



Blue Ribbon Day
Blue Ribbon Foundation

REMEMBERING LIVES
BY SAVING OTHERS





Blue Ribbon Day Blue Ribbon Foundation

Demonstrates.

- Commitment to CSR
- Branding and fundraising expertise
- High quality, pro-bono creative
- Sustained commitment to community wellbeing

The challenge.

Blue Ribbon Day is a community Remembrance Day for Victoria Police officers who have died in the line of duty. It was established by a group of community leaders in response to the murders of Gary Silk and Rod Millar in 1998. Through Blue Ribbon Day, donations are sought to create new emergency medical facilities across Victoria that are 'living memorials' to fallen police officers.

With a long history of support with the Blue Ribbon Foundation, DPR&Co was asked to create a campaign to significantly raise awareness of the sacrifice made by Victoria Police personnel in preserving public order and keeping Victorians safe.

I do solemnly and sincerely affirm
that I will, until I am lawfully
discharged, promoted, or reduced,
obey the laws made by His Majesty
in that behalf, and I will, to the best
of my power, maintain His Majesty's
peace, and I will, until I am
lawfully discharged, that I will
serve His Majesty's peace
and the good of the people
of Victoria.

THE LIVES OF 159 VICTORIA POLICE HAVE BEEN LOST UPHOLDING THIS OATH.

**BLUE RIBBON DAY
SEPTEMBER 29**

Woolworths
The fresh food people

CROWN
RESORTS
FOUNDATION

PACKER FAMILY
FOUNDATION

VICTORIA
State
Government

BankVic

Mezzanine

Stockdale
& Leggo

QANTAS

Budget

Westfield

DONATE AT remember.org.au



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Our response.

Becoming a police officer in Victoria involves taking a solemn oath to uphold the law and 'serve and protect' the people of this State.

We chose to use this oath as a backdrop to a simple communication – one sufficiently compelling that it would cut through the clutter of competing awareness and fundraising campaigns.

On completion of the campaign, we staged a 'media launch' where Aegis Dentsu invited media executives to a presentation made by the Chief Commissioner, seeking their active support through the donation of CSA media.

Our campaign's high production values helped to encourage a significant level of contribution from media across the State.

The campaign was rolled out in over 100 formats through the full spectrum of digital, social broadcast, print and out-of-home media.





Altec marketing video
<https://vimeo.com/291635619>



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The result.

The campaign helped attract almost \$2m in CSA media. Fundraising was at an all-time record for the year and approximately \$1m net.

Client	Blue Ribbon Foundation
Product	Blue Ribbon Day
Audience	All Victorians
Channels	FTA, BVOD, digital, print, OOH, radio, retail digital, transit, website, built environment and collateral
Deliverables	A full suite of OLV/TVC/radio assets, as well as multiple digital, social and print campaign expressions
From brief to live	3 months
Performance	Record media CSA support, record awareness and fundraising (Circa \$1m net donations).

