

The world's smallest idea.



In the run-up to flu season, we needed to promote Vital Viral Boost – a supplement to strengthen immunity.

With a team of scientists we set out to create the world's smallest advertising campaign. So small, in fact, it could only be viewed through a microscope.

Alarming facts about how colds and flu spread were laser cut onto live bacteria slides.

Installations were then placed in pharmacies where the product was sold.

It wasn't long before they started attracting attention, proving that sometimes the smallest ideas can have the biggest impact.

