



# FACEBOOK BLOOD GROUPS

## CHALLENGE

Natal is a non-profit trauma center aiding victims of terror and war.

In case of medical emergencies, finding the right blood donor on time is the difference between life and death.

## SOLUTION

We created 8 Facebook Blood Groups for the 8 different blood types, one-click away from a massive number of potential blood donors that could be contacted in case of emergency.

## RESULTS

With 0 media budget and lots of free PR and media coverage, the project became a huge success: Thousands of people joined, the national blood bank joined hands and most important - we help save lives.

