

Brand Awareness and Positioning Winner
Direct Response and Lead Generation Winner
Not for Profit Winner



Volunteer to Promote Volunteering

Agency: Leo Burnett Melbourne
Client: Seek Volunteer

The Problem

SEEK Volunteer, a not-for-profit website that enables charities to find volunteers free of charge, wanted to get more people signing up to volunteer its website. The brief was specific. Volunteer sign ups and monthly registrations needed to increase by 25% and awareness needed to increase by five percentage points to 22%. And all this had to be achieved with the lean not-for-profit budget of 70 thousand dollars.

The Solution

Taking inspiration from their Seek Volunteer's ethos, the strategy was to promote volunteering by enlisting media owners, celebrities and individuals to volunteer their time and resources to help. The campaign message was purposely constructed so that any media organization, company, celebrity or individual could take it and apply it to any medium, anywhere.

An integrated online media kit was created and soon started to infiltrate the mainstream media, including super-sites, transit, posters, cinemas, packaging, as well as online, press and magazine, cafés, lift and digital screens, TV, radio and news presenters. Thousands instantly became media volunteers simply by volunteering their social media spaces to display the message.

The Results

Described by the IAB Awards judges as "clever, effective and contagious", the campaign was a huge success with over 60 media brands and 150 organisations volunteering space. 20,840 registrations were received resulting in 5,210 new volunteers during the campaign period. Awareness also rose reaching 34% – up from previous historical rates of 17%.

www.youtube.com/watch?v=R9MAu_oeZdo&feature=youtu.be

VOLUNTEER KITS

What space will you volunteer?



SOCIAL MEDIA

Use your social networks such as Twitter, LinkedIn, Tumblr and Pinterest to spread the volunteer message.

