



DonateLife Week 2022

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Purpose

The Great Registration Race for DonateLife Week is the Organ and Tissue Authority's (OTA) major public awareness and engagement campaign to encourage more Australians to sign up as organ and tissue donors.

2022 marks the 2nd year of the race. The successful 2021 campaign helped encourage 108,000 people to register on the Australian Organ Donation Register (AODR)*.

The 2022 race will run throughout July with a major push during DonateLife Week (Sunday 24 – Sunday 31 July).

This document outlines the strategy to help us create another successful Great Registration Race for DonateLife Week.

*See 2021 campaign evaluation report.

Goal

Achieve 100,000 new registrations on the Australian Organ Donation Register (AODR) between June and August 2022.

To do so, this strategy recommends a themed campaign, with specific registration goals set for each of the 6 themes.

Audiences

The following target audiences are recommended. Specific segments will help us create tailored tactics to maximise campaign reach and encourage Australians to register as organ and tissue donors.

1. General public

Primary audience

Segments

- Females (21-60)
- Parents (32-52)
- Sports fans (21+)

2. Strategic groups

Secondary audiences

Segments

- First Nations
- CALD
- Youth

3. Workforce

Supporting audience

Segments

- APS
- Public sector - other
- Corporates

Concept

**Don't delay,
register today.**

Messages

Hero message + call-to-action

Don't delay, register today.

Alternate hero messages

- My new heart gave me a new start.
- My new liver means I can keep living.
- My new lungs mean I can now run.
- My new cornea has given my world colour.
- My new kidney means I can play with my kids.
- My new tendon means I can get back on the field.

Key messages

The Great Registration Race for DonateLife Week is calling on 100,000 Australians to sign up as organ and tissue donors.

We know Australians support organ and tissue donation - our yearly survey shows 4 in 5 do - yet only 1 in 3 are registered.

Every year, people tell us they haven't registered because they think it will take too long or they're not healthy enough.

Anyone aged 16+ can register - regardless of medical history, lifestyle, residential status or religion. Even if you've had COVID – you can still register.

There's no need to delay. It takes less than 1 minute to sign up at donatelife.gov.au or just 3 taps in your Medicare app.

Australia urgently needs more people to register as organ and tissue donors.

For around 1,750 Australians currently on the organ transplant waitlist, it's a matter of life and death. There are an additional 12,000 people on dialysis who may benefit from a kidney transplant.

One organ donor can save up to 7 lives and help many more through eye and tissue transplants.

We need a new registration every minute from now til August to hit our goal of 100,000 more Aussies signing up as organ and tissue donors.

Creative strategy

Last year we showed how quick and easy it was to register, which challenged that procrastination mindset. This year we wanted to show the positive end result of registration, that relief that task that you have been meaning to do has been completed. It's a winning uplifting feeling knowing the task you have been meaning to do has been done, but also that your choice could save many lives one day.

We wanted to bring this idea and also bring the headline “Don’t delay, register today” to life more, as the current photographs would not evoke as strong motivation and personal reward.

DonateLife Week
25 Jul - 1 Aug 2021

Ready. Set. Register!

Register now

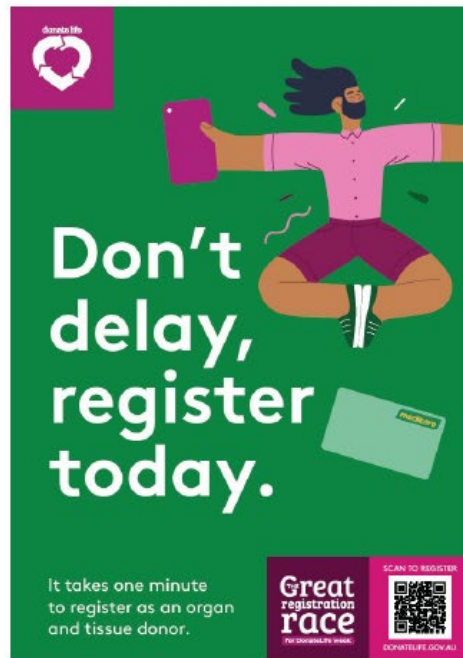
Grab your phone and Medicare card, it takes one minute to check you're registered as an organ and tissue donor.

the Great registration race
organ & tissue donation

Creative strategy

By using a unique style of illustration we are creating ownable assets that can be easily used throughout the campaign to create a distinctive and iconic campaign. You can see elements can also carry through the recipient advertising to connect them visually.

Hero message



donate life

Great registration race
No Charitable Deduction

Don't delay, register today.

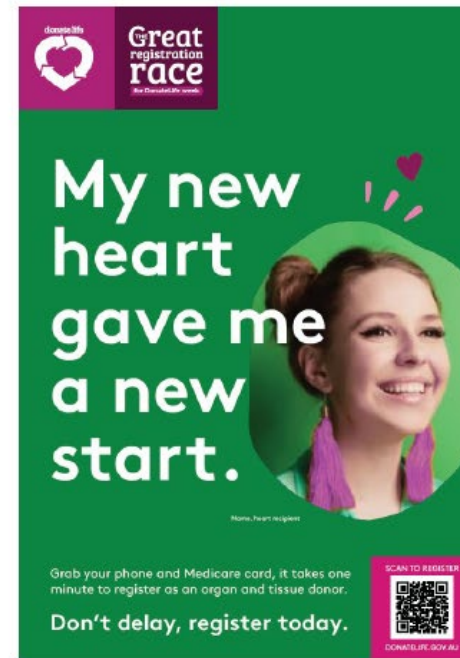
It takes one minute to register as an organ and tissue donor.

Great registration race
No Charitable Deduction

SCAN TO REGISTER

donatelife.gov.au

Alt hero message



donate life

Great registration race
No Charitable Deduction

My new heart gave me a new start.

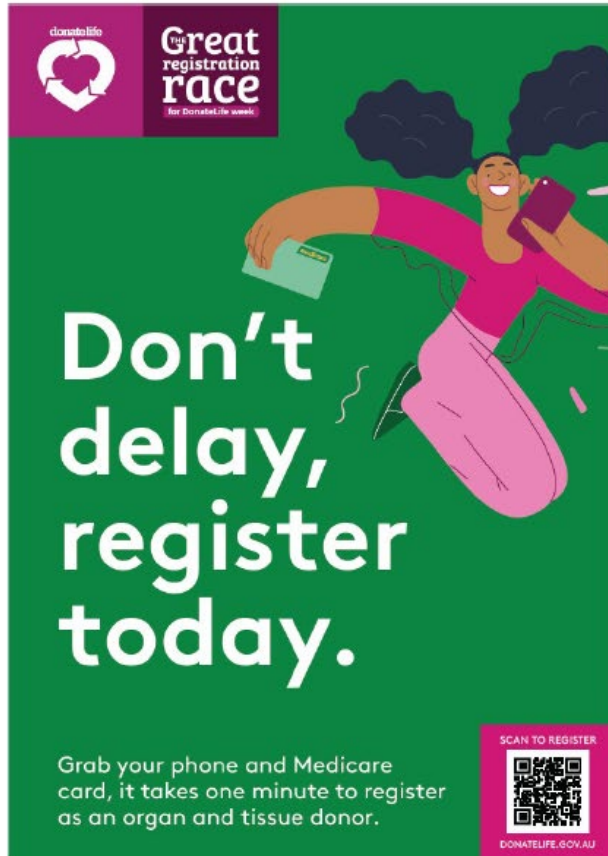
Grab your phone and Medicare card, it takes one minute to register as an organ and tissue donor.

Don't delay, register today.

SCAN TO REGISTER

donatelife.gov.au

Creative strategy: Hero




donatelife

The Great registration race
for Donatelife week

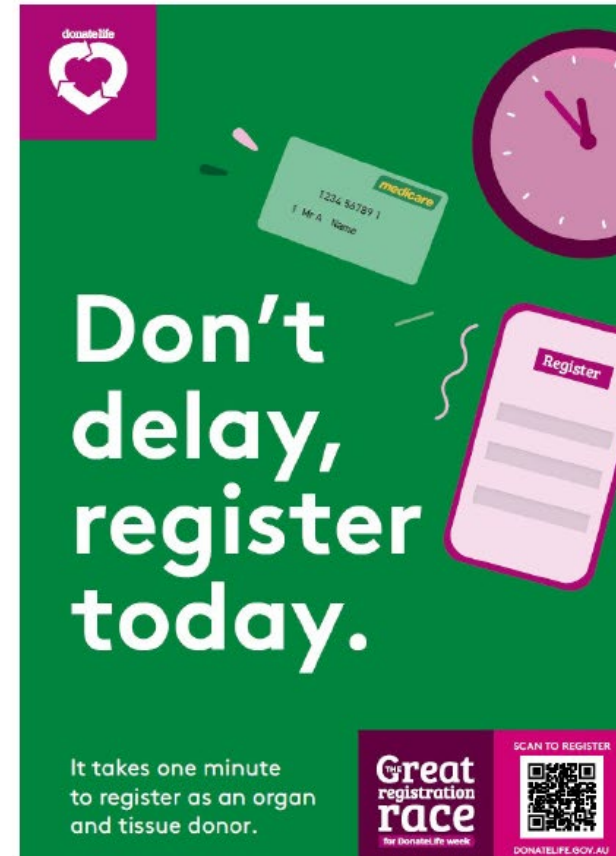
Don't delay, register today.

Grab your phone and Medicare card, it takes one minute to register as an organ and tissue donor.

SCAN TO REGISTER



DONATELIFE.GOV.AU




donatelife

Don't delay, register today.

It takes one minute to register as an organ and tissue donor.

SCAN TO REGISTER



DONATELIFE.GOV.AU

Creative strategy: Recipient hero

donate life
Great registration race
for DonorLife Week

My new heart gave me a new start.

Name, heart recipient

Grab your phone and Medicare card, it takes one minute to register as an organ and tissue donor.

Don't delay, register today.

SCAN TO REGISTER

DONATELIFE.GOV.AU

This advertisement features a woman smiling, with a heart icon and radiating lines above her head. The background is green. The text is white and pink. The QR code is in a pink box.

donate life

My new liver means I can keep on living.

Name, heart recipient

It takes one minute to register as an organ and tissue donor.

Great registration race
for DonorLife Week

SCAN TO REGISTER

DONATELIFE.GOV.AU

This advertisement features a man smiling, with a heart icon and radiating lines above his head. The background is green. The text is white and pink. The QR code is in a pink box.

DonateLife partners



News Corp Australia



Themes

The following 6 themes are recommended as pillars for all campaign content production. These themes will help keep the campaign focused and resourced for effectiveness.

Don't delay, register today.

Urgency

Audience: General public

Coffee activation

Audience: General public, workforce

Get involved

Audience: General public, strategic

Corporates (CSR)

Audience: Workforce

Frontline

Audience: General public, strategic

First Nations

Audience: Strategic

Campaign roll out

Activity	When
Strategy	End May
Creative production	End May
Advertising	
TVC 1	June - Nine & WIN TV
TVC 2	July - Nine & WIN TV
Paid media	4 - 31 July
Coffee activation	July
Workforce engagement	July
Digital	
DLW website takeover	July - August
Social media campaign	July - August
Media	
Media launch	End of June
NAIDOC Week	3 - 10 July
DonateLife Week launch	25 July
DonateLife Week events (S&Ts)	TBC
Partners	
Melbourne Storm game	17 July
Western Bulldogs game	6 - 7 August
Australian Ice Hockey League partnership round	July