

Over 2.25 million hits for CMRI video

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*A heart-wrenching video from the Children’s Medical Research Institute has gone viral on social media - in six days achieving two million views, **Liz Henderson** reveals.*

A video clip promoting the Children’s Medical Research Institute (CMRI) has been viewed over 2.25 million times and shared over 26,100 times on social media. The video shows the importance of the CMRI’s progress towards its goal to cure childhood diseases by depicting a mum grieving for the child she lost years before alongside another whose baby has been born sick but has a chance to survive.



The video was produced by the advertising agency, March One, to improve awareness of CMRI. “The issue was that people didn’t know they were around and the work they did, even though they had a lot of involvement through Jeans for Genes Day – and people who were involved in Jeans for Genes

Day didn't know why they were doing it," says Ben Coverdale who is March One's creative director. "So we talked to them about using a viral campaign to spread the message."

The video was crafted to connect viewers with the moment in time when CMRI's work becomes personal: that is, when they first become parents. The storyline illustrated the meaning of the difference made by progress in knowledge about childhood disease.

March One's dissemination strategy was on May 2 to seed the video with influencers relevant to parents, who were the target audience. It was sent to around 100 parenting sites and blogs that had the most Facebook followers and "a lot were more than happy to post the video on their Facebook pages," says Samantha Buckley, brand and social director at March One. "In particular, Essential Baby posted it ... in the morning we'd already got to 400,000 views. In that short space we could see it was gaining momentum."

Buckley says the video ended up breaking the record for views of any video posted on Facebook by Essential Baby.

By May 8, only six days later, views had topped two million and Jeans for Genes Australia, which is a CMRI sub-brand and raises money for CMRI, had posted this thank-you on Facebook with a link to a donation ask:



Liz Henderson is the editor of Fundraising & Philanthropy Magazine.