



You are the cure.



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Demonstrates

- Strategic brand communications skill
- Capability working in the NFP medical fundraising sector
- Achieving high production values on a modest budget
- High value media buying

The Walter and Eliza Hall Institute (WEHI) has been a global leader in medical research for over a century.

Its research has won hundreds of international awards, including two Nobel prizes for medicine. Millions of people around the world lead healthy lives today because of its work.

With a team of hundreds of the world's leading researchers and the need to provide them with cutting edge scientific equipment, funding is a constant challenge.

As with all not-for-profit organisations – especially medical research institutes with long cycles between discovery and clinical outcomes, building a compelling case for support is vital.





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Challenges

The challenge for WEHI was threefold. After a relatively recent re-brand, awareness of WEHI as a consumer facing brand was low.

Compounding this lack of awareness was the fact that WEHI's research scope is very diverse, thereby robbing it of a singular cause upon which to build a related cohort.

Finally, as WEHI is a not-for-profit MRI, we were working within a tight budget.

How could we create a positioning and campaign concept that could overcome these challenges and make a difference, not only to how WEHI is perceived, but also help grow its impact and influence around the world?





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Approach

We needed an approach that would allow us to show the most important and relatable conditions that WEHI addresses and create a narrative that the greatest number of people possible could buy into.

The campaign was developed using DPR&Co's proprietary New Truth™ methodology, a critical step in the creative development process that brings together key stakeholders to share and filter strategic creative ideas that form the foundations of the finished campaign creative.

The campaign evocation, 'You are the Cure', cements this connection powerfully.

We chose to achieve this through a disturbing narrative that captures the audience's attention, reeling them in as the message hurtles toward a devastating climax.

A New Truth™ for WEHI:

**Before every
great cure comes
a breakthrough.
Before every
WEHI breakthrough
is you.**



Online video

<https://vimeo.com/954266712?share=copy#t=0>

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The result

The campaign was deployed on a modest budget targeting audiences in Victoria, NSW, Queensland and the ACT. Media performance was strong. Both reach and donor targets were exceeded.

Client	Walter and Eliza Hall Institute (WEHI)
Product	Brand/donor campaign
Audience	People 45+
Channels	BVOD, Display (Generic and Smart Ads), META, and Paid Search (Google Ads Paid)
Deliverables	30sec/15sec OLV, digital, social creative and SEM services
From brief to live	4 months
Performance	<ul style="list-style-type: none"> • 6 million impressions. • 2.7 million unique users • Video completion rate: 80% in prog video and 90% in BVOD • 22,439 website clicks • 5,812 'donate' clicks • Donor target exceeded by over 40%



