



The task

WITHOUT COERCION, WITHOUT FURTHER ADOWE WILL PERSUADE PEOPLE TO PARTICIPATE IN THE PROGRAM.

The solution

WE CAME UP WITH AN UNUSUAL WAY TO TURN THIS STRANGE PROCEDURE INTO SOMETHING TRULY ENJOYABLE. THERE ARE SO MANY PEOPLE WHO JUST LOVE SWEET. SO WHY NOT TO GIVE THEM AN OPPORTUNITY TO HAVE FUN AND AT THE SAME TIME HELP ANOTHER PERSON? THAT'S WHY WE CREATED THIS CAMPAIGN!

Mechanics

WE AGREED WITH PRODUCENTS TO PRODUCE A LIMITED EDITION OF THE COTTON-TIPPED CHUPA-CHUPS CARAMEL SWEETS AND PLACE THEM ON SPECIAL STANDS IN PHARMACIES. NOW, EVERYONE CAN TAKE A CANDY DURING A VISIT TO THE PHARMACY TO ENJOY APPLE, RASPBERRY OR ANY OTHER FLAVOR. ONCE THE CANDY MELTS (AND WE WILL MAKE EDITION OF VERY FAST MELTING LITTLE SWEETS ON PURPOSE) THE PHARMACIST WILL PROPOSE THE VISITOR TO PARTICIPATE IN THE DONOR PROGRAM. THE ONLY THING YOU NEED NOW – IS TO FILL OUT THE SHORT QUESTIONNAIRE, BECAUSE THE COTTON STICK IS ALREADY IN YOUR MOUTH.

BY ALEX LITOVKA / SASHA OSIPOV