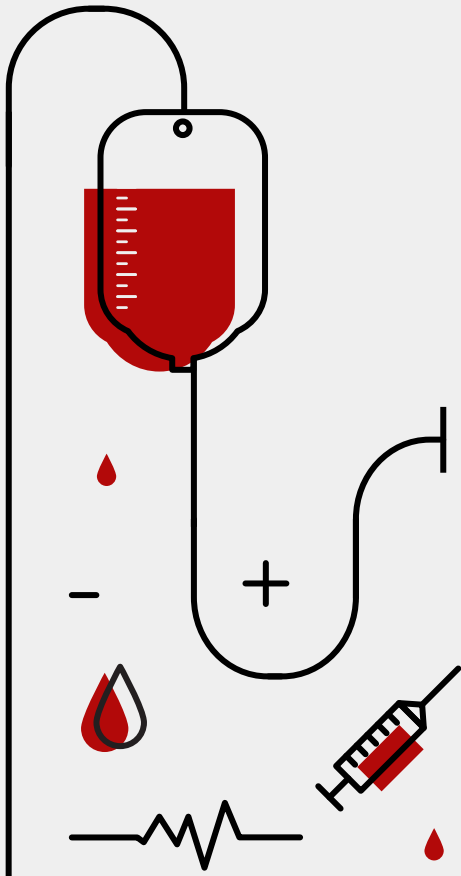


The American Red Cross - Blood Donations

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Team Project #4

Assignment

Assignment Brief

- **Client: The American Red Cross**
- For this assignment, we were challenged to choose one out of the four topics to focus on and create a creative campaign to support that topic.
- Topics consist of:
 - a. Natural Disasters
 - b. Home Fires
 - c. Blood Drives
 - d. Volunteers
- **Overall Message: The Red Cross delivers more than food, water and shelter - they deliver hope to those in need.**

About The American Red Cross

The American Red Cross

- The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families.
- The American Red Cross Serving Central and South Texas is dedicated to serving our mission of preventing and alleviating human suffering in and around the region. This work is carried out every day by our dedicated staff and volunteers. Whether it's serving our Armed Forces, offering lifesaving health safety and preparedness skills, or providing help and hope after a disaster, the Red Cross is there.

Big Idea

Showcase the idea that donating blood is a simple act that leaves an everlasting impact. One act can make a difference that affects many.

Tagline: One hour, one pint, multiple lives.

Strategy

Our Strategy

We decided to focus our campaign on the blood donations that The American Red Cross offers to people in need.

- a.** The Red Cross provides about 40% of our nation's blood and blood components, all from generous volunteer donors. Supply can't always meet demand because only about 3% of age-eligible people donate blood yearly. Each new donor helps them meet patient needs.
- b.** Every two seconds someone in the U.S. needs blood. It is essential for surgeries, cancer treatment, chronic illness, and traumatic injuries. Whether a patient receives whole blood, red cells, platelets or plasma, this lifesaving care starts with one person making a generous donation.
 - As we can see from the statistics above, donating blood is very important and much needed for life changing procedures. Those who are willing to donate blood will leave a huge impact on those who need it the most.
 - Throughout our campaign, we want to position blood donations in a way that really persuades our audience to donate by showcasing real statistics and encourage them to be a part of making a positive impact.

Executions

Print Ad #1



Print Ad #2

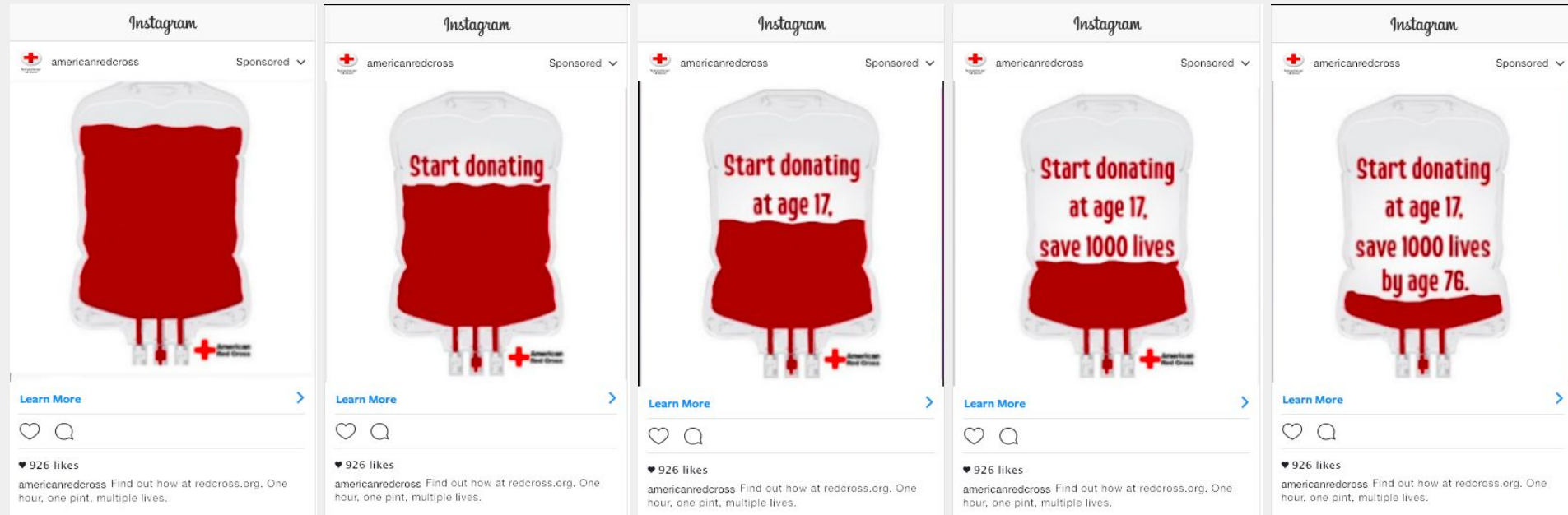


The hour taken out of
your day to donate
blood is time added to
someone else's.



One hour, one pint, multiple lives

Social Ad



Caption: Find out how on redcross.org. One hour, one pint, multiple lives.

OOH



Thank You!

Alexa Wolford: Copywriter
Brooke Lewis: Copywriter
Sam Zoller: Art Director

