

Red Cross Week

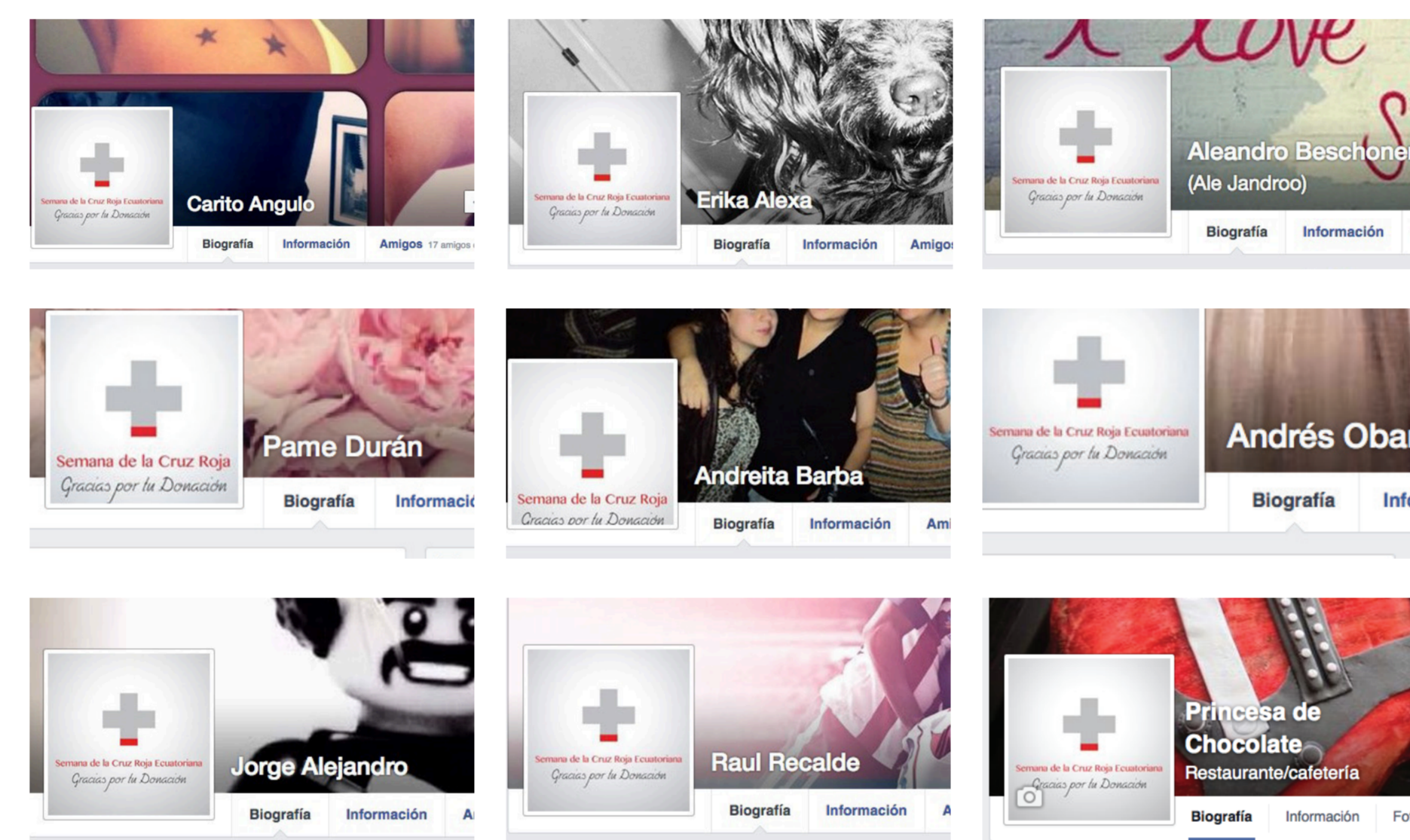
Among may 4th and 8th, the ecuadorian Red Cross of Pichincha performed several events due the celebration of its anniversary, one of those activities was an activation on Facebook in which the profile photo of the fan page was changed every day of the week. The monday's photo showed an empty cross, but it was filling up according the growing presence of crosses profiles on Facebook.

Despite there was no money investment on the activation, every day more people added to the campaign achieving a great presence of the ecuadorian Red Cross of Pichincha's work, in fact several institutions added to the campaign applying the Red Cross image in their Facebook and Twitter profiles.

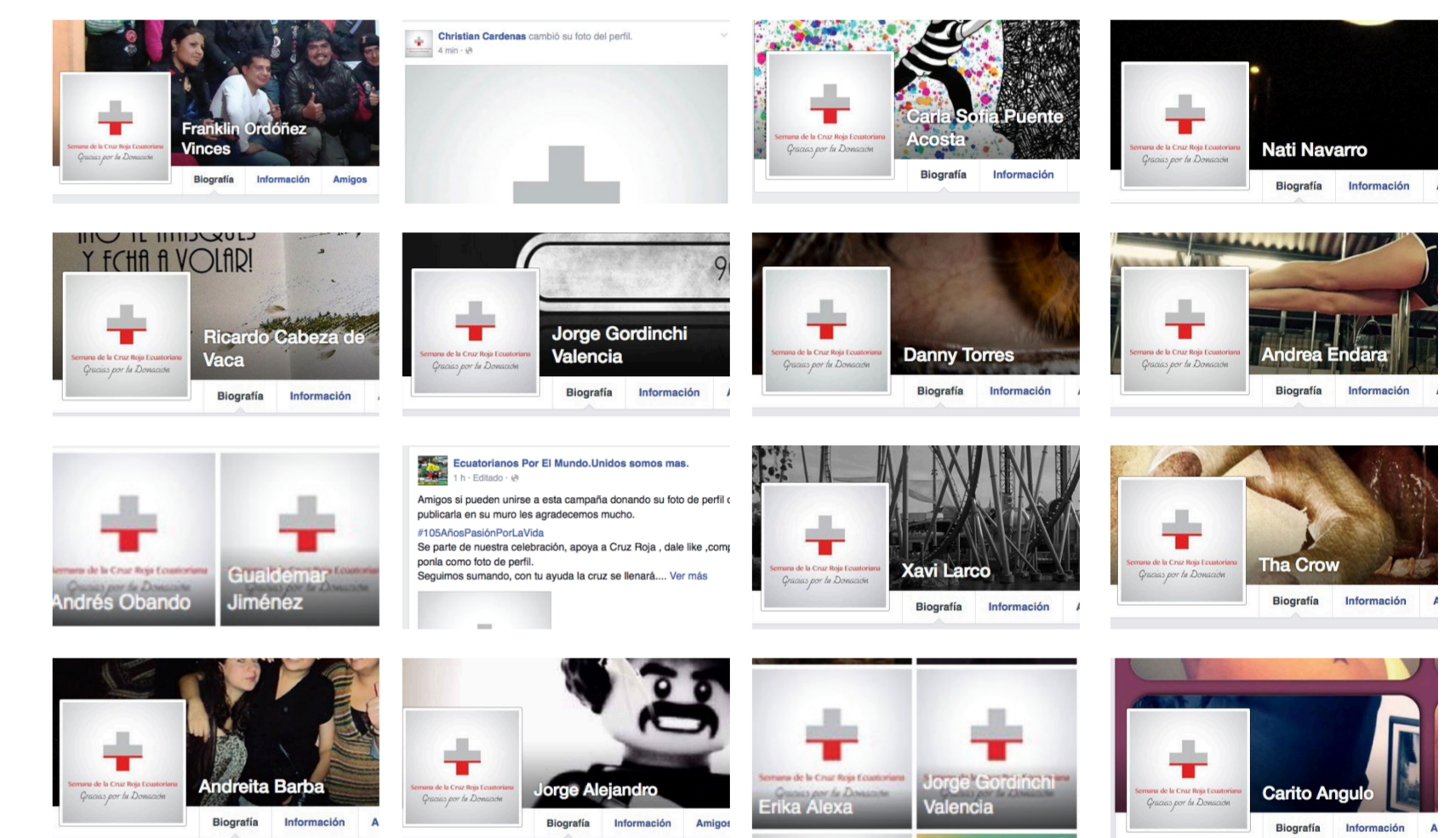
Profile system for social network



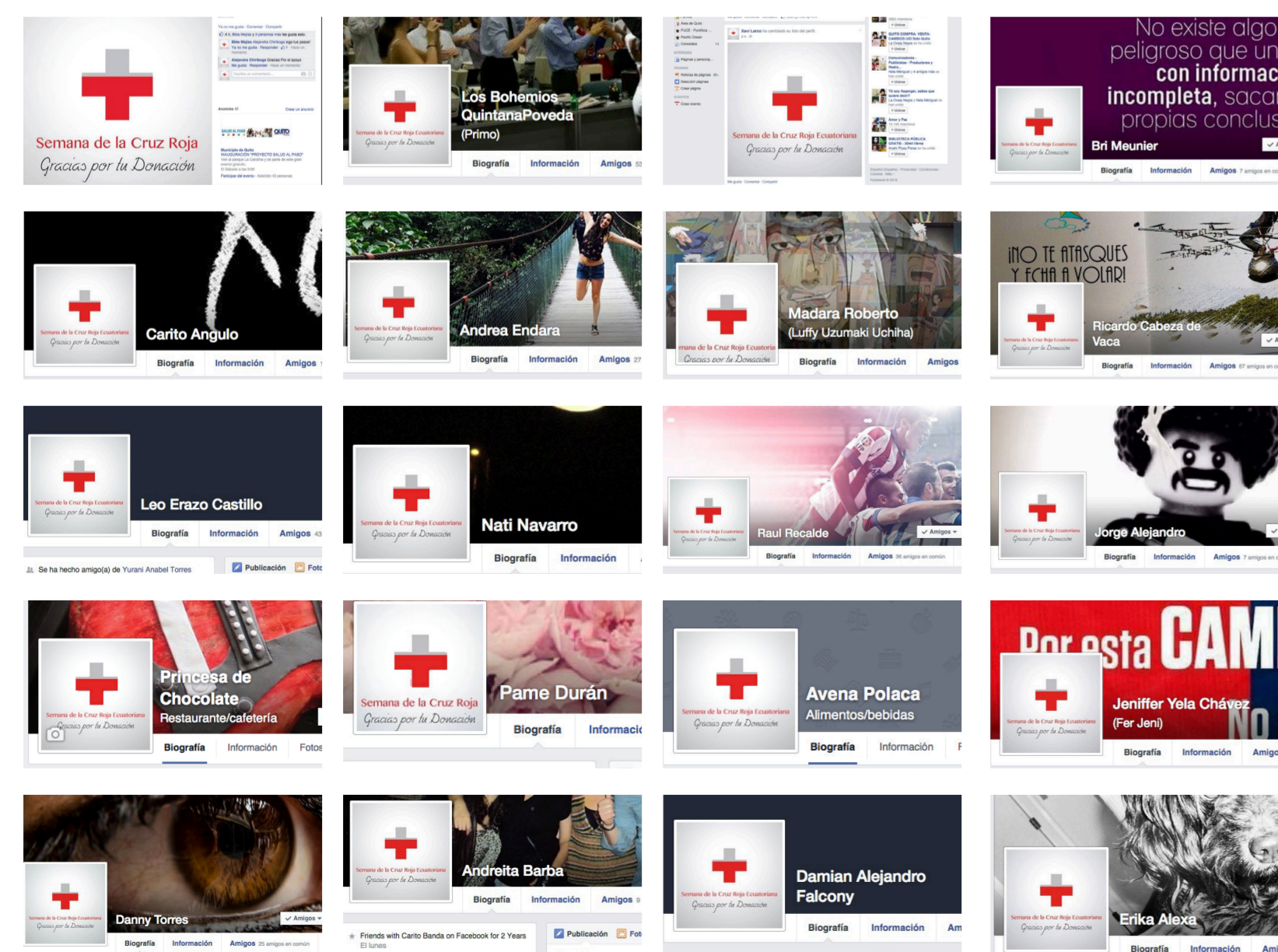
Monday, may 4th



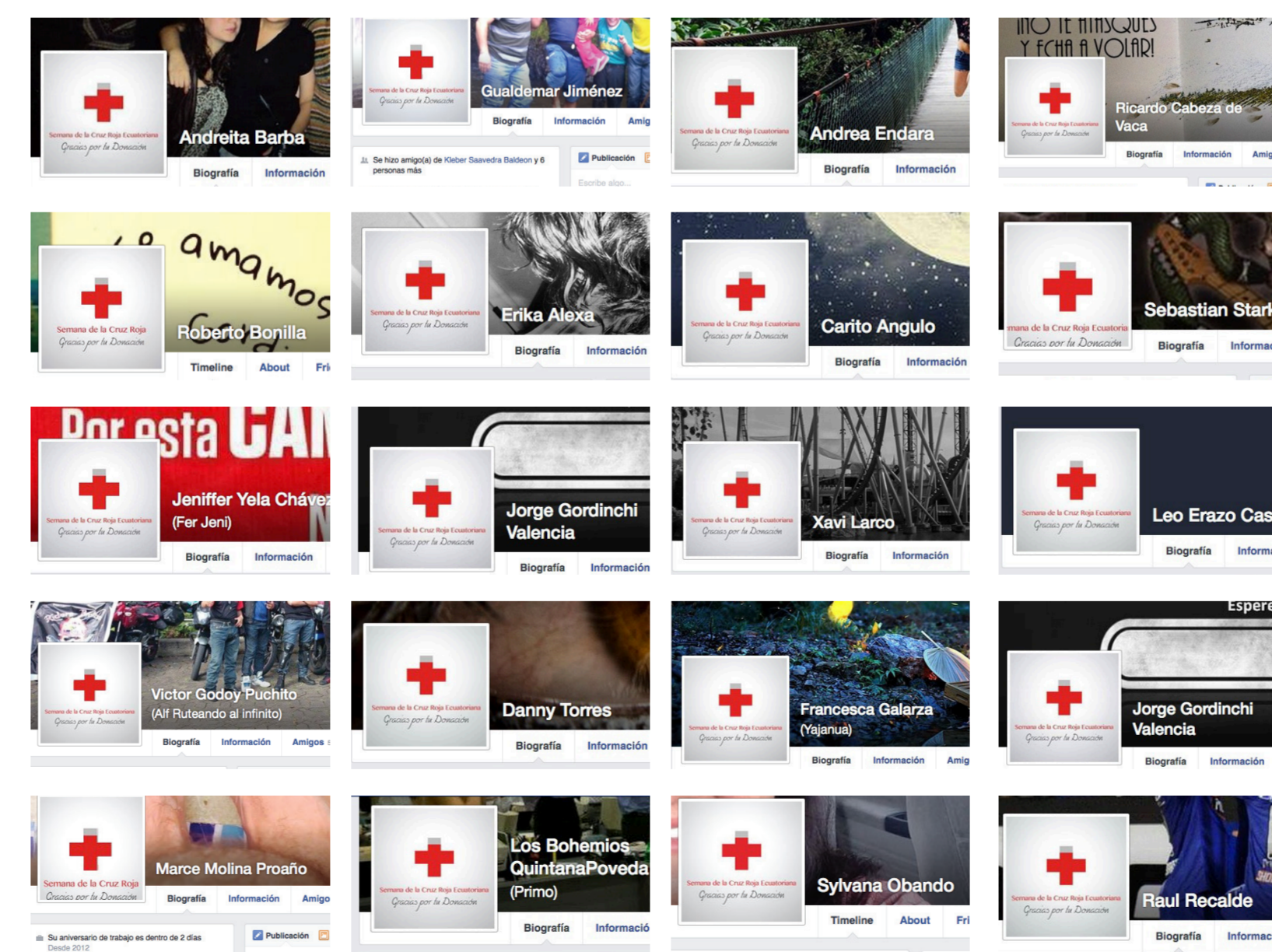
Tuesday, may 5th



Wednesday, may 6th



Thursday, may 7th



Friday, may 8th

