

1 July 2009

Insight Gives Bloom to Roses in Winter

Cystic Fibrosis Australia (CFA) assists member organisations to achieve common objectives by developing national education programs and collecting and distributing information about cystic fibrosis at national and international levels. CFA conducts awareness and fundraising activities to further research and provide services for children and young adults living with cystic fibrosis and their families.

65 Roses Day (Friday May 29) is CFA's primary national, annual campaign to generate awareness of the illness, raise vital funds to help people living with cystic fibrosis, and fund critical research projects in the quest to find a cure.

Insight's objectives were clear: generate widespread awareness of the illness, the need to help people living with cystic fibrosis and fund research to find a cure. Insight researched the brand and developed a strategic six week media campaign to create multiple media opportunities and gain widespread coverage across Australia.

Insight stories were picked up by radio, television and the press in every capital city and across multiple rural and regional areas in a diverse variety of sections including news, arts, entertainment, sport, science, health and community. The measurable outcomes include:

- Gained widespread media coverage in all states and territories providing more than 17 million opportunities to be seen and heard throughout Australia¹
- Improved fundraising outcomes by increasing sales through generating awareness
- Developed a deeper understanding in the community of the disorder and the impact it has on people diagnosed with cystic fibrosis
- Engaged the cystic fibrosis community and empowered them to actively contribute to an organisation that has a direct impact on their lives
- Insight achieved 100% success in gaining coverage of CF members' stories – All case studies pitched were featured in print and/or radio and/or television coverage
- Insight provided value to the partners including LJ Hooker by providing extensive media coverage of their brands in all media streams across major metro and regional outlets including online, radio, television and press – providing CFA with ongoing partnership opportunities

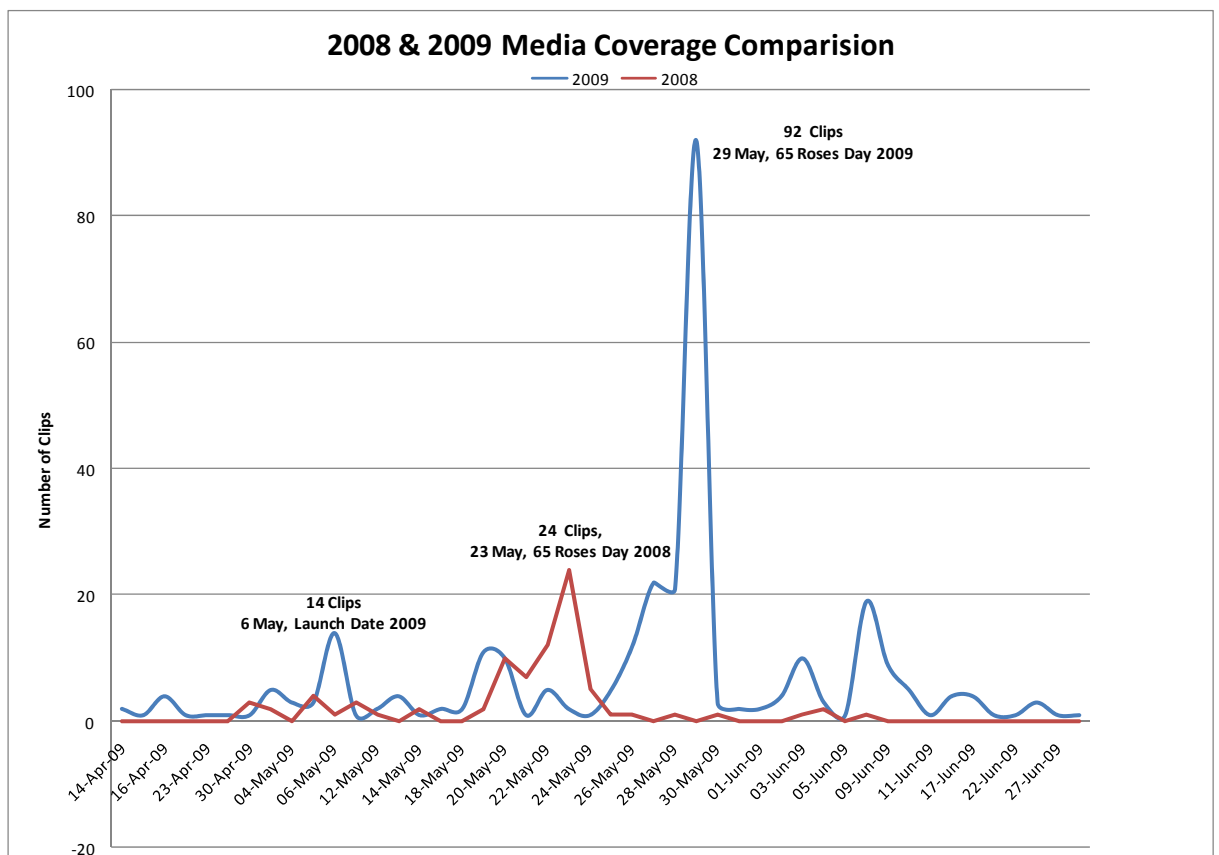
The campaign achieved significant coverage including:

- 346 media clips over a six week period with 99% mentioning the key messages and partners
- 72% of all coverage mentioned two or more key messages including 215 mentions of key sponsors
- On 65 Roses Day, Insight achieved 92 clips with 27% of coverage in major metropolitan media
- Press coverage across all states included: The Age (page 3), The Daily Telegraph (cover story - Health Lift-Out), TV Week, Adelaide Advertiser, Canberra Times, Sunday Canberra Times, The West Australian, The Gold Coast Bulletin, Townsville Bulletin and the South West Times in addition to multiple suburban and regional press across all states and territories

¹ The figure of 17 Million is derived by adding the circulation and demographics supplied with the clippings from Slice Media. Not all demographics for broadcast media were available and the figure could be greater.

- Television coverage was also widespread and included news on: Channel 9 (NSW and Gold Coast); 9 Southern Cross (TAS); ABC1 News (Sydney, Hobart, Brisbane, Perth); ABC1 – Lateline (Sydney); ABC2 (Asia Pacific News); PRIME (Canberra, Tamworth, North Coast, Wagga Wagga); Channel 10 (Perth); NBN (Lismore) and GWN (Perth & WA) with the majority of stories also appearing on these television station websites
- In addition to the radio community service announcements which Insight wrote, distributed and ran nationally, interviews, mentions of the campaign and CFA’s corporate partners were also heard around the country including on: 3AW (2 hour CF special), 2GB, 2UE, SeaFM, 2GO, Star FM, 6PR, 4GR, Radio West, Canberra FM, Macquarie News, MMM (Brisbane, Sydney, Adelaide) ABC Australia wide (Brisbane, Central Coast, Gold and Tweed Coasts, Hobart, Illawarra, North QLD, Perth, Riverina, South West WA, Southern Queensland, Sydney, Tropical North QLD, and Wide Bay), NOVA (Sydney, Adelaide, Brisbane, Wagga Wagga), 2DayFM (Sydney & Adelaide) and the ARN national network including WSFM and MIX

In 2008, a total of 80 publicity pieces were reported for the entire campaign. The 2009 campaign garnered 346 clips in total. 92 clips alone appeared on 65 Roses Day 29-May – more than the entire coverage achieved during the 2008 campaign.



Testimonial

“I developed a working relationship with Clare Collins and Insight Communications through Cystic Fibrosis Australia's 2009 65 Roses Day national campaign. It proved to be a gratifying relationship in every way. Communication, responsiveness, quality of work and overall friendliness were exceptional. I confidently suggest that Cystic Fibrosis Australia (CFA) had its most successful 65 Roses Day ever in terms of publicity. I recommended that CFA engage Insight Communications for future campaigns and I am very keen to have a continued working relationship with Clare and team. I can highly recommend Insight Communications as being a most professional team able to achieve unprecedented results.”

Lyn Cox (July 2009)

Public Relations for LJ Hooker - National Sponsor for Cystic Fibrosis Australia since 1998