

OGILVY BRAZIL & LIFE SUPPORT GROUP

THIS POSTER IS HIV POSITIVE

Combining blood with ink to increase impact

THE CAMPAIGN BROKE
DOWN THE STIGMA
SURROUNDING HIV/AIDS.



- POSTERS WERE CREATED THAT CONTAINED 1 DROP OF BLOOD FROM AN HIV-POSITIVE INDIVIDUAL AND DISTRIBUTED THROUGHOUT SÃO PAULO, BRAZIL.
- HIGHLY EMOTIONAL AND ENGAGING RESPONSES FROM THE PUBLIC, PROVING THAT THE MISINFORMATION HAS BEEN CORRECTED.

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