

THE BRIEF:

With a competitor the likes of the Red Cross, this local not for profit needed a campaign that really stood out and captured audience attention. Moreover, a certain type of candidate tends to donate blood, understanding the immense demand for it in healthcare and especially after national disasters. Therefore, the same percentage of the population tends to be loyal blood donors.

THE SOLUTION:

ZGM developed a campaign utilizing different characters from all walks of life, demographics, socioeconomic backgrounds, etc., to make the broader audience understand that everyone can donate blood and make an impact. We intentionally chose some unlikely characters to drive the point home.

