

Creative Brief

Plaktivat #15 Blood Donation

Design concept and execution: TAM-TAM Institute

Partners: The Slovenian Red Cross and the Blood Transfusion Centre of Slovenia

Medium: TAM-TAM city posters

Application deadline: 1 December 2022

Project: Plaktivat 15 – Blood Donation

BACKGROUND

Most of us may never need to receive a blood transfusion, but it is nevertheless vital for all of us to have sufficient supplies of this life-sustaining fluid available to anyone who does. 350 donors have to give blood every working day to meet our healthcare daily needs. In Slovenia, more than 3% of the population donates blood, which amounts to around 100,000 blood donors participating in blood donation sessions annually. In the developed world, blood supply is based on non-remunerated, voluntary and anonymous blood donation, ensuring the safety of patients and donors alike. As other developed countries Slovenia is self-sufficient in blood supply.

Voluntary, non-remunerated and anonymous blood donation is a vital pillar of humanity within any developed society.

The Slovenian Red Cross has been organising blood donations in Slovenia since 1953. Together with transfusion service, the Slovenian Red Cross participates in ensuring that the health system has a sustained supply of safe blood. In Slovenia and other developed countries around the globe, organised blood donations have become a part of a national tradition spanning decades, and remain the noblest form of solidarity. Despite various social and economic crises and other societal changes that affect blood donation, the latter has retained its position among the most widespread forms of mutual aid. Regardless of how advanced the field of medical science gets, treatment involving blood transfusion relies solely on the general public's willingness to help.

WHY WE ADVERTISE?

Blood demand is unpredictable, both in terms of the number of blood components and blood groups. Regulating bloodstock is a complex process, which requires constant monitoring and the active involvement of transfusion services. Blood donors, who respond to invitations to donate, play a key role in this process.

Blood donors are always welcome! Especially motivated individuals who are ready to donate when needed. The purpose of this creative design competition is therefore to encourage the general public, especially young people – new first-time donors, to donate blood and to understand the importance of this irreplaceable form of solidarity and mutual aid.

THE CREATIVE CHALLENGE

A functioning health system is one of the cornerstones of any advanced society, and the only way to ensure it stays in operation is through voluntary blood donations. Developed countries everywhere, with the help of countless anonymous individuals, can thus guarantee that those in need of blood receive it. It is this kind of altruism, this high level of social empathy, that we want to celebrate and bring to the forefront with our campaign. Our mission is to spread the word through positive messages regarding this topic and further encourage people to become donors and donate blood.

Posters should primarily focus on blood donation, and their message should aim to inspire and motivate the general public to donate blood, with the emphasis on the younger generations. Our mission is to help boost blood donation around the world and inspire new volunteers by means of original creative poster designs, so that the wider community will come to better understand and appreciate the sincere, compassionate and open-hearted people like blood donors. They are the anonymous heroes who save lives.

OBLIGATORY GUIDELINES

The entire prescribed image of the PLAKTIVAT project has to be included in the creative solution, the so-called pre-prepared template with a footer and logos (see attachments). The creative solution must follow the instructions in the brief and has to be created in the TAM-TAM city poster format. The poster should be designed with noticeability in mind. It has to be readable and informative and stand out in the multitude of visible stimuli that we encounter on the street.