

19 August 2009

### ***Insight Drives Dry July Media in NSW for Prince of Wales Hospital Foundation***

Dry July, the initiative of 'three-heavy-drinking-guys' who decided to pack in the grog for a month, get healthy and raise funds through self imposed prohibition to help cancer patients, has become a phenomenon in fundraising terms. In its founding year (2008) Dry July was supported by a bunch of celebrity radio DJ's, 1000 people and raised more than a quarter of a million dollars for the Prince of Wales Hospital Foundation.

Three creatives, the Dry July team applied their professional skills that not only kept costs low but also injected their fundraising concept with a unique appealing character branding it 'very cool to go Dry in July'. Dry July had created the perfect mix of choosing the right cause, making it fun, some high profile celebrities with direct access to communities, the use of technology, branding and the right target demographic. The extraordinary success of this campaign astounded everyone, even the three heavy drinking poms!

In 2009 the Dry July team went bigger and better and rolled it out nationally. With a keen focus on supporting adult cancer patients, Dry July approached one hospital in every state and territory inviting them to participate and be their state's beneficiary. More ambassadors were recruited in each state to provide a coordinated national presence and drive traffic and dollars to the website. Partners were invited to develop their own state-based media campaign leveraging off the awareness created by the ambassadors in their states. In consultation with our client, and the Dry July founders, Insight created a media campaign strategy for Prince of Wales Hospital Foundation - the NSW partner, commencing with a media launch at the Hospital.

The Dry July 2009 campaign became another outstanding success for all partners. The number of participants in NSW increased on 2008 by 150%. Funds are still coming in but at the time of writing, total revenue generated for our client has surpassed the 2008 figure by more than 300% generating just under \$800,000.

Due to limited resources the beneficiaries from the other states did not conduct a media launch to leverage their fundraising activities. While funds are still coming in, other states have had a take-up average of around 290 participants with the highest figure being 584. In terms of fundraising, current figures suggest that collectively through sponsorship, a total revenue of more than \$400,000 (although this figure could rise) will be raised; around half the amount generated by NSW alone.

While NSW had the benefit of leveraging off existing awareness created in the inaugural year; for the other states, an analysis of the final figures may suggest that had the resources to conduct a strategic media campaign been available, the level of participation and financial outcome in other states may have achieved greater results. We can't say for sure that the media campaign conducted in NSW had a major impact on the successful outcome for our client. What we can say, with confidence, is that along with leveraging off the success of the previous year, word-of-mouth and increased celebrity involvement, the NSW media campaign was certainly one of the contributing factors in increasing brand awareness, participation and revenue raised for our client.

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