

NZ RUGBY UNION & ADIDAS NZ

BONDED BY BLOOD

Combining ink with blood to foster community bonding



**SLOGANS READ
“STAND IN BLACK.
IT’S IN OUR
BLOOD”.**

- ALL BLACKS PLAYERS EACH DONATED A SAMPLE OF BLOOD THAT WAS COMBINED WITH INK TO PRODUCE 8000 SPECIAL EDITION POSTERS.
- THIS CAMPAIGN ALLOWED THE ALL BLACKS TO ACKNOWLEDGE SUPPORT BY FANS OVER THE YEARS, AND CULTIVATE A STRONG SENSE OF COMMUNITY

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