

MEDIACOM

WORK

Missing Type

CLIENTS

12 JUN 2017

We highlighted the need for new blood donors by removing As, Os and Bs from famous landmarks and logos.

Challenge

Over the past decade, there has been a massive decline in blood donation. New donors were urgently needed to protect the blood required for the two million annual blood transfusions in England.

Idea

A campaign aiming to spark conversation and initiate behaviour change rather than simply raise awareness. Taking the As, Os and Bs from names, places and brands that we interact with daily -creating a visible impact nationwide.

Results

- Thousands of new donors.
- Huge increase in blood.co.uk traffic
- Coverage on every TV news show.
- Trended on Twitter.
- 1,000+ brands dropped their As, Os & Bs.

Awards and Recognition

- Festival of Media Global | Grand Prix: Campaign of the Year
- Festival of Media Global | Gold: Best Communications Strategy
- Festival of Media Global | Gold: Best Not-For-Profit Campaign

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