



Dirty Money Billboard

Banknotes are filthy. A study by the School of Medical Sciences in Ghana revealed that 98 percent of banknotes are contaminated with bacteria, some with the potency to cause tuberculosis, salmonella and even leprosy.

To demonstrate this, Carex created a billboard featuring a banknote made entirely from filthy garbage. The billboard doesn't feature the brand, instead it creates intrigue and directs viewers to a website where they can get the full story.

On the website, users get all the details about the need to wash your hands after handling money. Users can also claim a free sample of Carex antibacterial hand wash to help avoid getting sick.



- A - Sheep bones
- B - Old pants
- C - Broken sandals
- D - Mouldy containers
- E - Plucked feathers
- F - Used condoms
- G - Nappies
- H - Discarded corncobs
- I - Coconut shells
- J - Toilet mat
- K - Bits of beer cans
- L - Plastic bottles
- M - Used tissues
- N - Rubber glove
- O - Banana peel

