



# Lions International

## Marketing Grant Case Study

# CA IV | SD 130, Bulgaria | Artistic Billboard Marketing Campaign

(Marketing Grant Awarded in 2024-2025)

## Overview

Single District (SD) 130 (Bulgaria) was awarded a Lions International Marketing Grant for US\$5,000. Funds helped SD 130 design a series of unique billboards across the Republic of Bulgaria aimed at spreading awareness of Lions International, recruiting new members and showcasing brand partnerships, especially those related to youth and art. This campaign also had a core theme of promoting Bulgarian culture and folklore, showing prospective Lions that clubs around the world are unique to their local area and customs.

## Goals

1. **Increase brand awareness and showcase club activities:** Lions set out to inform a broader audience about the existence and impact of clubs in SD 130 and beyond.
2. **Produce traditional and mobile billboards:** SD 130 aimed to launch a series of billboards about Bulgarian Lions clubs. They wanted to pursue a mix of traditional stationary billboards, as well as digital and mobile advertising opportunities.
3. **Attract new members:** The Lions of Bulgaria wanted to generate interest in the brand, recruit new Lions and Leos, and charter new clubs as a result of the marketing campaign.

## Milestones

### 1. Increased Awareness

The Lions of Bulgaria successfully raised awareness for their local clubs and projects. The marketing effort also generated 14 news stories covering the campaign.



## 2. Celebrating Bulgarian Folklore

SD 130 aimed to show Lions International through the lens of Bulgarian culture. Billboard designs were inspired by the country's official flag mixed with the flair of the Lions International brand. Potential Lions were attracted to these advertisements and current members reported taking pride in what the billboards represent. Exclusive pins were also designed to empower Lions to carry the message with them wherever they go. Lions also hosted a series of service activities such as folklore dances and other traditions that raised money for youth.

## 3. Growing Membership

Bulgarian Lions credit the billboard campaign for attracting 19 new club members and the chartering of two new clubs in addition to strong engagement and an increased social media following.

## Media

