

FEATURED CASE STUDY



How do you promote
an **autoimmune disease**
related with blood, without
showing blood on your ads?

ΝΟΣΟΣ **Von**
Willebrand

VON WILLEBRAND DISEASE

We designed a **women-oriented campaign**, to raise awareness over the **Von Willebrand disease.**

We used **creative thinking**
to overcome **Facebook's**
limitations in showing blood.

THE CHALLENGE

**Facebook does not allow to show
blood on running ads.
Therefore, we had to create ads
using a blood simulation.**

RAISE AWARENESS



SoMe Posts



SoMe Posts

RAISE AWARENESS



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CREATE CAROUSEL WITH FACTS

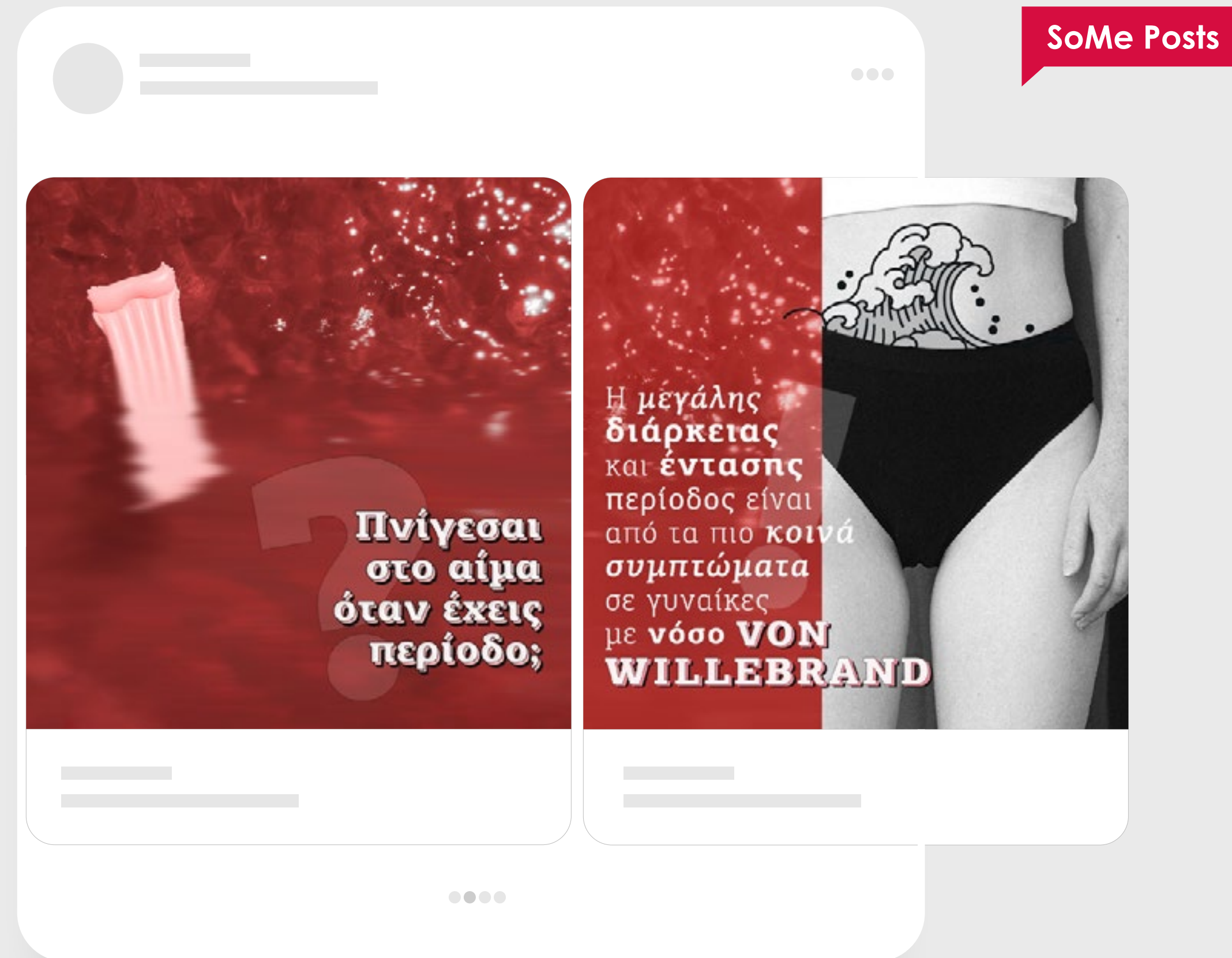
Πνίγεσαι
στο αίμα;



Η μακράς **ΔΙΑΡΚΕΙΑΣ** &
ΕΝΤΑΣΗΣ περίοδος, είναι
το πιο **ΚΟΙΝΟ** σύμπτωμα
σε γυναίκες με νόσο
VON WILLEBRAND

SoMe Posts

CREATE CAROUSEL WITH FACTS



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Some Posts

Χάνεις **περισσότερο αίμα**
από όσο θα έπρεπε στον
κύκλο σου

Μάθε όλα τα συμπτώματα
της νόσου **Von Willebrand**
από τον γυναικολόγο σου.

Women started **sharing** creatives
via Messenger and **spread**
the campaign.



FACEBOOK &
INSTAGRAM RESULTS

761.945

REACHED

44.409

SITE CLICKS

€0.05

COST/POST ENGAGEMENT

GOOGLE &
YOUTUBE RESULTS

1.738.618

IMPRESSIONS

6.844

CLICKS

261.426

VIDEO VIEWS

THANK YOU!

Humble.