


Client: NGO "Donate Life" California
Agency: McCann New York
Campaign title: "Second Chances"
Award: Gold Lion PR

SECOND  CHANCES



THE FACTS

114,000 Americans are waiting for an organ transplant, on the national waiting list

-Almost everyone in California supports organ donation

-Less than 45% of the local population has actually signed-up

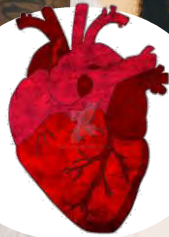


-No Budget available for the campaign

-95% of organ donation registrations are made during driver's license renewal application.

GOAL

**TURN
SUPPORTERS
INTO DONORS**



PEOPLE FORGET

KEY INSIGHT

THE POWER OF A

SECOND CHANCE,

UNTIL THEY NEED



ONE THEMSELVES

THE CORE OF THE IDEA

-Get the local police department and officers involved into the campaign

-Run the campaign during Organ Donation Awareness Month

-Focus on the drivers who are "organ donors"



-Give them a second chance when they commit minor traffic violations

-Spin the story and create buzz

THE VIDEO



THE RESULTS

+110,609 new organ donors
in the month
after launch

+38% in the month after launch

3 Million Media Impressions

Extended coverage by all big and top tier media



A road-map for other police departments, around the world and US to replicate for similar organ donation programs

They **turned the popular perception of cops on its head**