



# AUSTRALIAN ORGAN AND TISSUE AUTHORITY

DonateLife 2024

## THE CHALLENGE

Australians know organ and tissue donation is a good thing and we don't want them to go to waste. But we don't like to think about dying and the process isn't known for those not yet registered. How might we activate the messaging in a way that gets more people to join the Australian Organ Donor Register and speak with their families about their decision?

## THE INSIGHT

To overcome the emotional barrier the tone of the content needs to shift to be more understood, empathetic and approachable.

## THE IDEA

The idea is to transform organ donation into a personal challenge. Using relatable stories to positively influence and inspire individuals to become life-changing advocates through their own voices and platforms.

## ECOSYSTEM

### NATIVE BRANDED CONTENT



### PODCAST INTEGRATION



### HIGH IMPACT DISPLAY



### NEWS XTEND



### STAFF ENGAGEMENT



### VIDEO STORYTELLING




### EDITORIAL ADVOCACY



Reflecting on our fourth year with DonateLife, we've seen the power of collaboration and strategic execution. Key achievements include:

- Strong editorial relationships and fresh, timely storytelling drove exceptional results.
- Leveraging lifestyle environments such as Body+Soul and Kidspot, delivered enhanced engagement in paid content.
- A focus on video and social content, both editorially and with News Xtend maximised reach and engagement.
- The campaign achieved a year on year lift in registrations - more than 52,000.

 brand metrics **RESULTS**  
Brand Standing (BE) vs Final (F)

**+30%**

Action/Intent BE 9% vs F 11.7%

**+44%**

Lift in social media followers

**+19%**

Lift in website visitors

**52,503**

New organ donor registrations