



CLEMENGER BBDO

# Lifeblood: Powering purpose with pDOOH

# Meet the minds

## Introducing our panelists



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# Please stand up



**1<sup>st</sup> - 10<sup>th</sup>**



**1<sup>st</sup>**

# The Challenge

***1 in 3 people need blood,  
but only 1 in 30 donate.***

# The Brief

## What's needed in New South Wales ▾

Updated 6:00am (AEST), 18 August 2025

What does this mean?



O+  
Low



O-  
Very low



A+  
Need more



A-  
Ok



B+  
Low



B-  
Good



AB+  
Very low



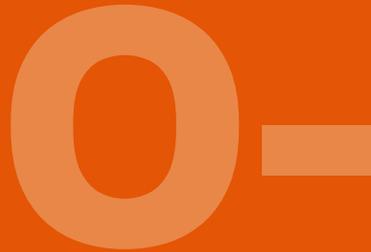
AB-  
Ok

# The Strategy

The right  
**State**



The right  
**Blood type**



The right  
**Time & place**



# The Solution

The right  
**State**

**1PD  
Custom  
Trigger**

The right  
**Blood type**

**Dynamic  
Creative**

The right  
**Time & place**

**POI &  
Time  
Targeting**

# Photos of the campaign



# The Key Takeaways

Please become a donor!

