

Australian Red Cross Lifeblood | Lifeblood Summer



Challenge

Summer and New Year is a cluttered time for advertising. **Australian Red Cross Lifeblood** needed their message to cut through and empower Aussies to donate blood.

Objective

Drive awareness of the **Australian Red Cross Lifeblood** and engage audiences to donate blood this summer.

The Defining Insight

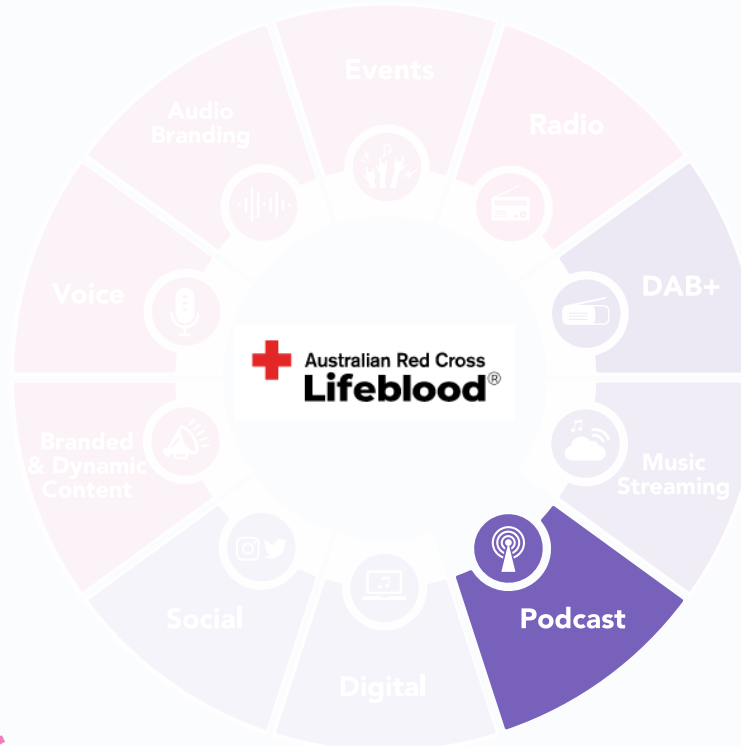
People we like and connect with have more perceived credibility than those we don't like; they tend to have the same beliefs as we do, so the mind perceives this person as being more trustworthy.

Strategy and Solution

To emotionally connect with audiences, we applied a multi-podcast, talent-led approach to engage Australians to donate blood. Talent-voiced ads ran in selected key Australian shows across the Lifestyle & Entertainment category on; Life Uncut, Somehow Related, Rise & Conquer and Betoota Advocate.

Podcast hosts actively encouraged their listeners to donate blood, and spoke to them about the important work that **Australian Red Cross Lifeblood** does for our communities. Through the use of dynamically-inserted host reads, investment could be maximised by spreading into multiple shows to increase reach.

ARN Audiosphere



Category: Health/Pharmaceutical

Market/s: National

Demographic: P18-64

The Results

3,660

APPOINTMENTS STARTED OFF THE BACK OF THE ACTIVITY

All channels contributed to a
10% UPLIFT IN NEW USERS TO SITE, WITH A 7% UPLIFT IN OVERALL SESSIONS

4%

CONVERSION RATE

well over the conversion rate benchmark of 1.09% for the Health & Pharmaceutical category



We wanted to ensure that donating blood was included on our audience's 'to do list' across the Summer period which is notoriously a challenging time for both New Donors and Appointment numbers. This year we were really happy to shift our attention to Podcasting which proved to be an effective channel at capturing audiences whilst they were out and about. Partnering with ARN and their suite of content meant we were not only able to capture audiences in their 'moment of sun', but leverage their range of talent to bring our messaging to life in a way that was natural and organic to the podcast. We were really happy with the overall approach and pleasantly surprised by the higher than benchmark conversion outcomes this activity generated.



- Alysha Barnden - Digital Marketing & Campaigns Manager Lifeblood

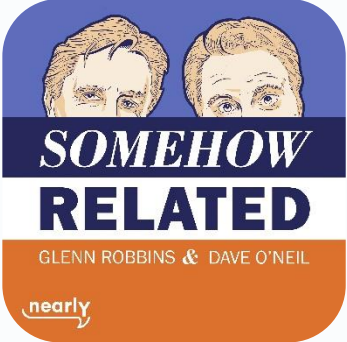


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The Proof



Life Uncut
Mid-roll



Somehow Related
Pre-roll



Rise & Conquer
Mid-roll



Betoota Advocate
Pre Roll

