



## Marketing Grant Case Study

# CA VII | MD 201, Australia | Community Impact Video Campaign

(Marketing Grant Awarded in 2023-2024)

## Overview

Multiple District (MD) 201 (Australia) was awarded a Lions International Marketing Grant for US\$15,000. Funds helped MD 201 produce and promote two marketing videos aimed at spreading awareness for the positive impact the Lions of Australia make in their local area. This campaign highlighted the Australian Lions Foundation's initiatives, emphasizing the critical role they play in creating positive change. The core themes highlighted some of the national foundations supported by Lions Clubs and showcase how these efforts are improving lives and fostering long-lasting community development.

## Goals

1. **Continue to develop a positive public image:** Lions planned to spread the word about the positive impact they make in communities across Australia.
2. **Produce and promote marketing videos:** MD 201 aimed to launch a set of high-quality marketing videos about local Lions clubs and the Australian Lions Foundation and sponsor the posts on social media in order to reach a larger audience.
3. **Utilize existing relationships:** The Lions of Australia wanted to hire a video production vendor they had worked with in the past to complete this video campaign. Tapping into existing relationships



## Milestones

### 1. Increased Awareness

The Lions of Australia successfully raised awareness for their local clubs and projects. The group reported membership and club growth as well as strong engagement and an increased social media following on sites where the video campaign was launched. Lions also generated seven news stories covering the campaign.

### 2. Celebrating Diversity

MD 201 aimed to choose diverse Lions to highlight in the video campaign. Subjects were various age ranges and come from different walks of life. But, no matter where Lions come from, they can all join together to support worthy causes.

### 3. Growing Membership

Australian Lions credit the video campaign for attracting over 2,000 new club members. Many interested volunteers said the social media videos inspired them to inquire about their local Lions clubs.

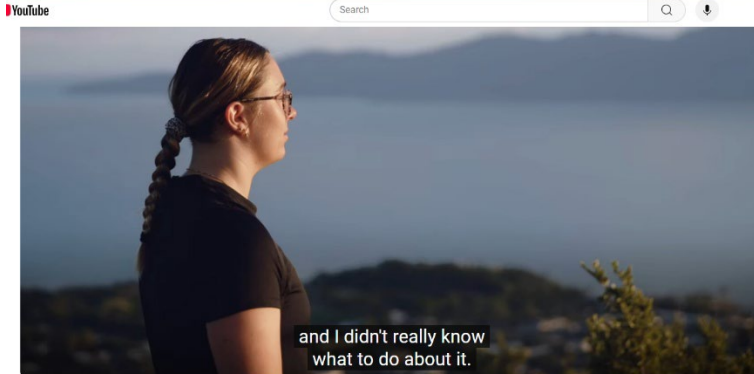
## Media



YOUTUBE.COM

Lion takes on the world's highest marathon for the Australian Lions Foundation

Send message



Mental Health Awareness with LEDs and the Australian Lions Wellbeing Foundation

Lions Australia  
562 subscribers

7 7 Share Save ...

▶ [Marketing Video 1](#)

▶ [Marketing Video 2](#)