

Wednesday, 11 June 2025

Critical blood supply campaign back on Seven **Real-time 7NEWS Blood Supply Updates driving donors to Lifeblood**

The Seven Network, Lifeblood and Clemenger BBDO have joined forces again in 2025 to address Australia's ongoing need for new blood donors, after last year's campaign successfully encouraged thousands of Australians to donate blood.

Leading up to World Blood Donor Day (Saturday, 14 June 2025), this year's campaign is building on the success of 2024 through strategic media activations and real-time updates on current blood supply levels.

Last year's market-first campaign delivered a 187% surge in new donor appointments during the **7NEWS** Blood Supply Update broadcast windows and 199,300 visits to the Blood Supply landing page.

Seven's Director of News and Current Affairs, Ray Kuka, said this year, the real-time local blood supply updates are included in Seven's **National News at Noon**, as well as local 6pm news bulletins, reaching even more Australians.

"**7NEWS** will always do its bit to support our communities, and these Lifeblood updates are a powerful call to action for life-saving donations," said Mr Kuka.

"Our **7NEWS** Blood Supply Updates give viewers clear, real-time information on where blood is in short supply across the country, urging Australians to take immediate action."

Seven's Victorian Agency Sales Manager, Bethany Hainsworth, said television's ability to maximise reach, create conversations, and drive behavioural change was instrumental in the campaign's success in 2024.

"By making donation needs highly visible and relevant, the **7NEWS** Blood Supply Update played a pivotal role in shifting audience behaviour from passive awareness to active participation," said Ms Hainsworth.

"We're delivering live and relevant blood supply updates directly to viewers, ensuring people understood that a single blood donation can mean the difference between life and death for someone in need."

With demand for blood at a 12-year-high, Lifeblood's Head of Growth Marketing, Jude Leon, said the campaign aims to raise awareness of the ongoing need for blood, encourage donations and make donations easier.

“Last year’s campaign proved when we connect with Australians through the right channels, we can create real change. We’re calling on all Australians to continue this momentum and help ensure our blood supply remains strong,” said Ms Leon.

“The integration of real-time blood supply updates into **7NEWS** was a game-changer because it kept the importance of blood donations front and centre, and drove immediate online engagement with Lifeblood’s services.”

Clemenger BBDO’s Head of Product, Frank Curcio, said: “Being a part of the shared passion, collaboration and purpose with Seven and Lifeblood has been incredibly rewarding.

“The work reflects Clemenger BBDO’s commitment to doing big things – bold ideas driven by purpose. Together, we’ve created something meaningful that will help save lives and strengthen our community’s vital blood supply,” Mr Curcio said.

2024 Campaign

During the 2024 Blood Supply campaign, Lifeblood leveraged Seven’s expansive reach to engage Australians through trusted environments and high-impact moments, including:

- A live weather activation on **Sunrise** featuring blood donors and expert insights.
- On-air segments in **The Morning Show** highlighting donor stories and community impact.
- **AFL** pre-match integrations delivering powerful calls to action during key game moments and aligning with the AFL’s blood rule.
- Highly integrated real-time blood supply updates on **7NEWS**, creating a sense of urgency and driving immediate action.

The 2024 campaign delivered exceptional results, demonstrating the power of television in driving meaningful social impact and changing behaviours:

- 199,300 visits to the Blood Supply landing page.
- 56,000+ searches for “blood supply”, leading to increased engagement.
- A 187% surge in new donor appointments during the **7NEWS** broadcast window.
- 14,727 total new blood donor registrations, fuelling critical blood supply levels.

To learn more and register to donate, visit www.lifeblood.com.au or search “blood supply”.

For more information, please contact:

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

The company owns some of Australia's most renowned media businesses and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#).

The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Dancing With The Stars**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.