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2026
Case Study



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1566

Agencies
M+C Saatchi Group

Client
Australian Red Cross Lifeblood

Title
Life Is The Reason: Giving the nation a new reason to donate and saving a life every 11 minutes

Category
A10. Not-For-Profit Organisations

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Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

Australians are brilliant in a crisis.

We fight fires, rescue neighbours in floods and even stick needles in our arms to donate blood and plasma.

If it saves someone from tragedy, we'll do it.

But life-giving blood products are needed by Australians every 18-seconds, even when tragedy hasn't struck.

When there isn't a crisis, how do we change people's behaviour to donate blood?

This was the perennial problem for Lifeblood and it reached a fever-pitch in 2024 when Lifeblood reserves hit a critical low. Outside of a tragedy or crisis, Australians thought, "other people will do that." The barriers were too high, motivation too low. Donating blood was too easy to do "later", continually putting it off.

We had to make it personal.

We created a new brand platform for Lifeblood - **Life Is The Reason** - and invited Australians to find their reason to donate. We drove motivation by using trusted voices, educational content and trigger-led activations. And we removed long-standing barriers to action.

This is the story of an unprecedented battle for behaviour change, and a new approach that bloody-well worked, contributing to:

- Statistically significant increase in motivation to donate: [redacted]
- Highest donor panel on record for Lifeblood: [redacted]
- Reducing the Cost Per Donor Registration to $[redacted] (from $[redacted], [redacted]).
- **Contributing to saving [redacted] lives, driving $[redacted] in value to the economy.**



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Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

This isn't about choosing one brand over another, nor even asking someone to make a donation on a set-and-forget direct debit.

Donating blood is a deeply personal act.

It requires turning up - physically. Answering probing eligibility questions about your gender, drug use, and medical history.

And then sitting in a chair - taking time - while a 16-gauge needle is used to extract blood. You sit there. You watch it. You feel it.

There is no sugar coating it. We are asking Australians for a profoundly personal contribution: to literally give part of themselves to help save another person's life.

We know that Australians will respond and rise to the occasion in times of crisis. When stocks are low, appeals are made, or after disasters - like the 2009 Black Saturday bushfires.

But how do you turn crisis response into habit? Create behaviour change without the catalyst of disaster?

This is the age-old problem that Lifeblood faces.

Challenges:

1. In 2024, Lifeblood reserves dipped to critical levels.

Lifeblood Executive Director of Donor Experience, Cath Stone issued an immediate call for blood donors[1]:

"We have empty chairs across our network every single day. Almost 4,000 bags of blood are needed by hospitals across Australia."

The facts are astounding:

- One-in-three Australians will need blood products at least once in their lifetime, yet only 1-in-30 donate.[2]
- More than 58% of the population are eligible to donate, but fewer than 3% do so.[3]
- Just one donation can save up to three lives.[4]

Donations are needed every day to meet growing clinical demand. That requires a large, active panel of regular donors who register to donate, show up on schedule, complete a questionnaire, partake in a private interview and ensure they are eligible to donate.

2. To meet this demand and account for panel churn, Lifeblood needs over 100,000 new donors every year.

The only way to keep people alive or give them a better quality of life is to attract **new** donors and keep people donating, regularly.

Lifeblood can't keep drawing from the same well.

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3. Australians were losing motivation to donate

Since December 2021:

- Awareness had dropped: [redacted] to [redacted].[5] [Fig 1]
- Intention to donate in the next 12 months had dipped: [redacted] to [redacted][6] [Fig 1]
- Motivation had fallen by [redacted] points.[7] [Fig 2]

The impact was felt where it matters most - the size of our Donor Panel.

In 2021 and 2022, [redacted].[8]

But in 2023, [redacted].[9] [Fig 3]

4. Lifeblood's salience had slipped back of mind

No one will say that donating blood is not a good thing to do. Problem was, it was easy to defer the need to donate to others.[10]

Lifeblood had simply become too easy to walk past.

An aging donor panel. Insufficient new recruits. Declining awareness and intention. Softening motivation. These numbers don't just produce bad marketing metrics. They produce potential supply shortages.

The stakes of an ineffective marketing program are, in the most literal sense, measured in lives. The time had come for a new approach…

Footnotes

1. Australian Red Cross Lifeblood media release, published on their website: https://www.lifeblood.com.au/news-and-stories/media-centre/media-releases/immediate-call-blood-donors-lifeblood-reserves-dip-critical-levels
2. Australian Red Cross Lifeblood publicly available data: https://www.lifeblood.com.au/about
3. Australian Red Cross Lifeblood publicly available data: https://www.lifeblood.com.au/about
4. Australian Red Cross Lifeblood publicly available data: https://www.lifeblood.com.au/about
5. Lifeblood Brand Tracking Report (Wave 11, up to November 2023)
6. Lifeblood Brand Tracking Report (Wave 11, up to November 2023)
7. Lifeblood Brand Tracking Report (Wave 11, up to November 2023)
8. Australian Red Cross Lifeblood internal donation panel data
9. Australian Red Cross Lifeblood internal donation panel data
10. When Lifeblood unveiled their inaugural State of Donation survey in 2022, more than half the respondents thought there were at least three times as many blood donors than there are. Lifeblood Australia, 'What we've learned about blood donors in 2022', https://www.lifeblood.com.au/news-and-stories/vital-reads/what-weve-learned-about-blood-donors-in-2022

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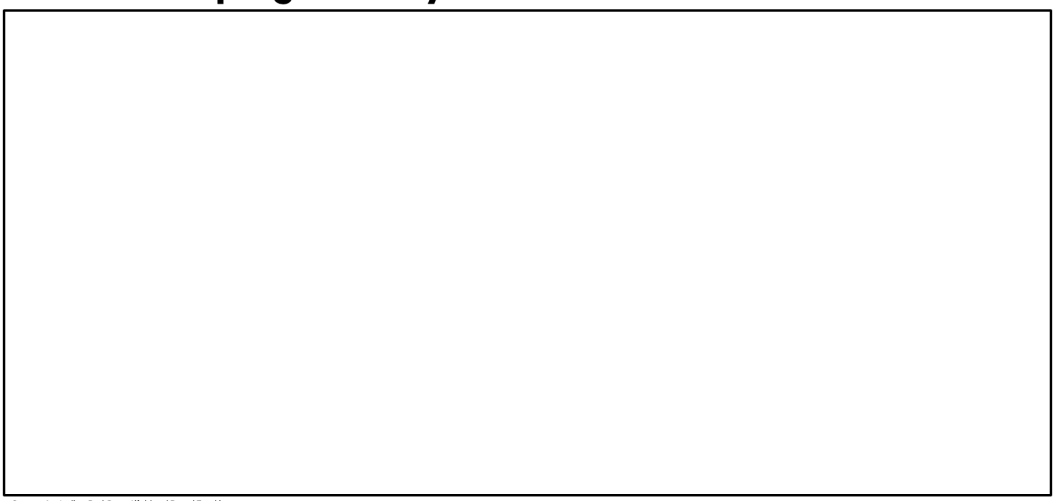
Charts

Fig 1. Since 2021, there was an overarching decrease in brand awareness and intention to donate



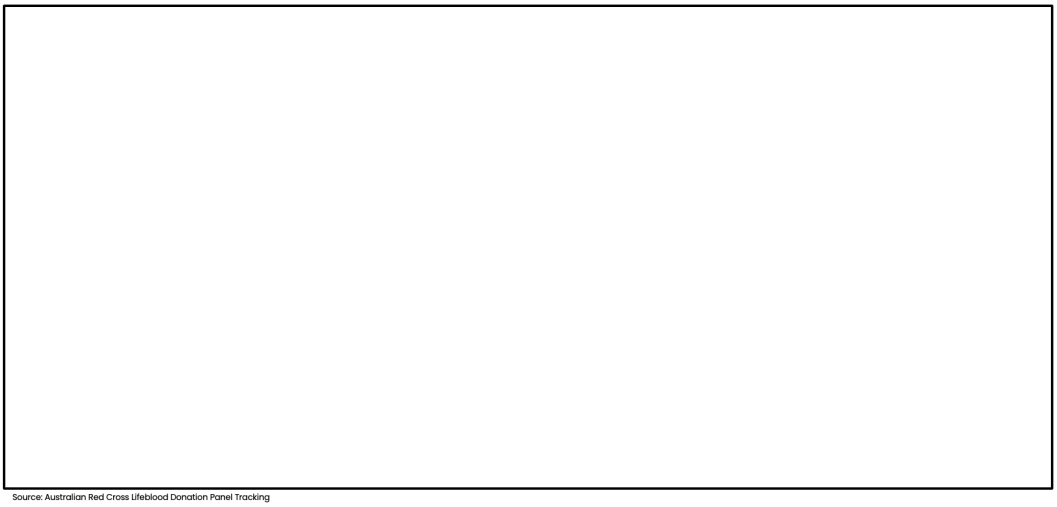
Source: Australian Red Cross Lifeblood Brand Tracking

Fig 2. Over time, motivation to donate declined among Australians progressively



Source: Australian Red Cross Lifeblood Brand Tracking

Fig 3. Over the last three years, donation panel growth began to slow



Source: Australian Red Cross Lifeblood Donation Panel Tracking

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Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

To meet demand for biological products, we needed to connect, motivate and attract new donors.

Communications

1. **Objective: Build an emotional connection with Lifeblood to drive motivation**

Metric: Increase motivation to donate by [redacted] from [redacted] **benchmark** in October 2024 to [redacted] by the end-of-campaign.[1] Goal is based on Kantar benchmarks for motivation/uplift growth over campaign length.[2]

Proving Australians understood their role to donate year-round, not just in emergencies.

2. **Objective: Remove the perceived barriers to donation**

Metric: Drive [redacted] **earned media impressions** during the campaign (based on Lifeblood's benchmark for Launch PR campaigns).[3]

Metric: Drive visitation to Lifeblood Reasons Hub landing page - where Australians can see the real reasons why people are donating. Achieve [redacted] higher visitation (from [redacted] **landing page visits**[4] based on benchmark Blood Supply page sessions) to [redacted] **landing page visits**.[5]

Proving we prompted Australians to act outside of emergency cycles and reduced barriers to registration.

Behaviour

3. **Objective: Increase our donor panel to reverse the decline**

Metric: Contribute to an increase in Lifeblood registrations of [redacted] (**+[redacted]% increase above baseline)**[6]. Benchmark based on historical new registrations and donors across comparable period. [Fig 4]

This would prove that we established a new, successful way to remove barriers and motivate Australians to donate blood through advertising.

Metric: Get **100,000 Australians** to donate for the first time.

100,000 new donors over 12 months would help prevent a shortage.[7]

Metric: Contribute to a total Lifeblood panel size of [redacted] (**+[redacted]% above baseline)**[8]. Benchmark based on historic new donors across comparable period.

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This would prove that advertising worked to grow the Lifeblood donor panel over the long-term, not just when urgently required.

Metric: Reduce the Cost Per Registration (CPR) of each new donor to **$[redacted]** from a benchmark of **$[redacted]** (**[redacted]%** decrease on baseline).[9] Benchmark based on historic CPR in a comparable period.

This would prove the effectiveness of marketing activity at driving tangible results through the funnel.

4. **Ultimately culminating in our most important metric: saving more incremental lives each year.**

Metric: Save [redacted] additional lives[10] during the campaign period from October 2024 to October 2025, driven from the introduction of the new Lifeblood campaign.

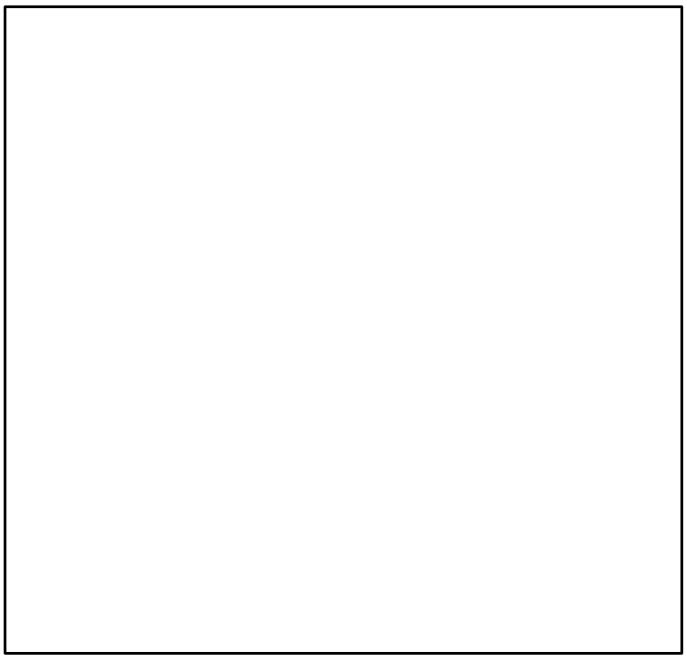
By reorienting from urgent triggers to ongoing emotional connection, this was the most important proof point: **more Australian lives saved, year-on-year**.

Footnotes

1. Based on internal benchmarks by Lifeblood
2. Based on brand and intention benchmarks set by Kantar
3. Based on internal PR benchmarks by Lifeblood
4. Blood Supply Page Sessions
5. Reasons Hub Page target Sessions
6. Based on internal benchmarks by Lifeblood
7. Based on Lifeblood's internal donor forecasts
8. Based on internal benchmarks by Lifeblood
9. Based on internal benchmarks by Lifeblood
10. Based on internal benchmarks by Lifeblood

Images/Graphs

Fig 4. We needed to increase registrations in order to reverse the decline



Source: Australian Red Cross Lifeblood Registration Tracking

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Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

The Insight

No one says blood donation is a bad idea. People support the cause in principle, but this doesn't translate into action.

Lifeblood's previous communications sat at the category level: blood is important. The need for blood, the lives saved, the importance of giving. All true. But true for everyone. And anything that's true for everyone tends to belong to no one.

We ran the research. We spoke to donors, recipients, the Lifeblood team and everyday Australians about donation, and the same answer kept returning: blood is important, but it takes time, it's invasive, and someone else "has it covered."

We had gone in a circle and the result was still at the category level. That wouldn't work.

So we got back to basics and experienced donation once again for ourselves. We rolled up our sleeves, literally, and got to work.

With a 16-gauge needle in the arm. Sitting there, watching it, feeling it, we started to see the insight.

On a wall at Collins St donor centre[1] is a white board where donors write their reasons:

To be better at something than my boyfriend.

The pies are 100%.

To repay the kindness of strangers that got me through my time of need.

Similarly at Caulfield donor centre[2]:

I feel proud. I am useful.

My wife is a cancer patient. Over 17 days she received 28 units of blood products, most of them platelets.

For my little Evie Rose, our time together was short, but I will love you for a lifetime - Mummy.

Donors **already** have their reasons.

From the fun and flippant, to the deep, powerful and emotionally shattering. Seeing the connection donors have to the act of donating is profound.

We needed to help non-donors find **their** reason.

Herein lies the insight: **personal reasons are more powerful than collective ones.**

When someone donates for a specific person - a father who needed a transfusion, a friend with leukemia, a child they picture having - the abstraction disappears. It becomes real. The motivation to act shifts from "I should" to "I want to", from "I will, later" to "I will, now".

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The Strategic Opportunity:

Create space for people to write their own reason.

From this strategic way in, the creative platform was born:

Life is the Reason

A platform built around the idea that the best reason to donate is whatever reason is most real to you. Rather than telling Australians why they should care, we invited them to find their own reason.

An enduring platform built from Lifeblood's purpose - life-giving donations for life-changing outcomes - and the truth behind every donation: your personal reason.

As a campaign we were able to reflect the full spectrum of what life means to donors and non-donors alike, forming a flexible invitation to find and add your reason to the story.

This did three things simultaneously:

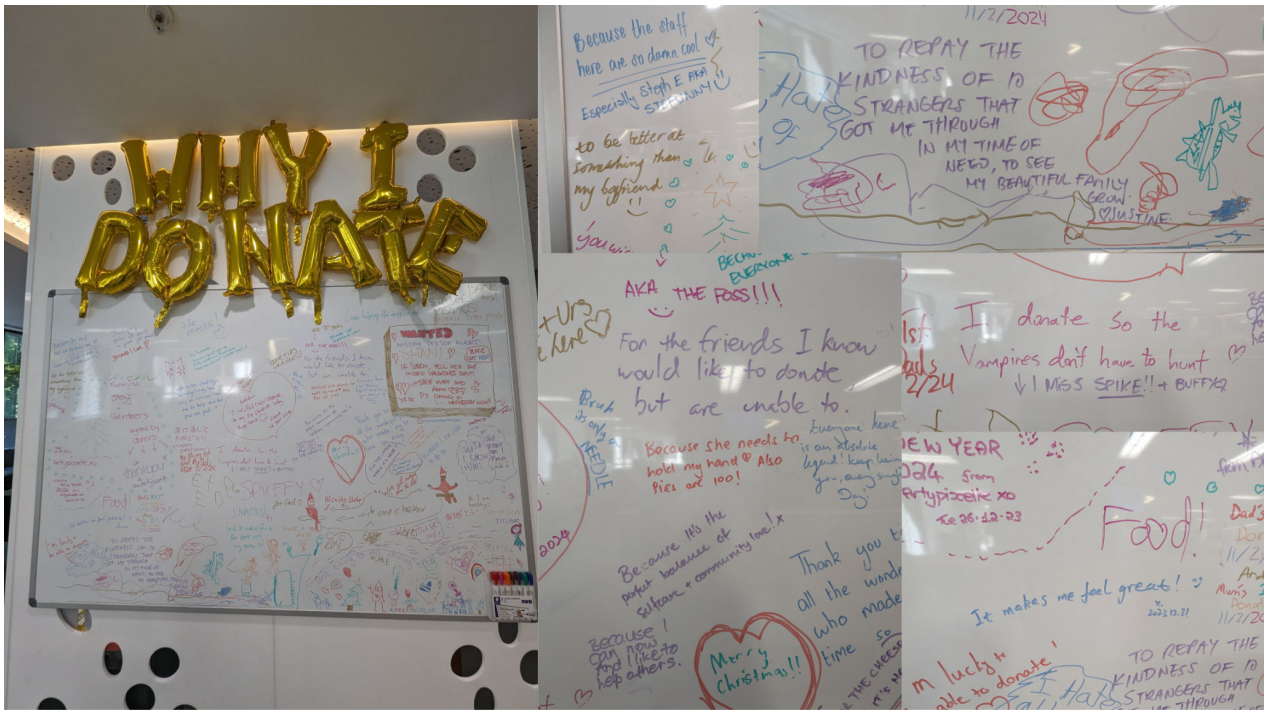
1. **It created emotional grip.** By presenting real, recognisable moments of life, the campaign gave non-donors something to personally connect to.
2. **It overcame the "not for me" barrier.** The breadth of reasons shown — from lighthearted to profound — signalled that donation isn't just for a particular type of person. If you have a reason to value life, you have a reason to donate.
3. **It reinforced donor identity.** For existing donors, the campaign validated their choice and built a sense of community. Donating isn't just an action — it's an expression of who you are.

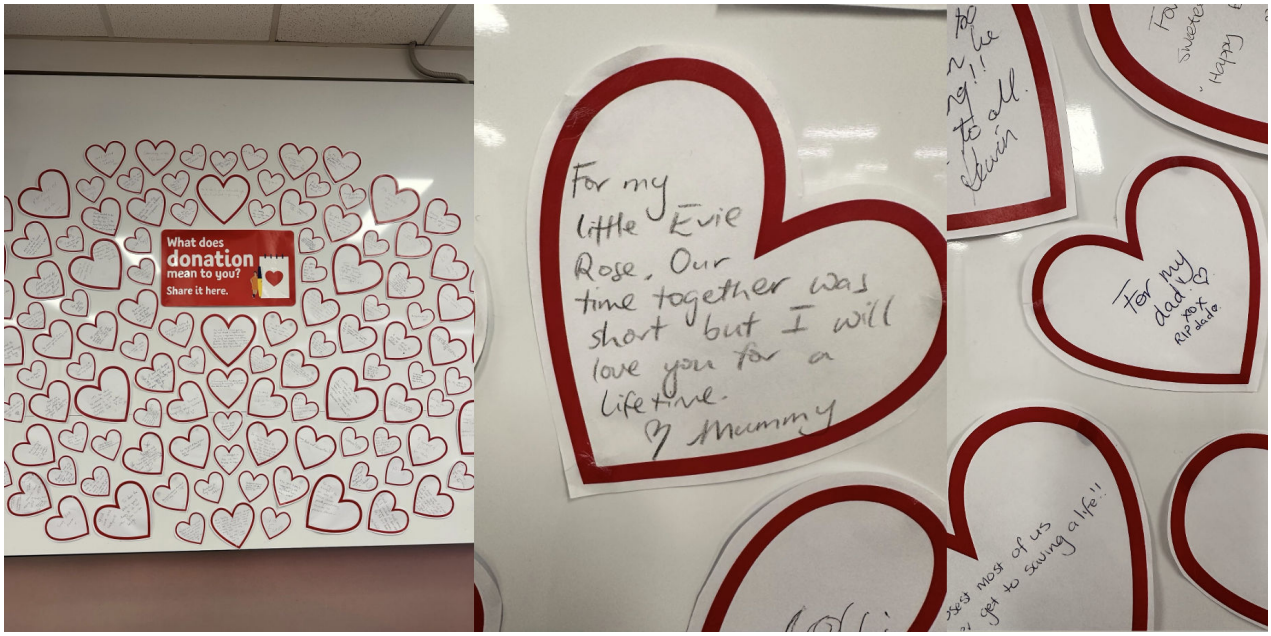
Footnotes

1. Real reasons capture on the donor centre reasons board
2. Real reasons capture on the donor centre reasons board

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Charts/Images:





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Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

OUR IDEA: Life Is The Reason.

After kickstarting within the Lifeblood organisation, we then launched the new brand platform across the country using reasons from everyday Australians.

We turned real reasons into hundreds of executions celebrating why Australians donate blood. From billboards to broadcast, we used emotion to remove the first barrier to donation - motivation.

From the real: “Some quiet time is the reason.”

To the deeply important: “A newborn is the reason.”

Using the voices of Australians, we became impossible to ignore.

Next, we built reassurance via social proofing.

We amplified personal reasons to donate from our most loved and influential Australians: AFL stars Jack Riewoldt, comedian Dave Hughes, broadcaster Erin Molan, and health professional Tim Robards.

This reassured and prompted action.

Motivation alone wasn’t enough. To drive real behaviour change, we had to prove their ability to donate.

We created social-first educational content that targeted our most likely audiences who had never donated. This short-form content answered their biggest questions about eligibility and reduced perceived fear. We used performance media to retarget high intent audiences to register now. [Fig 5]

Then, we built community momentum by intercepting the AFL Grand Final.

Using our Sydney Swans partnership, we positioned a mobile donor centre outside the MCG encouraging fans to donate together. Throughout the game, we used contextual OOH to show how many lives could be saved if everyone in the stadium donated.

With more Australians finding their reason, we put the campaign back in their hands.

We created the virtual Reasons Hub on Lifeblood.com.au where Australians could post their reasons for donating in real-time. This doubled as our eligibility and registration page, ensuring anyone with final barriers to donate could see even more reasons why they should - driving motivation at every stage of the campaign journey.

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Finally, to drive continued momentum, we created a community of always-on advocates.

Life Is The Reason inspired Australians to share their reasons to donate online. So, we made it easy for them, creating a bespoke TikTok and Instagram filter - they could share their reasons while the filter triggered others to register now.

Over 12 months, Life Is The Reason fundamentally changed that way Australians think about donation - motivating more new donors to roll up their sleeves than ever before.

Graphs/Images

Fig 5. This was a full funnel execution that drove more Australians to roll up their sleeves than ever before

	BARRIER	JTBD	HERO KPI	EXECUTION
Motivation	"I don't know why I should care."	Build an emotional connection with donors/potential donors through storytelling to encourage reasons to donate.	Motivation Brand Image Statements Brand Love (non-donors)	Life Is The Reason brand platform (OOH, TV, BVOD, Social, OLV, Digital) Social Proofing Earned Media
Explain	"I don't feel like I should donate blood" (Real or perceived barriers)	Overcome common barriers to donation by educating potential donors.	Intention to donate in next 12 months	Social-first educational content
Trigger	"I feel like I haven't been asked" | "Someone else is doing it so I don't have to." | "I just don't seem to get around to it."	Compel donors to act by presenting hard-hitting proof points that drive urgency.	Registrations and CPR	AFL Grand Final mobile donor centre + contextual OOH Reasons Hub on Lifeblood.com.au
Retention	"I'm not sure I can prioritise more donations in my life."	Compel donors to become regular, life-long donors.	Appointment conversion and response rate	Life Is The Reason social filter Lifeblood owned media (site, eDM, text)



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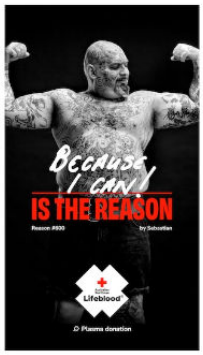














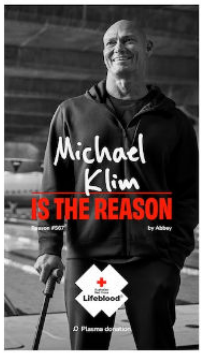


















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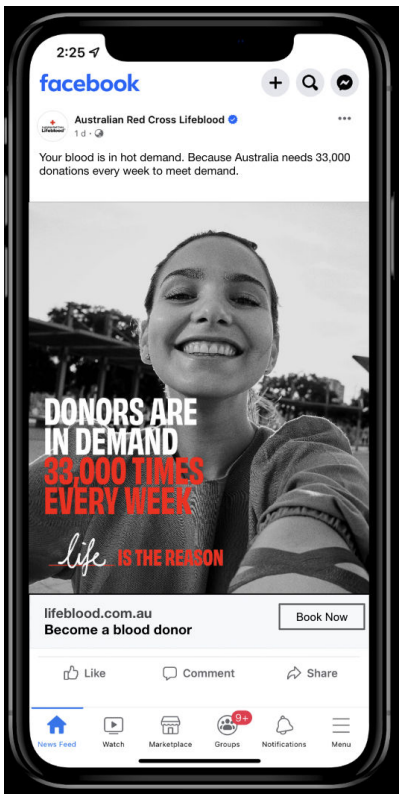




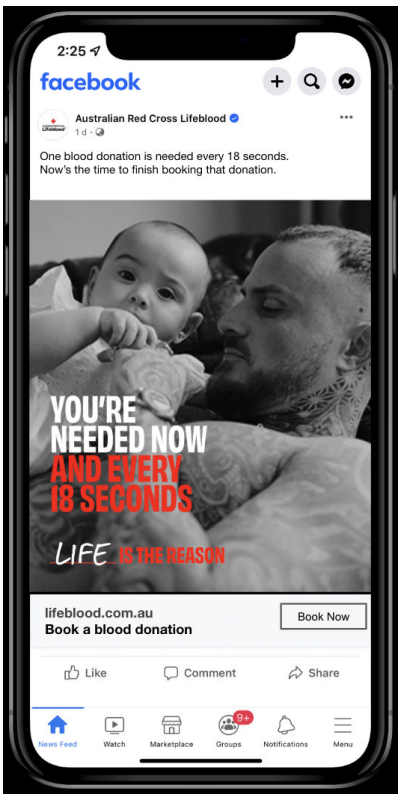
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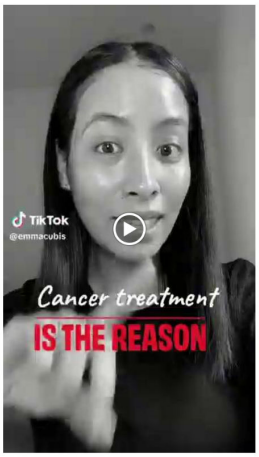














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Australian Red Cross Lifeblood

Donors | Patients and recipients | Health professionals | Log in | Book

What's your reason?

The goal: 100,000 reasons to get 100,000 new donors to give.

Find yours.



Home › Life is the reason › What's your reason?

Which reason will be yours too?

Big or small. Serious or silly. Heartwarming or heartbreaking. Thousands of reasons to donate, all as different as our donors.
Discover real reasons from real people. And find your reason to give.

Book a donation

Find a reason

Showing 30 of 17228

Ian's reason #4716
Visiting parents in ICU for a month

Liz's reason #3755
One day, it could be someone in my family.

Thomas's reason #7357
I give blood because I can make a difference

Nicole's reason #3786
Helping others the way my loved ones were.

Kym-Marie's reason #4410
I am healthy, others not so much, i can help

Jo's reason #321
It is a 100% good thing to do. Its an honour.

Freya's reason #2588
I am paying back each time I donate blood.



Rajwinder's reason #3361
I donate just for the sake of humanity

Andrea's reason #16415
We're all in this together. It's selfless!



Monica's reason #2664
It's my way of contributing to society.

Jann's reason #12520
Helping someone with a saving gift of blood

David's reason #3800
Friends at uni suggested I give blood. I did.

Felicity's reason #9767
I donate, because I can and I'm able to.

Phil's reason #8761
It's an easy way to help others in need

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Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

We gave Australians the platform to find their reason to donate, leading to widespread behaviour change.

Metric: Increase motivation to donate by [redacted], from [redacted] **benchmark** in October 2024 to [redacted] by end-of-campaign.[1]

Result: [redacted] **motivation** by the end-of-campaign period, beating benchmark by **8%**.[2]

We surpassed benchmark and target to drive one of the **highest motivation to donate results** since brand tracking began.[3]

By building an emotional connection, Australians were more motivated to donate than ever before.

Metric: Drive [redacted] **earned media impressions** during the campaign.[4]

Result: [redacted] **earned media impressions** from [redacted] **pieces of media coverage** ([redacted]).[5]

Metric: Drive visitation to Lifeblood Reasons Hub landing page - where Australians can see the real reasons why people are donating. Achieve [redacted] higher visitation (from [redacted] **landing page visits**[6] based on Blood Supply page sessions over Feb - May 2024) to [redacted] **landing page visits**.[7]

Result: [redacted]**%** increase in landing page visits to Lifeblood Reasons Hub (29,179).[8]

Using social proofing, we removed barriers to donation, driving audiences back to site to learn more.

Ultimately, we contributed to a [redacted] increase[9] in registrations which proved more Australians had overcome their barriers to donate.

Metric: Contribute to an increase in Lifeblood registrations of [redacted]([redacted]**%** increase-above-baseline)[10].

Result: Delivered [redacted] **registrations** ([redacted]**).**[11]

And we smashed our 100,000 donor goal, getting more new donors rolling up their sleeves than ever before.

Metric: Get **100,000 Australians** to donate for the first time.

Result: Delivered [redacted] **new donors ([redacted] increase)**[12]

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This was crucial to prevent a donor shortage in Australia, ensuring more people had life-saving blood.

Ultimately, this created the largest donor panel in Lifeblood history.

Metric: Contribute to a total Lifeblood panel size of [redacted] ([redacted] above baseline)[13], to create the largest panel in Lifeblood history.

Result: [redacted] (beating our goal by [redacted]).[14]

These new donors provided life-saving help to more Australians in need than ever before. But not just once; on average these donors gave their blood [redacted][15] - proving it didn't only drive once-off critical donations, but ongoing behaviour change.

This meant we used our marketing dollars more effectively and efficiently to drive more registrations.

Metric: Reduce the Cost Per Registration of each new donor to [redacted] from a benchmark of [redacted] ([redacted] decrease on baseline).[16]

Result: [redacted] **Cost Per Registration** ([redacted] decrease on baseline), reducing cost of each new donor registration by [redacted].[17]

This proved effectiveness of the brand marketing campaign, driving long-term brand metrics (motivation) that contributed to short-term efficiency (**lowest CPR on record**).[18]

Resulting in our most important objective.

Metric: Save up to [redacted] additional lives[19] during the campaign period, driven from the introduction of the new Lifeblood brand campaign in market (and excluding any donors from urgent appeals).

Result: [redacted] additional lives saved.[20]

How do we know this? Because we can separate the donations from other critically urgent campaigns and capture registrations driven from this brand campaign. We know that [redacted] is the ratio of average registrations to new donors. With [redacted] additional registrations driven by this campaign being in-market (taken from our result of [redacted] registrations versus prior period which delivered [redacted]), we had a total of [redacted] donors. When each new donor saves up to three lives, they saved up to [redacted] lives - more than **doubling** the number of intended lives saved.[21]

We proved to Australians that Life Is The Reason, and it drove behaviour change on a scale that saved more lives than ever before.

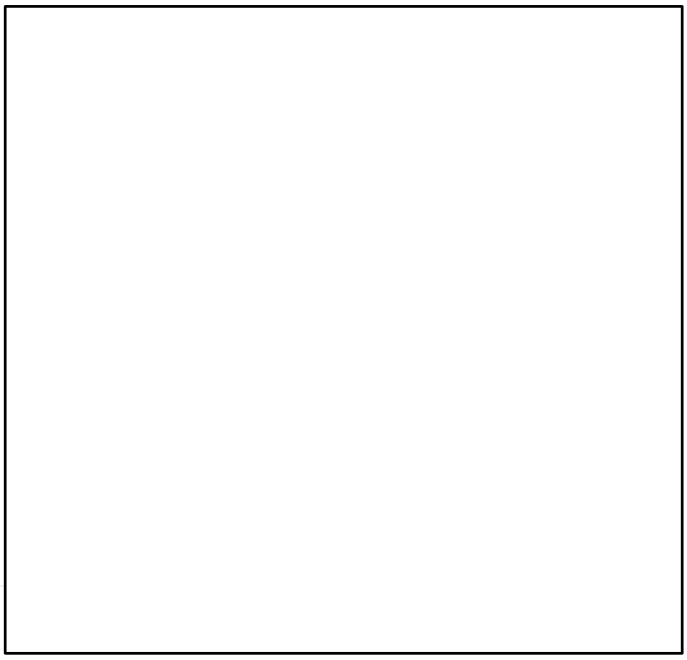
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Footnotes

1. Based on internal benchmarks by Lifeblood
2. Lifeblood month-on-month brand tracking
3. Lifeblood month-on-month brand tracking
4. Based on internal PR benchmarks by Lifeblood
5. Lifeblood PR results (internal)
6. Blood Supply Page Sessions
7. Reasons Hub Page Sessions
8. Reasons Hub Page Sessions
9. Lifeblood month on month registration data
10. Lifeblood month on month registration and donor data
11. Lifeblood month on month registration and donor data
12. Lifeblood month on month registration and donor data
13. Lifeblood month on month panel tracking
14. Lifeblood month on month panel tracking
15. Lifeblood month on month frequency and retention tracking.
16. Lifeblood month on month Cost Per Registration tracking.
17. Lifeblood month on month Cost Per Registration tracking.
18. Lifeblood month on month Cost Per Registration tracking.
19. Lifeblood analysis of lives saved based on owned ratio.
20. Lifeblood analysis of lives saved based on owned ratio.
21. Lifeblood analysis of lives saved based on owned ratio.

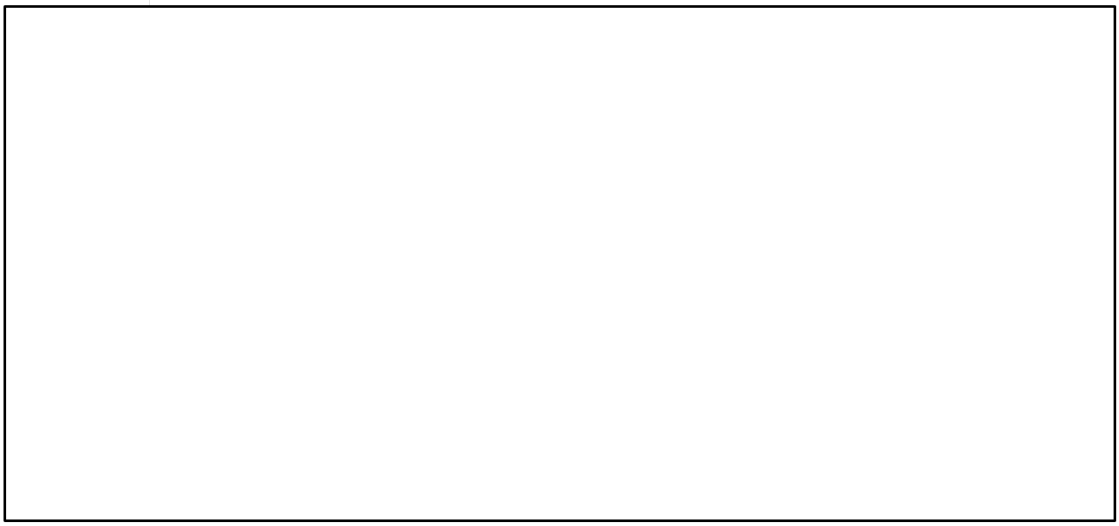
Charts

Achieved one of the highest motivation to donate scores on record

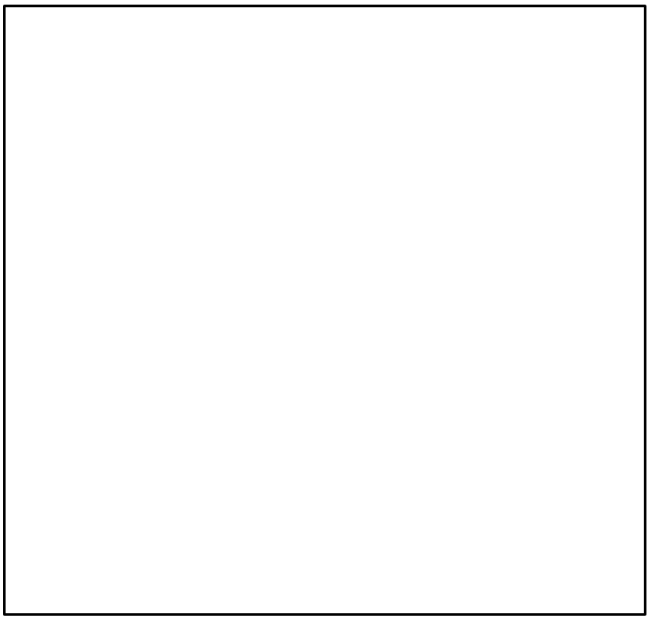


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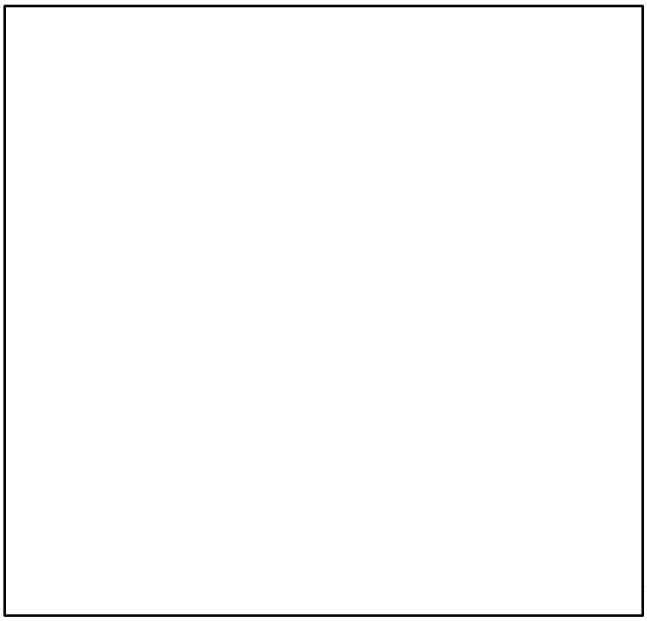
Drove [redacted] earned media impressions after launch



Achieved [redacted] landing page views – crucial to driving donor registration

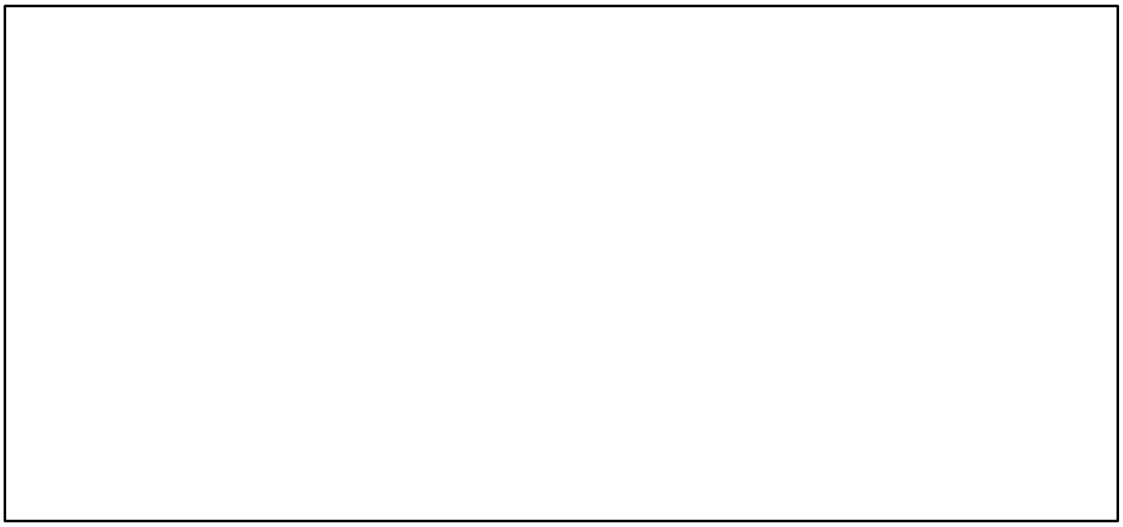


Achieved [redacted] incremental new donor registrations driven from the Life Is The Reason campaign

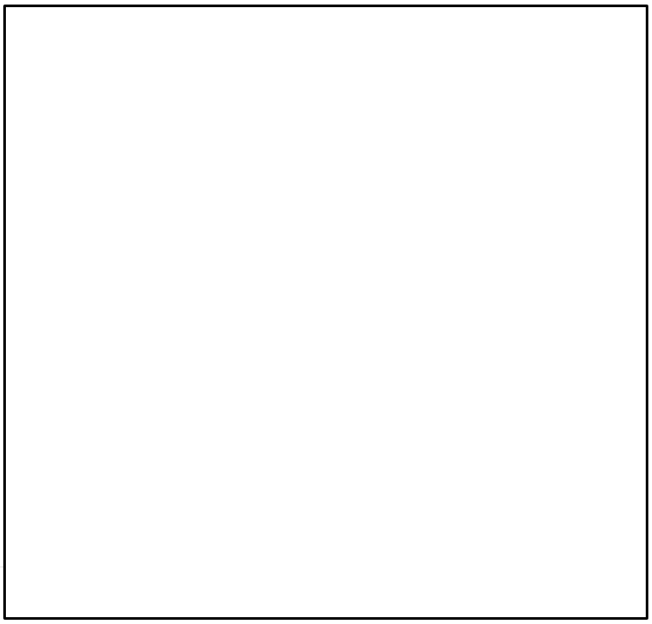


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Beat month-on-month registration targets consistently during campaign on-air period



Achieved [redacted] new donors who rolled up their sleeves for the first time

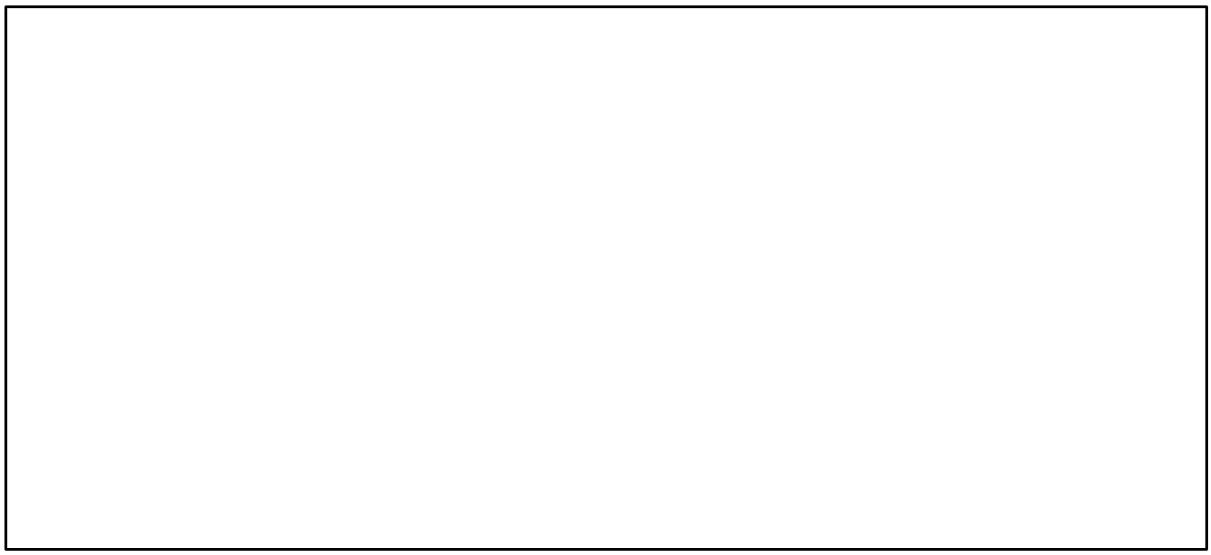


Achieved [redacted] panel donors – the largest panel in Lifeblood history

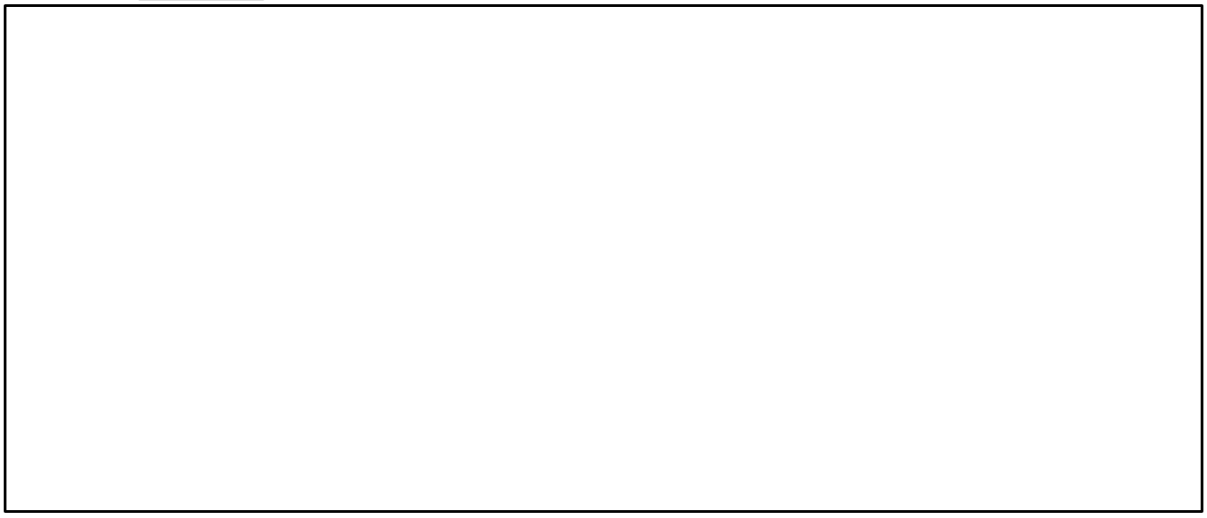


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Achieved lowest Cost Per Registration on record, driving increased efficiency and effectiveness



The only chart that matters:
By increasing attributable registrations, Life Is The Reason saved [redacted] lives



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Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

Life Is The Reason drove $[redacted] in value to the economy based on lives saved, and reduced Cost Per Registration (CPR) by [redacted]%.

This campaign's purpose was to drive behaviour change and acquire new donors to provide ongoing donations year round. Two main markers of success:

1. Lowering the CPR to ensure marketing dollars were working harder, driving more donor registrations YoY.
2. Increased donors driving uplift in overall lives saved.

Therefore, we reviewed the impact of the campaign on CPR reduction and benefit of lives saved via SROI.

Campaign Effectiveness as indicated by CPR

CPR is calculated by the below methodology:

1. Capture each monthly cost of campaign
2. Total digitally attributable registrations generated each month by campaign.
3. Divide campaign costs by number of registrations to create monthly CPR.

To benchmark, we compared the result to assets across the same digital channels in the previous year. This allowed us to see the immediate impact of Life Is The Reason in-market.

The average **$[redacted] CPR** created a [redacted] reduction in CPR against average baseline ([redacted]), reducing the cost of each new donor by [redacted].[1]

The Social Return on Investment

SROI feels complicated for us, as we could never put a value on something as precious and important as a life. That's why we felt it was important to benchmark against the Australian Government's Value of a Statistical Life Year (VLY) to ensure we used the economically appropriate methodology.[2]

Based on the current VLY of $253,000 in today's currency, the economic value provided by this campaign is in the magnitude of [redacted] under the assumption that up to three lives were saved for each donation. By using the value of a single year, this helps us understand how many more life-years were generated by this campaign.

We have an established methodology to calculate SROI:

1. As each donation saved three lives exactly, calculate total lives saved.
2. Using % distribution of Australians by age & gender, calculate lives saved per age bracket for each gender.
3. Using expected life expectancy by gender, calculate number of remaining years of life for each life saved. Assume no one lives past this age.
4. Multiply number of remaining years by total population to get these years added through the campaign.
5. Multiply total number of years by VLY to obtain total SROI.

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Using the following formula:

$$SROI = \frac{Social\ Return - Investment}{Investment} \times 100\%$$

[redacted]

Our calculated SROI is $[redacted] in additional economic productivity for every dollar spent during the campaign.

This platform changed the way Lifeblood operated

The financial and social impact of this campaign is only one part of realising this platform. Life Is The Reason galvanised frontline staff, helped teams translate the platform into initiatives that aided donors and became a benchmark for blood donation globally. This is evident in quotes from the team itself:

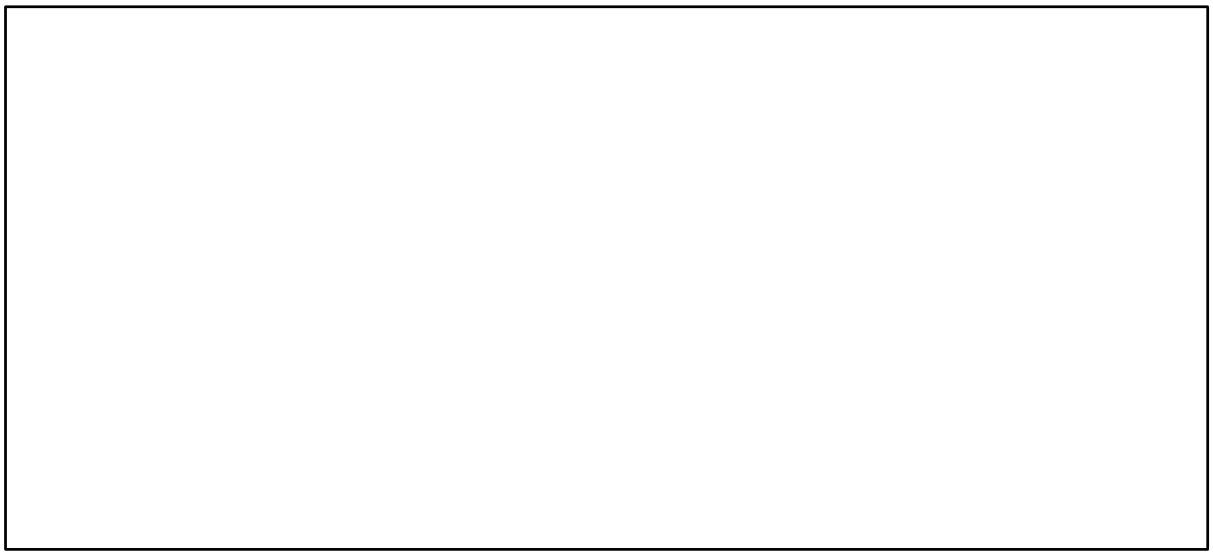
"To ensure sustained impact, marketing, experience and frontline teams embedded the platform across the entire customer journey… This example creates a repeatable model for future collaborations and will also be replicated by international blood operators." - Jeremy Weiss, director, customer experience and growth, Lifeblood.[3]

Footnotes

1. Lifeblood month on month Cost Per Registration tracking.
2. Department of Premier and Cabinet, Australian Federal Government (January 2026)
3. Jeremy Weiss, Mi3 'CMOs of the Year 2026 #25: Jeremy Weiss': https://www.mi-3.com.au/cmo-awards/profile/cmos-year-2026-25-jeremy-weiss

Charts

Achieved lowest Cost Per Registration on record, driving increased efficiency and effectiveness



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Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

Were there other communications, activities or partnerships that influenced awareness or intention to donate?
We ran two urgency-led campaigns responding to critical blood needs. Both sat under the Life Is The Reason platform, showing its impact through the funnel.

Lifeblood's Sydney Swans partnership is long-standing. It wasn't new news, so didn't drive sustained registration growth during this period.

Were there changes to the experience of donating blood or eligibility, reducing barriers?
There were two changes to eligibility - Plasma Pathways[1] and Australians fully recovered from cancer[2]. These changes allow more people to donate, however these are very new changes and emotional barriers to donating don't change. Life Is The Reason addressed this to turn new potential into donation outcomes.

There was no change to donation experience.

In the wake of the Bondi tragedy, 50,000 people donated blood, 120,000 made appointments[3]. Did these contribute to the largest donor panel on record?
No, this paper only covers up to October-2025 before the Bondi tragedy.

Was there government advertising that spotlighted the issue?
We're the only body for blood donation in Australia, so the only advertisement was from us.

Was there an increase in people attending hospital/stays where they can be influenced by hospital comms?
In 2024-2025, there were 9.5 million presentations to emergency departments. This equates to 328 presentations per 1,000 population. This decreased from 340 presentations per 1,000 population since 2020-21.[4]

Therefore, hospital stays decreased by 0.9% YoY and didn't drive increases in donations.

Did Lifeblood open more centres, opening accessibility to new donors?
One new centre opened - Camberwell, November 2024. Centres improve access for existing donors; they don't materially drive new registrations. The donor centre is the end-point. Behaviour change is what gets people there.

What about internal teams?
Lifeblood is lucky to have support of internal teams, loyalty programs and corporate giving programs. While these drive donations, we still needed this campaign to remove barriers and galvanise these teams.

Footnotes

1. Lifeblood Media Release: https://www.lifeblood.com.au/news-and-stories/media-centre/media-releases/lifeblood-announces-changes-sexual-activity-rules-blood-and-plasma
2. Lifeblood Media Release: https://www.lifeblood.com.au/news-and-stories/media-centre/media-releases/changes-blood-and-plasma-donation-rules-announced-cancer-survivors
3. Lifeblood Media Release: https://www.lifeblood.com.au/news-and-stories/media-centre/media-releases/thousands-donate-blood-bondi-lifeblood-urges-donors-keep-appointments
4. The Australian Institute of Health & Welfare: https://www.aihw.gov.au/hospitals/overview/hospitals-at-a-glance

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Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Budget is less	
Budget is about the same	
Budget is more	
N/A	X

Lifeblood is in a category of its own – there is no other blood donation services which are competitors.

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

Budget is less	
Budget is about the same	x
Budget is more	
N/A	

Q11. MEDIA BUDGET ELABORATION

The media budget was like for like year on year, spending [redacted] less than the previous year.

We used minimal production budget, focusing on the strength of the message and copy and supplementing with stock imagery. This meant we could instead focus on paid media amplification to ensure the message was spread to Australians widely, and owned media across Lifeblood's assets (including the Reasons Hub landing page on Lifeblood's website) to make it easy for audiences to see their eligibility and register. We opted to spend less production budget to ensure more messages were in market in media, ultimately amplifying more reasons to donate to lower barriers to entry.

Q12. DESCRIBE OWNED MEDIA ACTIVITY

- Lifeblood Website (https://www.lifeblood.com.au/)
- Lifeblood Social Channels - Meta, TikTok.
- Lifecycle comms to existing donors via text and email (but none attributed to new donor registrations counted in this entry).

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Q13. OUTLINE ANY SPONSORSHIPS

Long-term partnership with Sydney Swans.

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

- OOH
- FTA TV
- BVOD/SVOD/OLV
- Digital Display
- Radio
- Social Media
- Influencers and UGC
- Reasons Hub Landing Page

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