

# NHS BLOOD & TRANSPLANT

## Missing Type



NHS

**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.

