

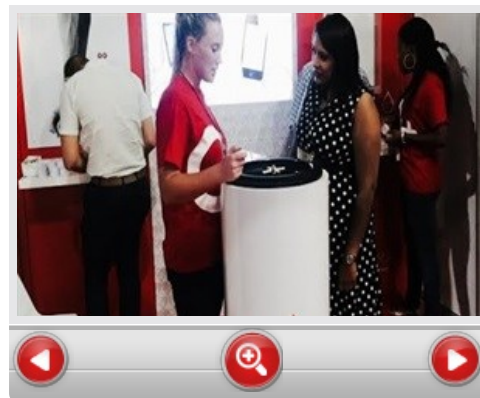
Life Station 94.7 expo

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The aim of the campaign was to create an opportunity for human-to-human deep connection, beyond blood donation.

Donating blood isn't just donating blood, but it's an act of giving another human being a lifetime of experiences. The main aim was to drive brand awareness (infiltrate into people's day-to-day lives without forcing them to donate) in an engaging way to get people to understand what SANBS does as brand. The key messaging of "donate blood, donate a lifetime" helped make people aware of the impact of donating blood.



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