

## **PUBLICIS BRAZIL PRESENTS NEW CAMPAIGN FOR BLOOD DONATION**

**São Paulo** – The 2013 edition of Publicis Brazil's campaign “Doe Sangue e Passe a Bola Para um Amigo” (“Donate blood and pass the ball to a friend”), created for the Fundação Pró-Sangue (Pro Blood Donation Foundation), the most important hemocenter in Latin America and landmark for the World Health Organization (WHO), brings the ubermodel Isabeli Fontana and the model and actor Paulo Zulu. This year's campaign has a more artistic style, thanks to Valério Trabanco's job, one of the most respected photographers in Brazil.

The red ball is now recognized as a “blood donation” icon and plays a important role in the foundation's objectives, that is trying to turn the donation of blood into a citizenship action.

Along with Isabeli Fontana and Paulo Zulu, several other celebrities will have their print ads revealed for the campaign in the upcoming months.

### **CREDITS:**

Client: Fundação Pró-Sangue (Pro Blood Donation Foundation)

Product: Institucional

Agency: Publicis Brasil

Title: Doe Sangue e Passe a Bola para um Amigo (“Donate blood and pass the ball to a friend”)

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