

PR Multi Media Campaign 2019

– for all Clubs to participate



Background:

At least 10 years plus has passed-by without any marketing campaigns for D9500. The last effort I remember is when this District joined a 'National Marketing Campaign' which the eastern states received the majority of promotion.

The issue is that Rotary promotional materials are branded 'Rotary.org' and therefore has no local direct contact details. When Clubs choose RI promotional Facebook posts, these are branded Rotary International – rotary.org

To create a District marketing campaign, we need to use mixed media to saturate promotion activities. This will be achieved by using commercial regional TV and radio advertising, community TV and Radio, some print and with a mix of Social Media promotional messages.

All marketing media will be branded with a ROTARY Logo and have a single email contact, as part of the 'end tag' for TV and Radio, and text contact details for all print and social media.

Elements of the Campaign:

A number of media elements have been prepared in readiness for our Districts Marketing Campaign.

So far -

- 57 selected Rotary videos have been edited with a District Rotary logo and 'Contact Details' end tag.
- Two 30 second Television adverts are being edited (in draft form), ready for an Australian voiceover.
- The television advert versions will have male and female voiceovers – so there will be 4 adds in total.
- Three radio voiceovers will be recorded and edited at the same time.
- A series of 'Facebook Images' are being prepared with suitable text – for Clubs to re-post
- Rotarians - 'Why I joined Rotary' Facebook images are being prepared for Clubs to re-post
- Print media templates will be available for Clubs to use with local Club contact.

All media has a common end tag with local contact.

The 3 month Marketing Strategy will begin around September 2019 and all Clubs are encouraged to take part to promote Rotary's image as an organization 'doing good in the world'. Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

- 1 A series of videos have been edited with a District tag and direct contact email, and these are available for all Clubs to share on Websites and Facebook pages. <https://vimeo.com/album/5747068>
- 2 An appeal to all Rotarians and Rotaractors to write a sentence or two on "Why you Joined Rotary". Please email comments and photo to Graham Fussen PR & Communications Coordinator.
pr@rotary9500.org