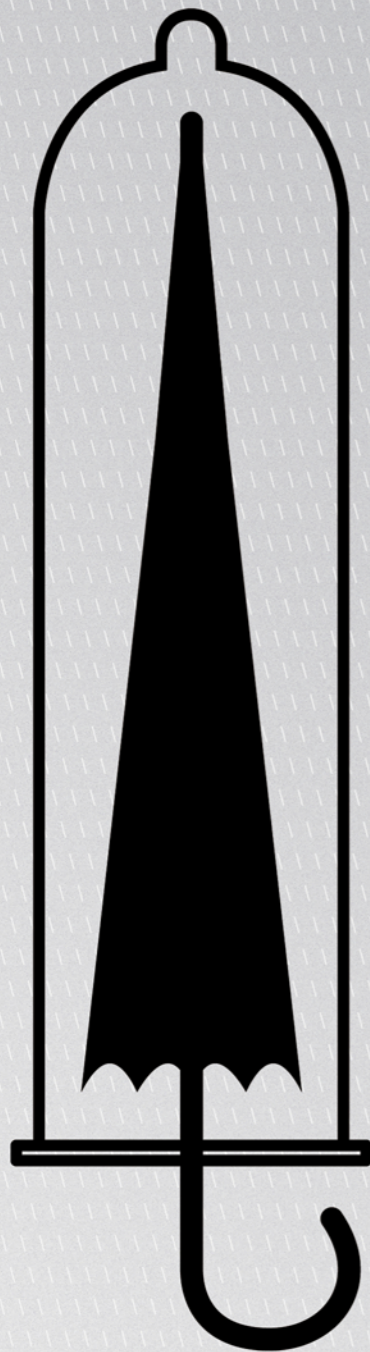


THE UMBRELLA A CONDOM



WHO IS PELA VIDDA?

The Pela Vidda Group is a non-governmental organization that helps people carrying the HIV virus.



SCENARIO

In Brazil, umbrella wrappers are very common during rainy days on commercial building's entrances, subway stations and shopping malls. The wrappers have plastic bags that keep the umbrellas from dripping on the floor and causing accidents.

IDEA

Taking advantage of the resemblance between the plastic bag and a condom, the Pela Vidda Group created a new media: the umbrella condom. We printed small posters and placed them on the wrappers. The plastic bags also had the message "If you protect even your umbrella, why don't you do the same with yourself? Use condoms."

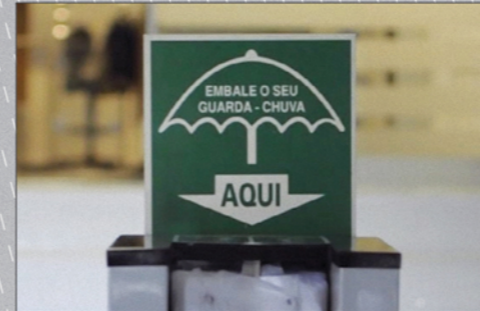
We then placed the wrappers on busy locations.

RESULTS

OVER **250.000,00 REAIS** IN UNPAID MEDIA

54%  INCREASE TO THE FANPAGE'S LIKES

BEFORE



AFTER



IF YOU PROTECT EVEN YOUR UMBRELLA, WHY DON'T YOU DO THE SAME WITH YOURSELF? **USE CONDOMS.**

