**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 5: ACTIVITY 1**

**Group Activity**

**An integrated campaign for good**

The Orbis Flying Eye hospital has saved the sight of many thousands of people in some of the hardest-to-reach and poorest areas of the world.

Before Orbis, a simple cataract problem could mean effective blindness for the rest of the afflicted person’s life, even though a relatively simple 30 minute procedure could completely reverse the condition.

Today the Orbis Flying Eye Hospital doesn’t just take these solutions to the regions that lack these facilities, it also acts as a teaching hospital for opthalmic training, creating local practitioners who can contuniue with the work.

The third sector, the not for profit and charities sector, is already a very competitive ‘industry’ to win the attention of those who might donate.

**Your challenge**

Orbis needs to raise more money to continue their work and have come to you as marketing communications consultants to develop an integrated marketing campaign that will ‘get to the hearts, minds and bank accounts of the western audience’.

We know that a major disaster can stimulate giving; we also know that TV events such as Movember and Race for Life generate millions of dollars. But what about specialist charities like Orbis who need a steady stream of donation income?

We also know that it is the 45+ year old consumer segment that is most likely to donate regularly to a charity.

* Look online for insights into ‘giving’ preferences and identify a suitable target audience that would be the focus for a future IMC campaign.
* Consider what type of media channel mix would be suitable to take the story of Orbis to potential donors and persuade them to donate on a regular basis; not just as a one-off gift.

**Working in small groups of three or four, create a presentation of no more than 4 slides to present to the groups to give and gather feedback.**