

Case Study

SmithKline Beecham Vaccines FLU awareness campaign.



How do you get people to take action?

In this case... hit 'em between the eyes. The girl is sneezing over everyone and the nasty little flu bug has escaped to attack the unprotected.

We had to get across to people at risk, the need to be vaccinated against flu every year. This is just one of the impactful campaigns we produced for SmithKline Beecham Vaccines. Brash, yes, but the message is clear... ACT NOW!

This particular campaign consisting of posters and leaflets, ran in doctors' surgeries and chemists and won an internal award.

"I would not hesitate to recommend you to anyone who is looking for first-rate, innovative work."

Lorna Baxter, Senior Product Manager,
SmithKline Beecham Vaccines.