



Marketing Grant Case Study

CA III | MD LC Brazil | Multimedia Campaign

(Marketing Grant Awarded in 2023-2024)

Overview

Multiple District (MD) LC (Brazil) was awarded a Lions International Marketing Grant for US\$15,000. Funds helped MD LC pay for a multimedia campaign to raise awareness for Lions clubs in the region. The campaign consisted of developing print media such as billboards, informative video and audio clips, pitching and securing news stories and sponsoring social media posts to reach as many potential Lions as possible. This was an important year for the Lions of Brazil to increase public relations efforts, as it is where 2024-2025 Lions International President Fabrício Oliveira resides.

Goals

1. **Increase public awareness:** The Lions of Brazil set out to raise awareness for the Lions International brand, as well as local volunteer efforts.
2. **Recruit new members:** MD LC wanted to embrace the ongoing global Lions International *MISSION 1.5* campaign by inducting new members as a result of its amplified public relations efforts.
3. **Instill pride in existing Lions:** In addition to attracting new members, MD LC aimed to retain current Lions by making them feel part of something special.



Milestones

1. Exceeded outreach goals

The Lions of MD LC were proud to excel beyond their intended audience for this multimedia campaign. Sponsored social media posts secured more than 1.8 million views by over 560,000 users.

2. Secured news coverage

Brazilian Lions were featured in positive news stories by print, radio, television and digital news outlets as a result of media pitches and other PR efforts.

3. Ended years-long negative net membership trend

MD LC credits this marketing multimedia campaign for its first year of net positive membership growth. Many new members were inducted including multiple former Lions who chose to return to the organization.

Media

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Se a resposta é sim,
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▶ [Video 1](#)

▶ [Video 2](#)