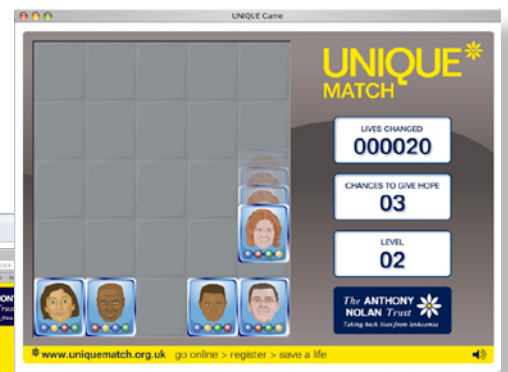


A unique campaign

The Anthony Nolan Trust invited us to create an integrated campaign for its 2008 awareness week. The theme of the event was based around 'unique match' to highlight the need for more people to join the bone marrow register and be the unique match for a patient who urgently requires treatment. For these people, quite simply their unique match is a lifesaver. We devised a concept based around the headline, 'You don't know how unique you are' and shot images of people in a seemingly unaware state. The campaign was rolled out across outdoor advertising, ATM machines, national press and an online viral element, including the Unique game.



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