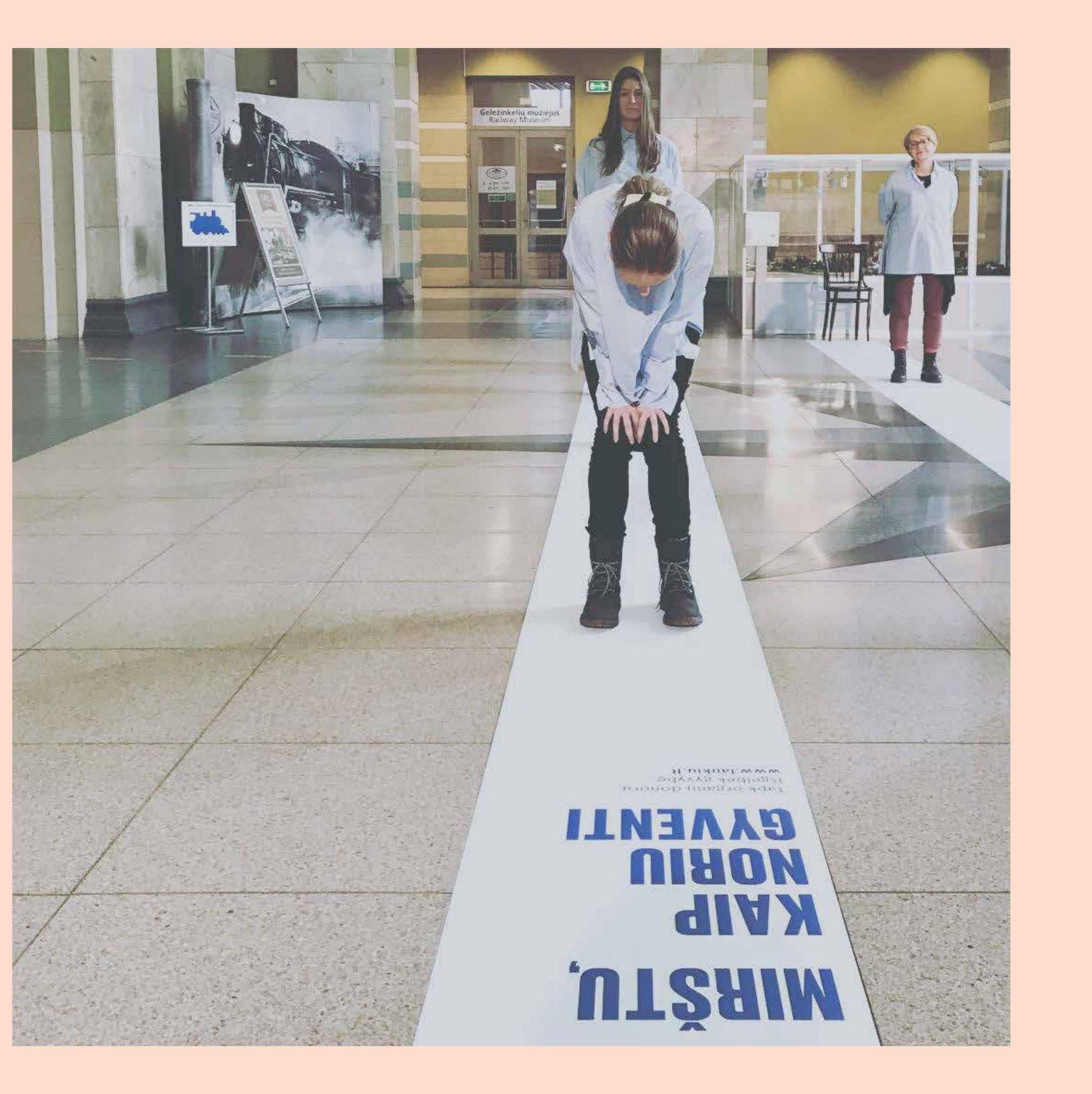
Live 24 hour performances in major transit stations with people standing in peace and expressing their support for organ donation.



Increase of agreement submissions, a record month in the history of Lithuanian organ transplantation.











"It was the most difficult 3 hours in my life"



"Everyone should experience this. It's heart breaking"



MIRŠTU, KAIP NORIU GYVENTI ('Dying for life') – live 24 hour performances in major transit stations of people expressing their support for organ donation through standing. The performances and performance-inspired, empathy raising adverts, a wide PR campaign an artistic short film ignited a debate about organ transplantation – over 800 messages in the media and 505% increase on organ donation agreement submissions on the record month in the history of Lithuanian organ transplantation.

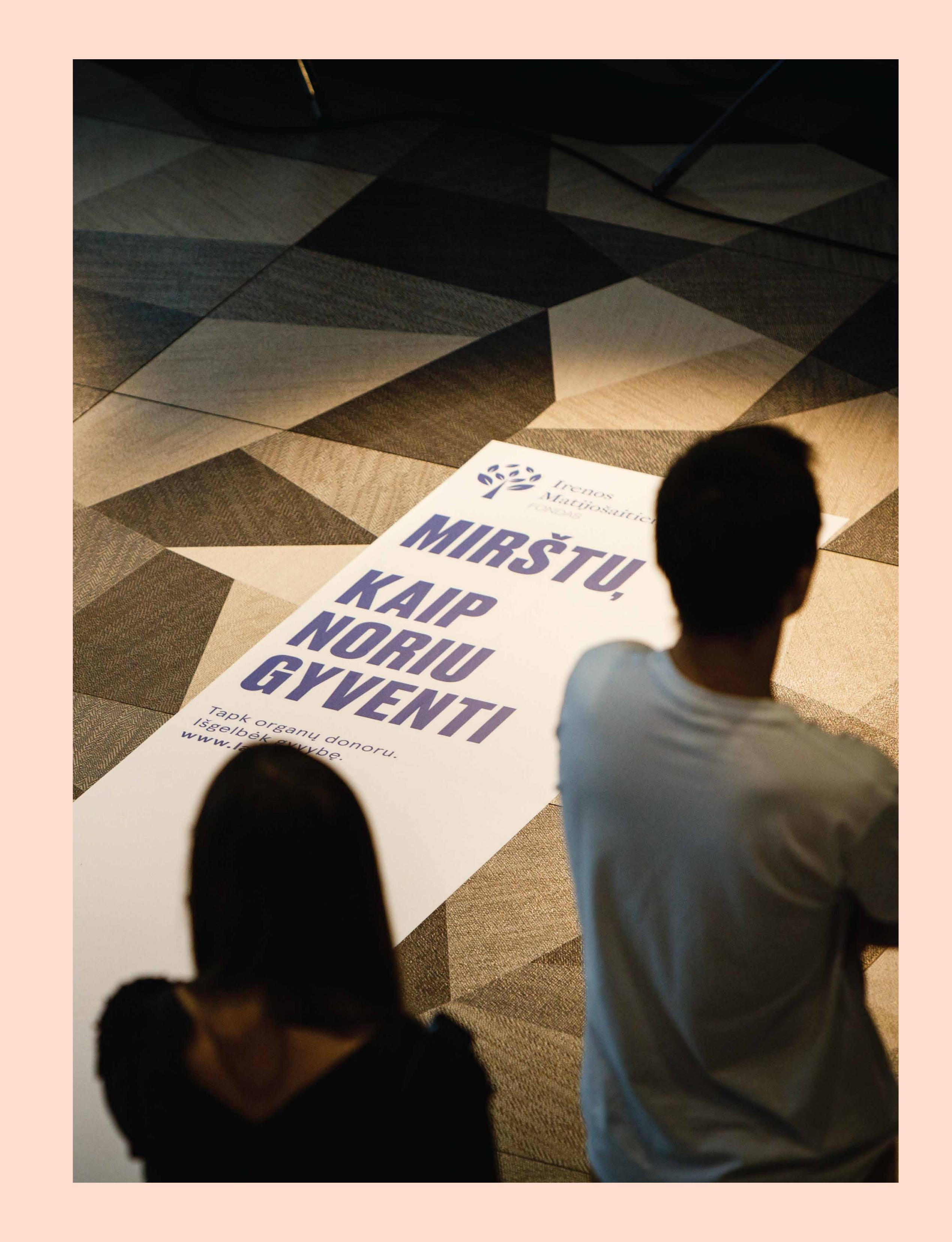
The campaign was built around the site specific medium which generated tons of earned-media and changed people's perception of organ donation.

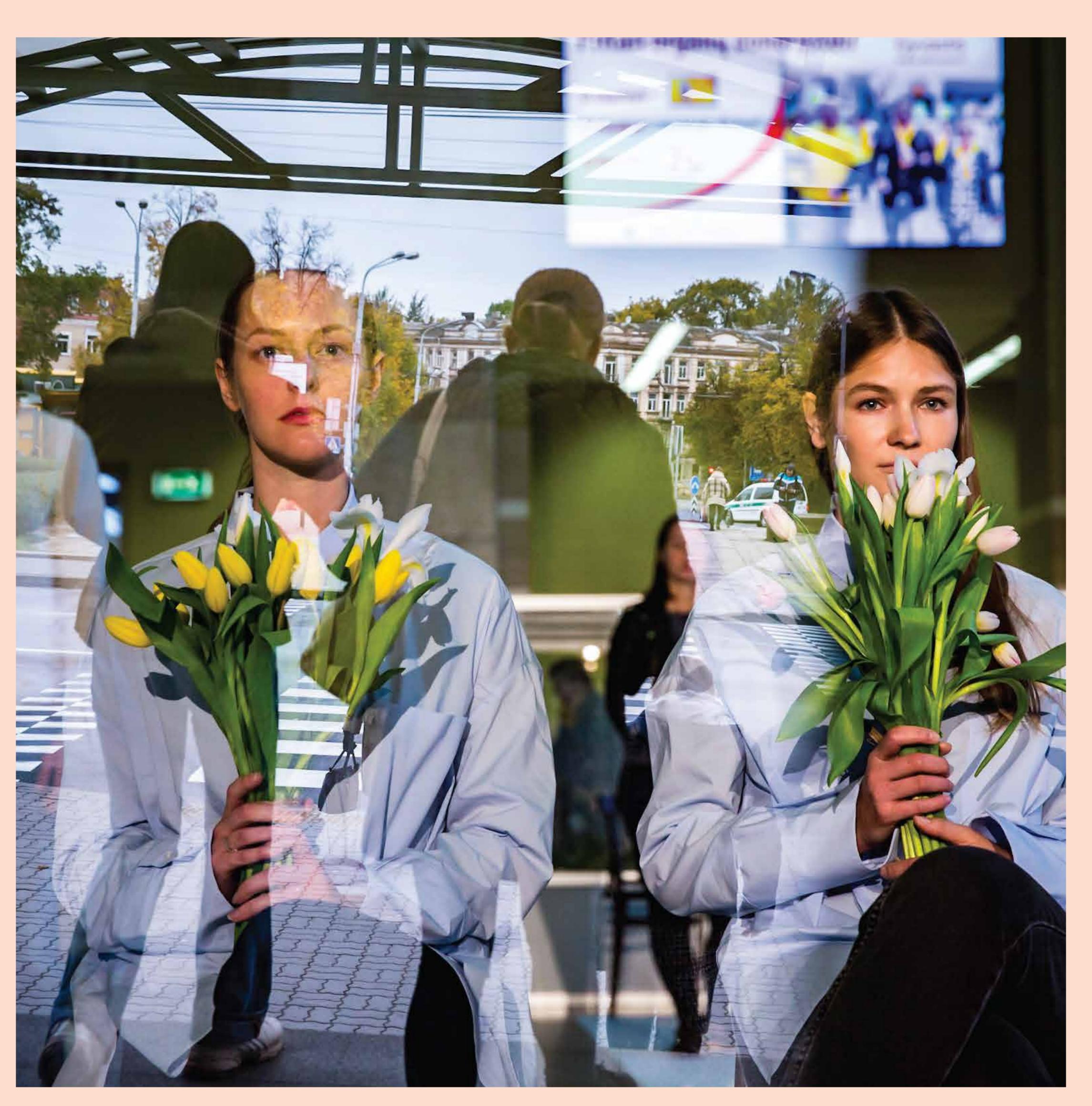
Lithuania has an opt-in organ donor system. On average only 130 people per month submit an official agreement of organ donation to the authorities. On January 2nd, 2018 only 25 898 (less than 1% of population) have expressed their agreement. Irenos Matijošaitienes Fund is a private organisation dedicated to increase the awareness of organ transplantation benefits in Lithuania.

Organ donation is the subject associated with heavy topics like death and illness. The media is not interested in organ donation subject as there is a lack of engaging content. How to engage people to participate and be actively involved in such a sensitive, yet not top of the mind subject?

# Objectives:

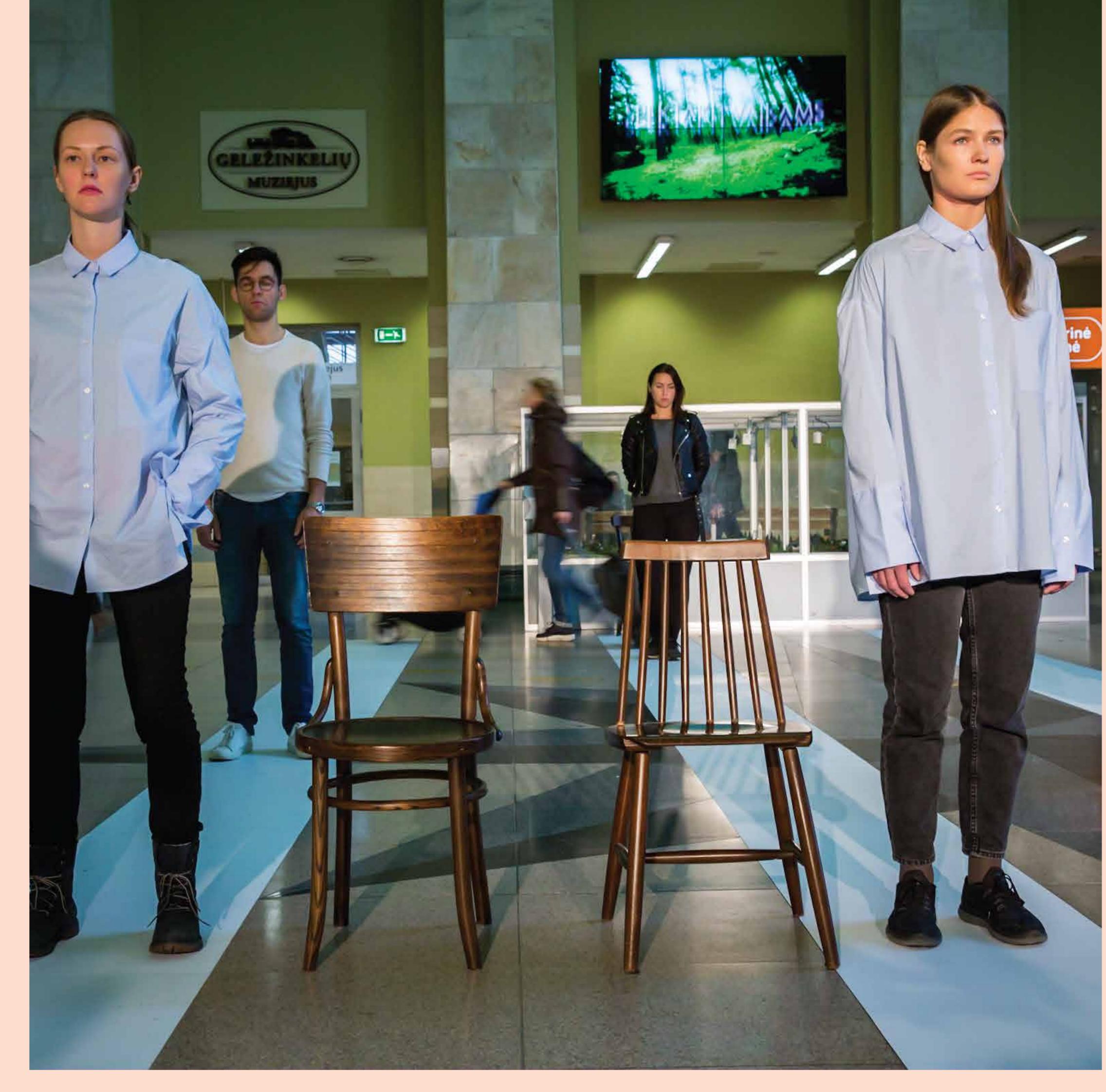
- To create the conditions for the society to discuss organ donation in the everyday day conversations amongst.
- To increase the official agreement submissions by at least 46% compared to the average month for the duration of the campaign.

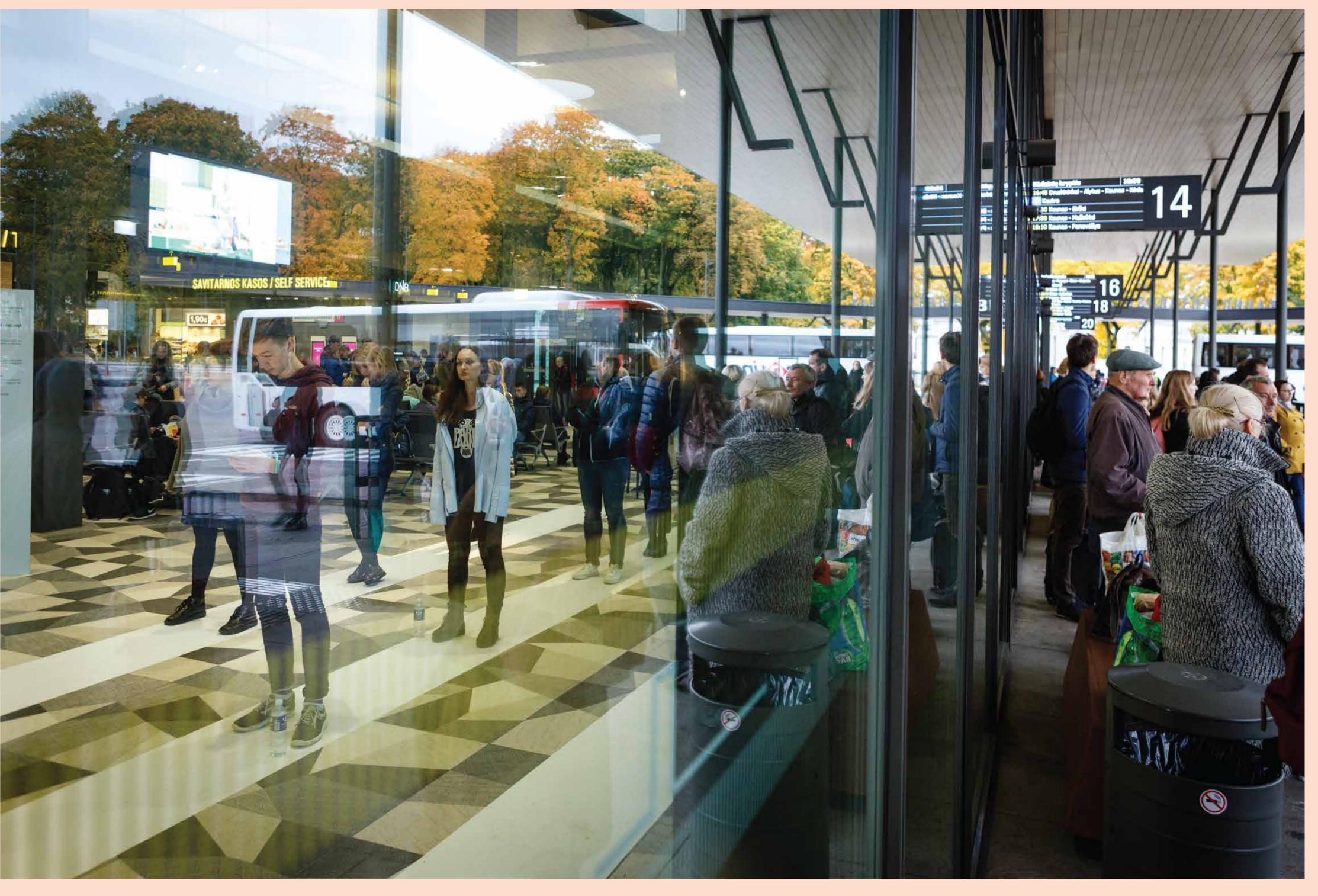




From the focus group conversations with people waiting for donor it became clear that the most difficult thing is the unbearable waiting in the uncertainty. There is no chance a healthy individual could experience the same condition empathetically, so a physical and emotional experience was devised. Such a sensitive subject as organ donation requires maximum empathy, so the choice was made to construct the campaign not through shocking effect, but through emotional one. The inspiration was taken from the contemporary art practice – a live performance of waiting experience in the place where everyone is always on the go (stations).

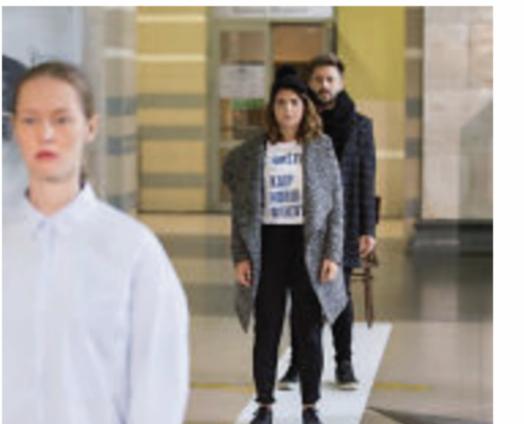
Since the target audience is very wide, it's been decided that the performance should take place in the major stations of the biggest Lithuanian cities to maximise the interest of the mass media and increase the number of the live participants. The performances were the backbone of the campaign, which generated the buzz before, during and after the event. The mass media was used to spread the message of organ donation in general, not only through the performance messages. Social media was an important tool to attract people to participate in the performances. The important requirement for performance was not the quantity of people but the dramatic affects of the ones who are standing. Due to the forecast of possible dramatic moments, a professional award winning director was recruited to create an artistic film about the performance to be shown in cinemas at the later stages.





Performansas Vilniuje organų donorystei skatinti – "Mirštu, kaip noriu gyventi"

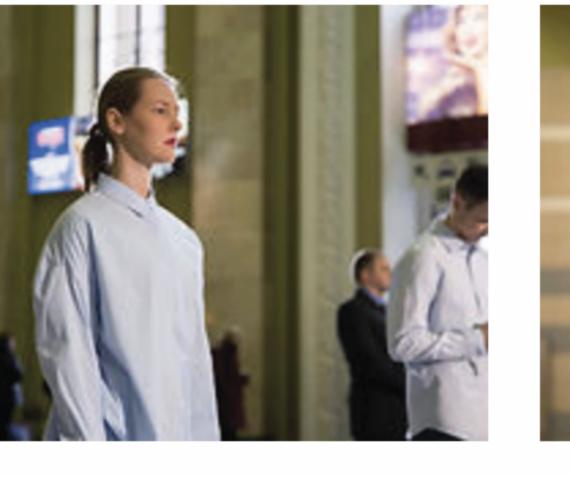


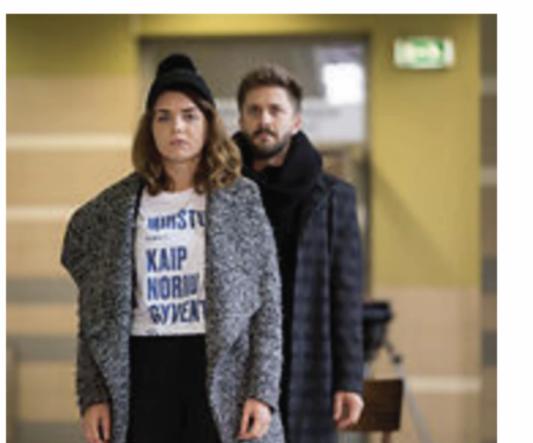


VARDAI | LIETUVA | PASAULIS | MUZIKA | GALERIJOS | VIDEO | EUROVIZIJA



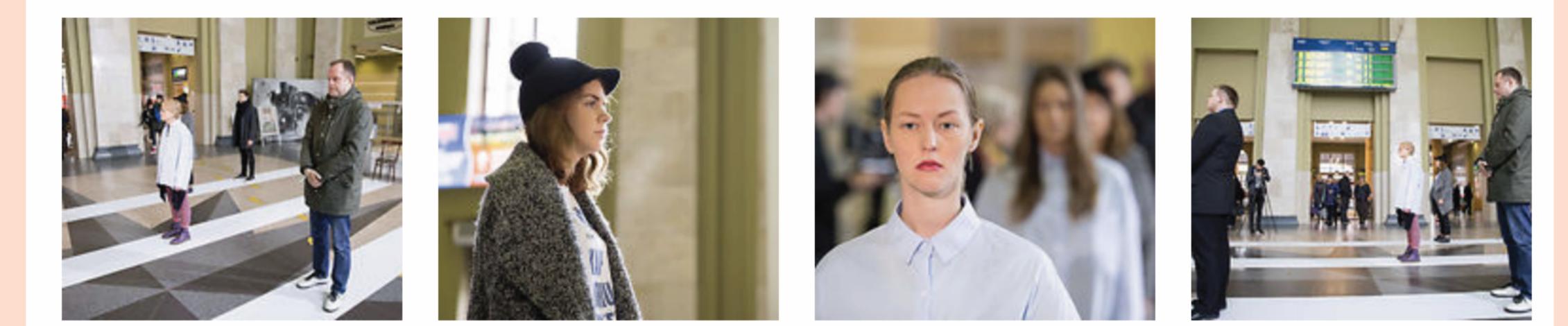


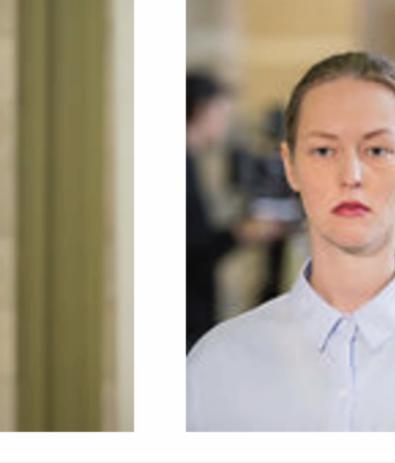


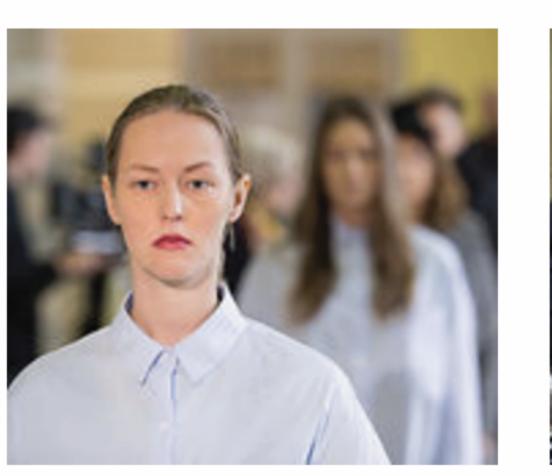


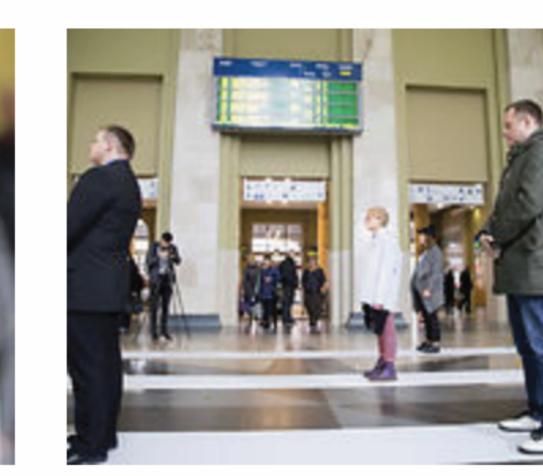












Two weeks in advance celebrities were provided with campaign T-shirts as tools to show support on social media for organ donation and invite their followers to register for the performance. This invitation was supported by tradition media relations and online OOH advertising campaign. During the 24 hours performances, an hour by hour schedule of media activities were planned. Politicians, celebrities were involved, they helped to kick start the performance. During the day live streaming on social media channels was spreading the message. People got involved showing support on social media and live. The performances brought organ donation to the attention of mass media: during the day the concentration was about the event, in the following weeks various tv shows, radio shows and magazines covered different angles of organ donation. The short film about the performance was shown in the cinemas for addition 4 weeks reminding the audience once again about the subject.

- October 2017 saw an increase of 505 per cent of organ donation agreement submissions –
  a record month in the history of Lithuanian organ transplantation.
- The campaign inspired a number of Parliament Members to start discussing the law of organ donation system to be changed to an opt-out one in the Parliament. This wasn't original objective, but the powerful message and the media attention to it inspired politicians to take action independently.
- Approximately 1000 people participated in the 24 hour performance with the combined number of 1.217 hours stood out.
  - 50K views of the after-performance artistic film on social media and 150K in cinemas.
- Over 450 organ donation media outings in the national media, including TV shows, magazine features, radio talkshows with the audience 7 mln. The buzz on social media created by posts of influencers and general public at least 350 messages with combined audience of 2 mln. (Lithuania is a country of 2.8 mln. inhabitants).





