

ONCE UPON A TIME, BABIES WERE DEFENSELESS AGAINST ZIKA

Brazil is ground zero for the Zika virus, a global health threat. With 3 million births per year, Brazilians are looking to chemical companies to protect babies from Zika-bearing mosquitos. But topical repellents can be toxic to infants and toddlers, leaving parents without a solution.

INTRODUCING "SAFE STORIES," THE WORLD'S FIRST REPELLENT STORYBOOK

We brought a product idea to our client, Ananse. Develop technology that transforms everyday objects used by millions into a new class of effective, baby-safe repellents — beginning with a storybook that creates a mosquito-free zone and makes great bedtime reading.



BRINGING MOSQUITO-FREE BEDTIME STORIES TO ZIKA HOTSPOTS GLOBALLY

With 1,000 books now in print and more in production, Ananse is donating books to mothers in nurseries where there are outbreak red alerts for Zika. Books just became available for sale at cost online and can be shipped anywhere in the globe, while Ananse develops plans for large-scale production and distribution.



SAFE STORIES

AS ZIKA OUTBREAKS SPREAD, A REPELLENT STORYBOOK OPENS A NEW CHAPTER IN BRAZIL'S STRUGGLE TO PROTECT BABIES