

E-1400-536

The Drying Flag

Product	Category Entered
Blood Donations	Positive Change: Social Good - Brands

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

This year's eligibility period runs from 1 January 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.

Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

Review full eligibility information at the **Effie Europe website**.

****Sustained Success Entries:***

Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility

period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

ENTRY DETAILS

Brand Name

List the specific brand name here (not the parent company name)

Latvian State Blood Donor Centre (LSDC)

Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.

State blood donor service

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2025-03-01
Date To	2025-03-31

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2025-03-01
Date To	2025-03-31

Regional Classification

Select all that apply.

Please note that if your effort is

National

Multinational, your

entry must be isolated

to adhere to the

Non-English

eligibility parameters

for your Effie program.

Countries Presented in This Case

Please select only the countries presented in this case.

Latvia

Please indicate all countries where this work ran.

Latvia

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Health Care

Industry/Category Situation

Select one.

Flat

MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the

The Latvian market discussed in the case is a very small one. By population, Latvia is 151st out of 195 countries. It is relevant in regards of understanding the effect of communication on the audiences. Usually the dynamic in changes in absolute numbers is a lot lower than in bigger markets with higher population.

marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

As a part of Soviet Union, Latvia is sensitive to both areas discussed in the case: patriotism and blood donation.

Patriotism.

Since it's official independence in 1991, the society in Latvia has built a strong disaffection toward Russia. Any immoral activities from Latvia's large neighbour country are perceived with a lot more tension than within the countries that have never been a part of Soviet Union.

Blood donations.

Blood donations in Latvia are completely voluntary, however the cultural perception of donations has changed since Latvia's independence. While still technically market as 'voluntary', blood donations had a different perspective when Latvia was a part of Soviet Union. Workers and students were strongly pressured to donate as part of collective duty. Often it was tied to workplace or university quotas. Many workplaces treated donation days as part of labour discipline, so skipping them could be seen as noncompliance

This background might affect how the population reacts to processes and communication discussed and presented further in the case.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words) Blood donations in Latvia are flat over the last years and only 41% of the population have ever donated blood.¹

The Insight:

(Maximum per line: 20 words) Changes in socio-economical situation in the region have resulted in a 11% increase in patriotism among Latvians.²

The Strategic Idea/Build:

(Maximum per line: 20 words) Reframe blood donation as a patriotic act. You don't just donate you support the country and stand for its people.

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words) Using a patriotism symbol - Latvia's national flag, and its legend of origin, to showcase the importance of Latvians' blood.

The Results:

(Maximum per line: 20 words) The campaign communication resulted in first-time donors growing by 98% in comparison to same period previous year.³

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how The campaign reframed blood donation as a patriotic act. Without any personal incentives or medical urgency, the campaign drove a significant increase in

your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

first-time donors by aligning personal action with collective identity. The communication effectively tied the high morale of the audience together with the brand's business goals. It was able to take a very simple symbol, tweak it, and use it as a tool that every single Latvian person can relate to.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

- 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

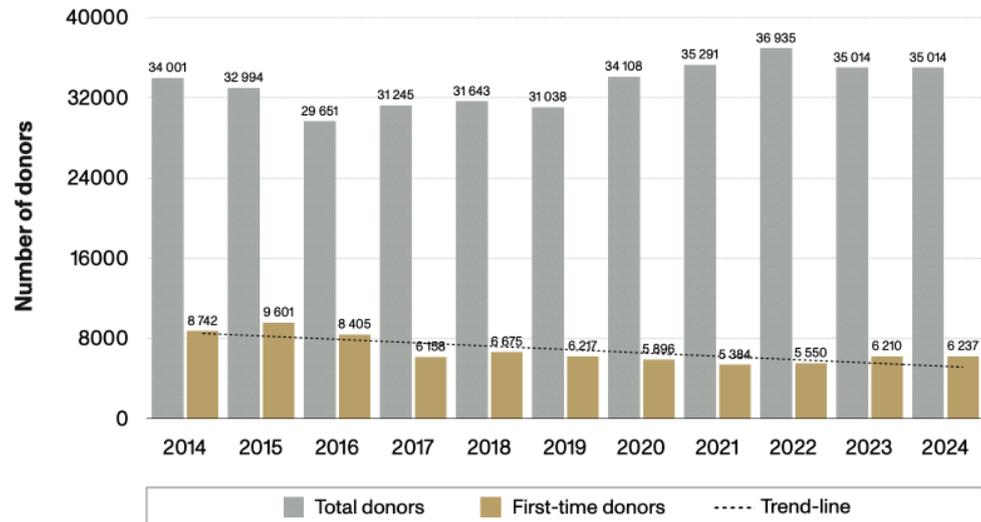
(Maximum: 400 words; 3 charts/visuals)

Valsts Asins Donoru Centrs - VADC (Latvia State Blood Donor Centre - LSBDC) is the national institution responsible for maintaining Latvia's blood supply. Blood donations in Latvia are voluntary and come with small compensation. Donors receive a modest payment (up to €5), a day off work, refreshments, and access to basic health checks⁴. However, these benefits are not widely perceived as motivating or sufficient on their own.

The pool of active donors remains flat, but the number of first time donors has a slight downward trend since 2010^{5,6}. Latest data on blood donation willingness indicates, that while 41% of the population has donated blood at

least once in their lifetime, only around 3% actively donate in a given year, showing that most do not continue after their first donation.^{1,7} The system depends on continuous public participation to stay viable, yet most donations come from a small, repeat donor base. In the absence of emergency events or large-scale appeals, donation rates are sensitive to public mood, motivation, and visibility of the issue.

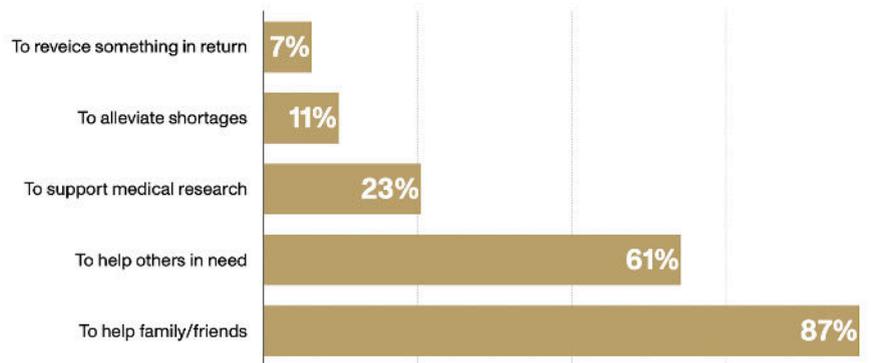
Latvia's blood donors and first time donors (2014-2024)⁵



In early 2025, Latvia faced no medical crisis and no operational changes to the donation process. The challenge was psychological. Traditional messaging focusing on need or duty was becoming less effective. Blood donation was not within the public conversation, and the small, routine benefits on offer did not drive action.

At the same time, emotional barriers remained high. According to a European study, only 11% of Latvian non-donors say they would be motivated by appeals to alleviate blood shortages. Just 7% say material incentives would motivate them, and only 23% would donate to support medical research. In contrast, 87% say they would consider donating only to help a close friend or family member and 61% would donate to help others.¹ The data reveals a pattern: the less selfish the reason, the higher the willingness to donate.

Motivators for blood donation among Latvian non-donors¹



1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
 - one key business objective (required)
 - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to **Reference 1**

three supporting objectives.

For each objective, you may include up to three charts/graphs.

Objective - Overview & KPI

State your objective here.

Increase the amount of monthly first time donors by 25% during the campaign period.

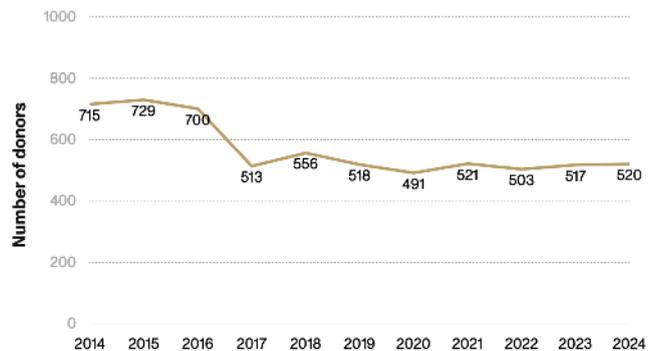
(Max: 30 words)

Rationale - Why the objective was selected and what is the benchmark?

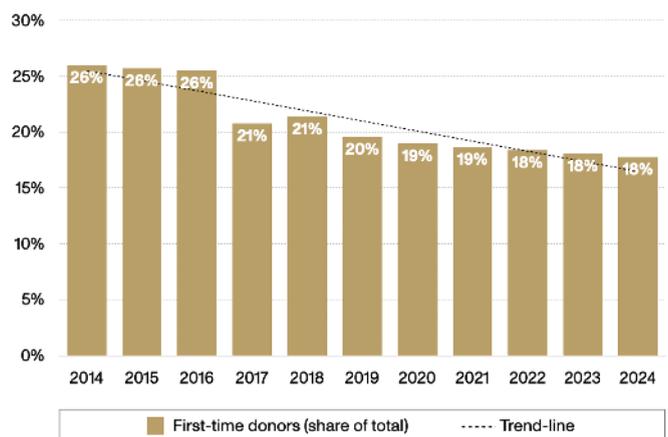
(Max: 75 words, 3 charts/graphs)

First-time donors are the bottleneck: their share fell from ~26% (2014–2016) to ~18% in 2024.^{5,6} The 2024 baseline averaged around 520 new donors per month.⁶

Average monthly first-time blood donors in Latvia (2014-2024)^{5,6}



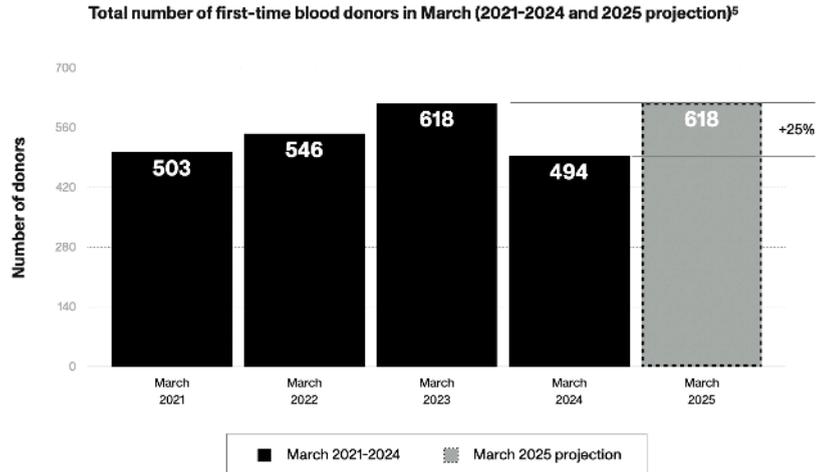
First time donors as % of total donors (2014-2024)^{5,6}



When looking for a benchmark, we selected first-time donors during the same period over the last years (records for specific months are limited and go back to 2021).

Benchmark: March 2023, the previous high, with 618 first-time donors.

Considering the data from March 2025, a **25% increase would be needed.**



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Unique first time donor registrations recorded in LSBD's donor registry across all sites during the campaign window, compared with the same month in 2024.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

Volume (growth/maintenance/easing decline/volume share)

Marketing Objectives

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

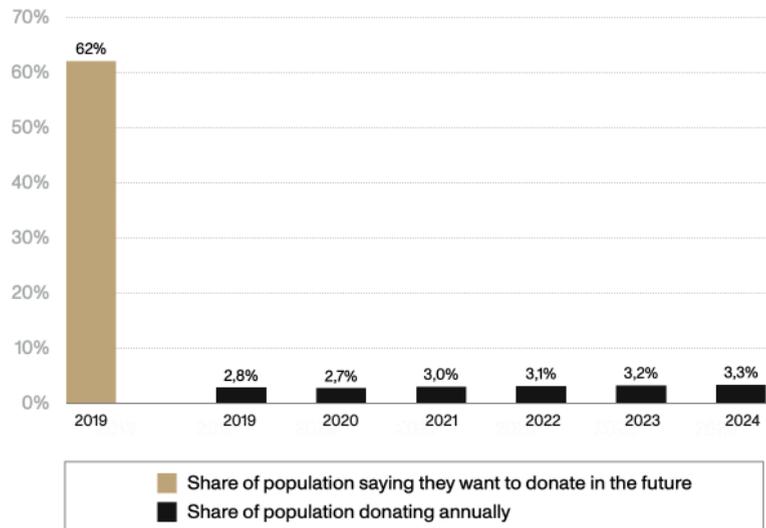
Mobilize at least 5% more blood donations during the campaign period versus the same period in the previous year, turning intent into action.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

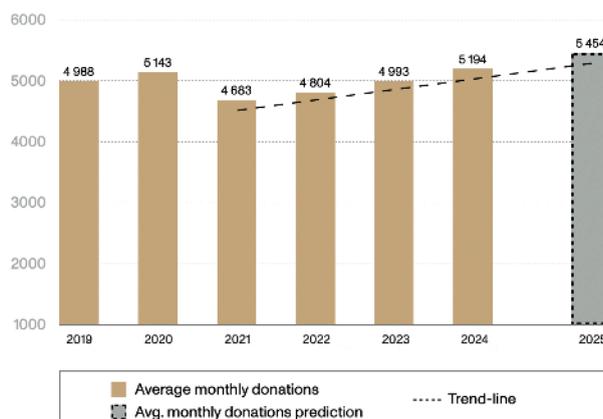
Although 62% of Latvians say they are willing to donate, only ~3% actually do so annually.^{1,7,8} This gap highlights unactivated intention.

Share of Latvia's population donating blood annually (2019-2024)¹ vs. People willing to donate blood in the future (2019; n=1 000)^{7,8}



In March 2024, 5,365 blood donations were recorded.⁷ Over the past five years, Latvia's monthly donations have grown steadily, averaging a 5% year-on-year increase (2020–2024 baseline).⁶ The objective was to achieve at least a +5% increase in March 2025, using communications to sustain this growth trend, measured via LSBSD registry data.

Average monthly blood donations in Latvia (2019-2025, forecast)



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured using LSBSD registry data on completed whole-blood donations during the campaign period versus the same period previous

year.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Conversion

- Unsure which objective type to select?

Frequency

View guidance here.

Penetration / Acquisition

2

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Increase the size of the younger audience (18–25 year-olds) by at least 5% during the campaign period compared to the same period in the previous year.⁶

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

Aiming for younger audiences is crucial for sustaining Latvia's blood supply, yet they remain underrepresented. Between 2019 and 2024, average involvement (donations) from the 18–25 age group grew from 341 to 395, showing a consistent upward trend of +5% annually.

Building on this dynamic, the benchmark for March 2025 is set at ~415 youngsters donating blood, a realistic projection aligned with historic growth.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Youth participation was tracked through VADC registry data, comparing 18–25 donor numbers during March 2025 versus March 2024.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type. **Consideration**
 - Unsure which objective type to select? **Conversion**
- View guidance here.

Activity Objectives

1

Objective - Overview & KPI

State your objective here.

Deploy symbolic flag installations at key Latvian institutions to spark nationwide visibility and public debate around blood donation.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The Ministry of Health led the launch by putting up the first flag. The wider presence across Riga was designed to amplify patriotic resonance and spark an unavoidable public conversation.

Benchmark: number of flags installed at national institutions, with a target of at least 15 (14 ministry headquarters and the Parliament).

Measurement - How did you plan to measure it?

(Maximum: 30 words) Track the amount of Drying Flags given out to institutions.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type. Popularity / Fame / Social Discourse
 - Unsure which objective type to select? Positive Sentiment / Emotional Resonance
- View guidance here.

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use

footnotes in your responses above and list each source numerically below. We recommend each source include the following information:

¹ Huis in 't Veld, E.M.J. et al. "Determinants of Blood Donation Willingness in the European Union." *Transfusion*, Volume 59, Issue 4, April 2019

² SKDS. Survey on Latvian patriotism. Commissioned by LTV (Latvian Television). Published in LSM.lv, article titled "Survey: Number of Patriots Growing in Latvia; Only 28% Ready to Fight", 12 May 2023.

³ LSBDD (Latvian State Blood Donor centre). Internal donor statistics report, March 2024 vs. March 2025.

⁴ Cabinet of Ministers of the Republic of Latvia. Regulation No. 378 "Procedures for Compensating Blood Donors for Lost Blood Volume." Adopted 22 June 2021.

⁵ Latvia State Blood Donor centre (LSBD). Number of blood donors and first-time blood donors at LSBDD and ASN (2010–2024). Internal statistics, accessed via company website, August 2025.

⁶ Latvia State Blood Donor centre (LSBD). Public Annual Reports 2021–2024. Internal documents, including official donor statistics for each year.

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

⁷ Valsts Asinsdonoru centrs (VADC). Public Annual Report 2024. Internal document. Accessed August 2025.

⁸ Central Statistical Bureau of Latvia (CSB). Population at the beginning of the year, 2019–2025. Official national statistics, accessed August 2025.

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc.

The campaign targeted patriotic Latvians aged 18–60 who were eligible to donate blood. This group was relevant because most had donated only once or irregularly, leaving the national blood system dependent on a small pool of repeat donors. They represented the broadest potential for conversion if given a new motivating frame.

Explain if your target was a current audience, a new audience, or both.

A secondary audience were younger Latvians, especially those aged 18–25. Their involvement is critical because blood quality is higher at younger ages and demographic trends show the donor pool is ageing.^{9,10} At the same time, research confirms that Latvian youth also express strong patriotic identity, with more than 60% of 18–24 year-olds describing themselves as patriotic.¹¹ Engaging this group was therefore essential for long-term sustainability.

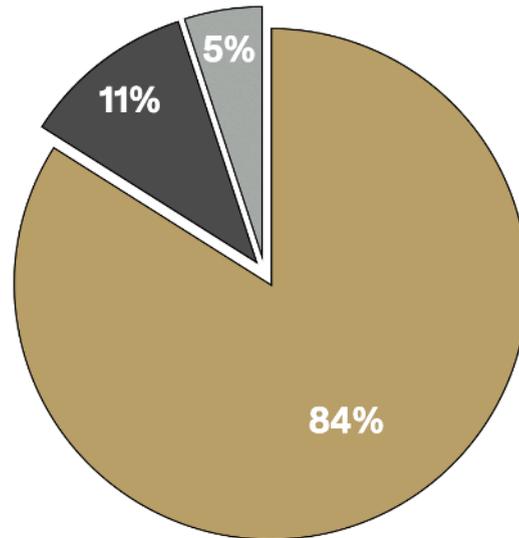
What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations,

mindset, behaviors,
and shopper occasion.

(Maximum: 300
words; 3
charts/visuals)

Share of population feeling patriotic (2022)¹²



● Feeling patriotic ● Not feeling patriotic ● Can't say

Media behaviour guided channel choices. Instagram and influencers were used to connect with Gen Z, Spotify ads targeted 18–35 year-olds, and digital mall screens reached young families and urban youth. For broad resonance, symbolic flag installations including ministries and coffee shops, turned the issue into a visible conversation.

This mix of patriotic framing and youth-oriented channels made the target audience directly relevant to the challenge: converting high latent willingness (62% say they would donate) into actual action, and securing the next generation of donors for the sustainability of Latvia's blood supply.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

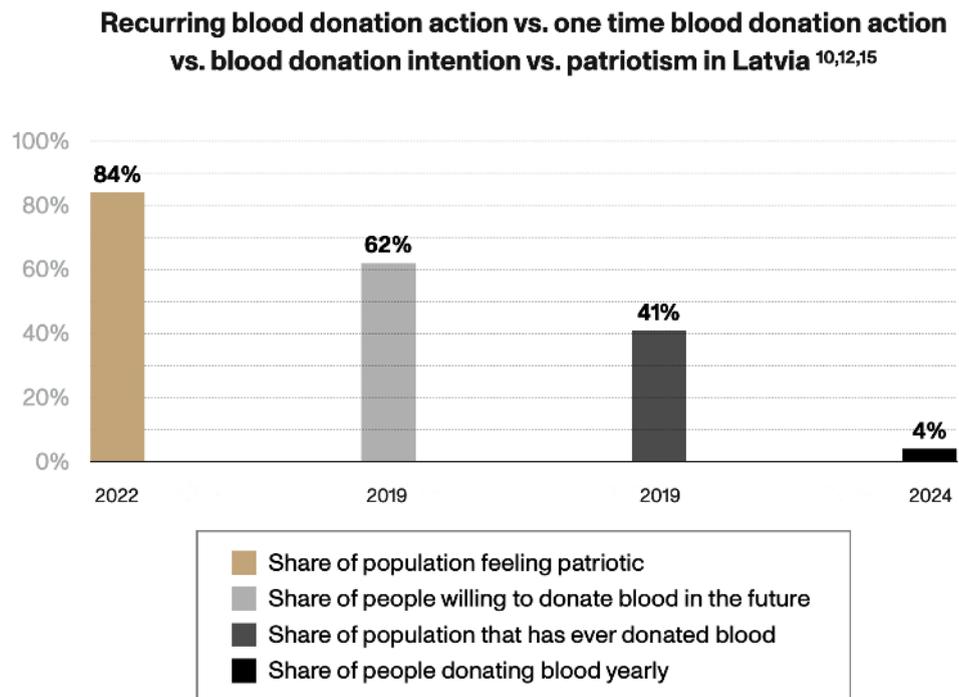
59% of Latvians had never donated blood and did not see themselves as potential donors, despite being aware of shortages. LSB's communications had consistently focused on urgent appeals and highlighting scarcity, which raised awareness but failed to drive behaviour. The share of the population donating remained stuck at a 4% level, proving that the existing model was no longer effective and required a new approach¹³.

Behavioural research revealed that donation decisions were limited by individual factors. People felt motivated only when a close relative was in need. At the same time, multiple barriers dominated: anxiety and fear (needles, health risks, infections), physical reactions (fainting, dizziness, vasovagal responses), and lifestyle obstacles (lack of time, distance, work-life conflicts).¹⁴ These were showing that the gap was not ignorance, but entrenched perceptions and fears.

(Maximum: 300 words; 3 charts/visuals)

Public observations suggested a major cultural shift. In the wake of Russia's invasion of Ukraine, Latvian society was once again (after the fall of Soviet Union) turning to values of unity and patriotism. Deeper research confirmed this sentiment. People felt proud of their nation and expressed high levels of patriotic belonging, yet paradoxically did not extend this solidarity into blood donation.

This paradox became the central insight: **Latvians feel patriotic but fail to translate that pride into action for each other.** To unlock new donors, we needed to reframe blood donation from a medical duty into an act of patriotism.



2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

People claimed to love their country but failed to act in support of each other which is the very foundation of nationhood. To close the gap, we were looking for a strong symbol that would make this contradiction visible.

The Latvian flag became the core creative vehicle. Legend holds that its red colour was made from a fallen hero's blood soaking a white sheet. This is one of the nation's most powerful patriotic myths that every Latvian knows, but written entries are scarce. We reframed this symbol to reveal the truth: if only 41% of Latvians had ever donated blood, the flag would not be fully red but fading into thin streaks.¹⁵

This was the **Drying Flag**. It is a reimagined national symbol, deployed on key institutions across Riga to spark unavoidable public conversation. As a state

institution, LSBDB uniquely had the authority to modify the original flag, surpassing legal restrictions that would have stopped any other brand.

To resonate with younger audiences, the campaign paired this national symbol with influencers they trust and digital channels, confirming that youth were both highly patriotic and open to new frames of action.¹⁶

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

⁹ Global Blood Research Alliance (GSA). *Blood quality and donor age*. Research report, 2022.

¹⁰ Latvia State Blood Donor Centre (LSDC). *Public Annual Report 2024*. Internal document, accessed August 2025.

¹¹ SKDS. *Patriotism among Latvian youth (age 18–24)*. Research commissioned by State Chancellery, 2018.

¹² Market and Public Opinion Research Centre (SKDS) & Centre for Security and Strategic Research. *Study on the Level of Patriotism in Latvia, 2022*. Cited via: LSM.lv, "Number of patriots in Latvia is increasing, only 28% ready to fight", 12 May 2023. Accessed August 2025.

¹³ Latvia State Blood Donor Centre (LSDC). *Internal data 2021-2024*. Accessed August 2025.

¹⁴ European Commission, Joint Research Centre. *Determinants of Blood Donation in the EU: Behavioural Insights*. Brussels, 2019. Accessed August 2025.

¹⁵ Huis in 't Veld, E.M.J. et al. "Determinants of Blood Donation Willingness in the European Union." *Transfusion*, Volume 59, Issue 4, April 2019.

¹⁶ University of Latvia, *Patriotisms jauniešu vidū* [Patriotism among youth], 2018 (latest data). Accessed August 2025.

SECTION 3: BRINGING THE STRATEGY & IDEA TO

LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 300 words; 3 charts/visuals)

The campaign was anchored in a single, powerful symbol - the Drying Flag. For two days, it appeared unexplained at the Latvian State Blood Donor Centre, located next to the Freedom Monument in central Riga, creating curiosity and speculation in one of the country's busiest areas. After the reveal press conference, the flag spread to ministries museums and universities in six major cities (Rīga, Liepāja, Valmiera, Jelgava, Rēzekne, Daugavpils). These cities physically cover around 45% of Latvia's population.¹⁷

Mixed ambassador profiles became the human faces of the idea in ATL executions. Radio spots and outdoor ads together with national online media, extended coverage to every region of Latvia, ensuring the message resonated beyond the cities where the flag stood.

The sequence: **1.symbol, 2. buzz, 3. action.** The unexplained teaser created intrigue, the reveal tied it to blood donation, and the nationwide media push drove conversion by directing people to donation centres.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 300 words; 3 charts/visuals)

Physically The Drying Flag appeared as an altered Latvian flag with fading red streaks. It was both recognisable, yet unsettling, thus perfectly balancing the idea between patriotic pride and lack of donation action unavoidable.

The creative system unfolded in three layers:

1. **Teaser installation (intrigue):** For two days, the unexplained flag stood at LSBD headquarters nearby the Freedom Monument, creating confusion and speculation in Riga's busiest area. No copy, no call-to-action, no logos only the fading symbol as a new type of outdoor media.
2. **Reveal & amplification (clarity):** Following the press announcement, the flag spread to ministries and six major cities. ATL executions featured national ambassadors as campaign faces, tying the symbol to trusted personalities. Radio (StarFM, Top Radio) and nationwide outdoor placements ensured the creative reached every region beyond the physical places of flags.
3. **Conversion layer (action & targeting):** Digital banners, Spotify ads, social ads and influencer posts reframed the fading flag into direct calls to action: "Piepildi karogu! (Donate and keep the flag red!)" Each format carried a booking link or donor centre reminder.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

The communications strategy started from a simple truth: no rational argument about shortages or small incentives could move new donors. The missing link had to be emotional. Latvians felt proud of their country but failed to act for each other. To close this gap, the campaign reframed donation as an act of patriotism, anchored in the Drying Flag.

Symbol as provocation. The unexplained flag in Riga's busiest location created instant speculation. By withholding explanation, it transformed blood donation from a health issue into a public conversation about identity and pride.

Physical presence as credibility. The flag spread to ministries and the six largest cities, covering nearly half of the Latvian population. Being installed on state institutions gave the symbol authority and legitimacy that no private brand could achieve.

National reach through media. While the physical flag appeared in selected cities, radio spots, outdoors and national digital portals (TVNET, Delfi) carried the story across the country. This ensured that even citizens outside the flag locations encountered the idea.

Targeted youth engagement. Digital was shaped by media behaviour: Instagram and influencers built relevance for Gen Z; Spotify delivered frequency among 18–35 year-olds, with formats optimised for mobile-first engagement; DOOH in shopping malls reached young families.

Ambassadors as human bridge. Nationally known and trusted personalities were involved for the campaign in ATL creative, lowering barriers of fear and indifference. Their faces tied the provocative symbol to relatable, credible voices.

Conversion as the endpoint. Every touchpoint, from banners to influencer posts, carried the same CTA: donate and keep the flag red. This ensured the emotional spark led directly to functional behaviour.

The channel mix was:

1. Teaser (symbol alone)
2. Reveal (flag + ambassadors)
3. Conversion (digital and radio).

The result was a coherent experience where each layer built on the previous. Intrigue to awareness, awareness to motivation, motivation to action.

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



The Drying Flag Launch Plan
OK

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field

¹⁷ Central Statistical Bureau of Latvia (CSB). *Resident population by municipality, 2024*. National statistics portal, accessed August 2025.

may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. Over the time period of your case, how do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.*
4. All results must correspond to a data source.

**Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.*

Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

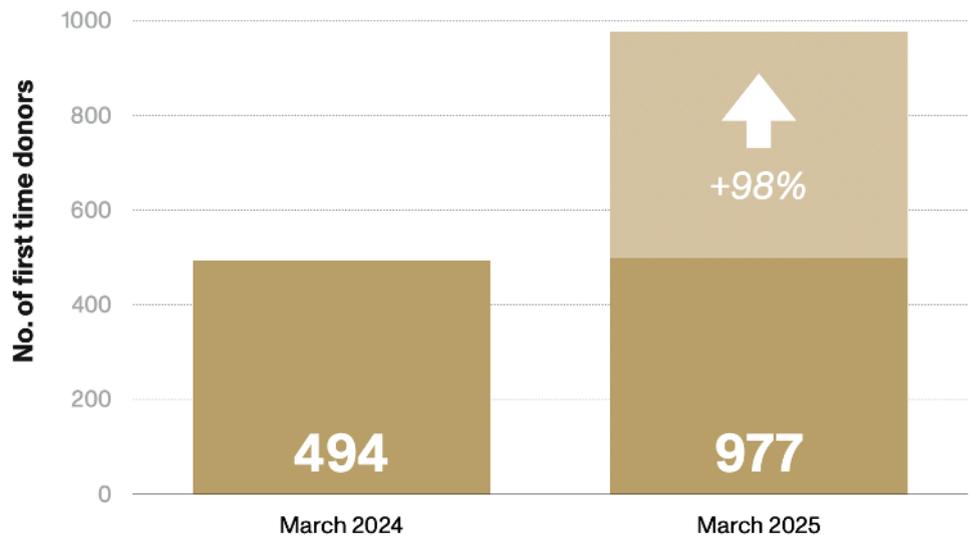
Results Overview

(Maximum: 400 words, 5 charts/visuals)

The campaign that ran a total of one month from the 1st of March till the 31st of March exceeded all the set benchmarks:

- First-time donors increased by **+98%** compared to same period 2024.¹⁸
- Total blood donors mobilised by **+68%** year-on-year.¹⁸
- Donations among 18–25 year olds rose by **+72%**.¹⁸
-
- \Activity exceeded targets with **47 Drying Flags** deployed (vs. 15 planned).¹⁹

Average monthly first time donors 2024 (benchmark) vs. March 2025¹⁸



Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

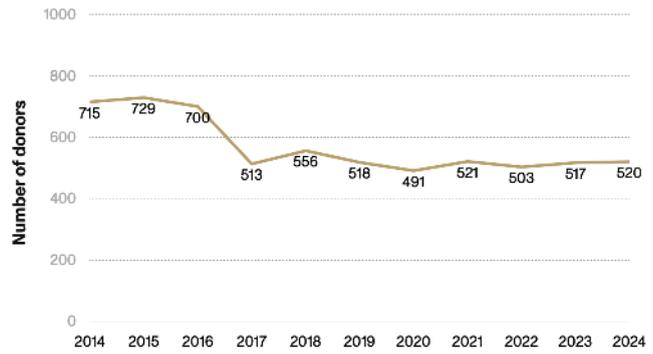
Increase the amount of monthly first time donors by 25% during the campaign period.

Rationale - Why the objective was selected and what is the benchmark?

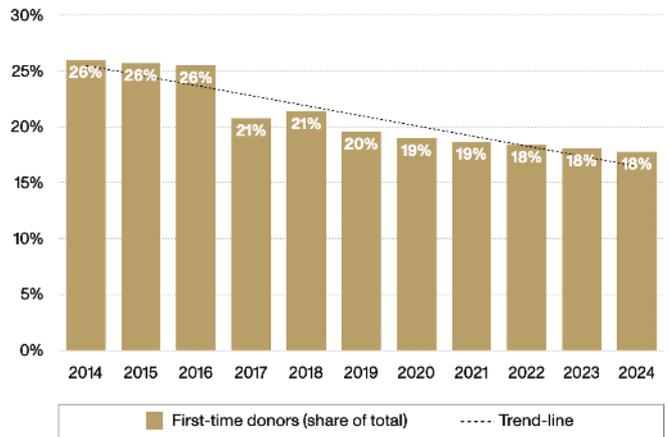
(Max: 75 words, 3 charts/graphs)

First-time donors are the bottleneck: their share fell from ~26% (2014–2016) to ~18% in 2024.^{5,6} The 2024 baseline averaged around 520 new donors per month.⁶

Average monthly first-time blood donors in Latvia (2014-2024)^{5,6}



First time donors as % of total donors (2014-2024)^{5,6}

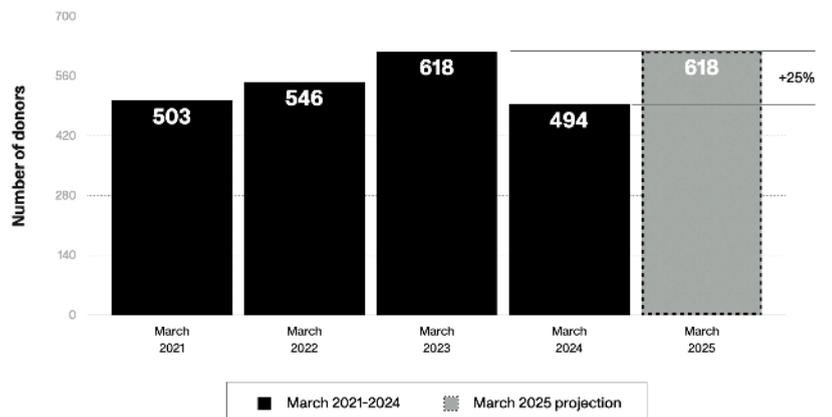


When looking for a benchmark, we selected first-time donors during the same period over the last years (records for specific months are limited and go back to 2021).

Benchmark: March 2023, the previous high, with 618 first-time donors.

Considering the data from March 2025, a **25% increase would be needed.**

Total number of first-time blood donors in March (2021-2024 and 2025 projection)⁵



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Unique first time donor registrations recorded in LSBD's donor registry across all sites during the campaign window, compared with the same month in 2024.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

Volume (growth/maintenance/easing decline/volume share)

List Result

(Maximum: 30 Words)

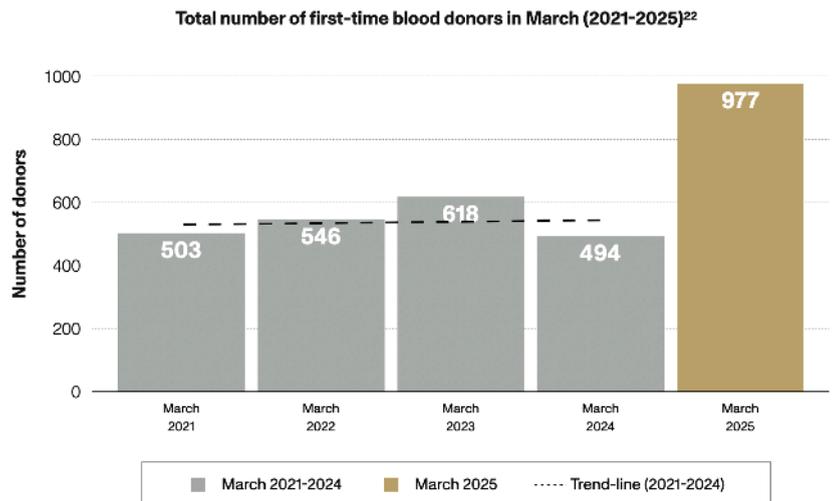
First time donors increased by 98% in March 2025 compared to total amount of first time donors in March 2024 .

Context

Explain, with [category](#), [competitor](#), [and/or prior year context](#), why these results are significant for the brand's business.

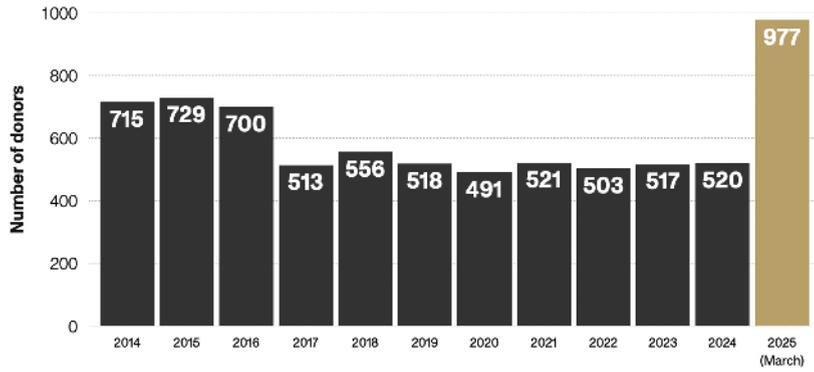
(Maximum: 75 words, 3 charts/visuals)

The results not only reached the benchmark, but **outperformed it by 73%**. It went over the results of the same period during the previous 4 years. (2021:+94%; 2022:+79%; 2023:+58%; 2024:+98%)



The results also surpassed the the previous high mark set 10 years ago **by 37%**. For a decade there were no signs that such growth was possible.

Average monthly first-time blood donors in Latvia 2014-2024 vs. 2025 (March campaign)^{16,20,21}



Marketing Objectives Results

1

Objective - Overview & KPI

State your objective here.

Mobilize at least 5% more blood donations during the campaign period versus the same period in the previous year, turning intent into action.

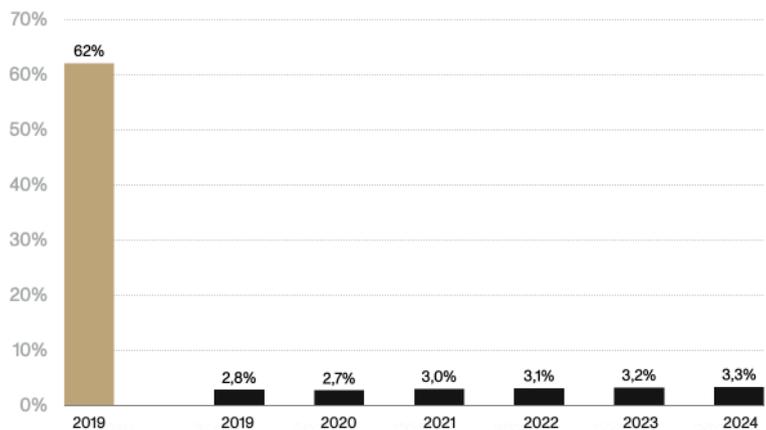
(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Although 62% of Latvians say they are willing to donate, only ~3% actually do so annually.^{1,7,8} This gap highlights unactivated intention.

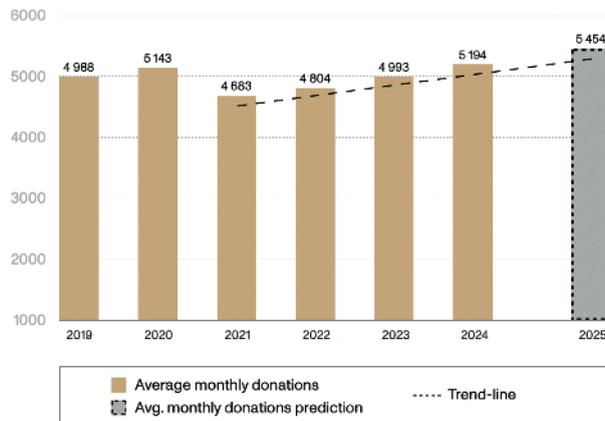
Share of Latvia's population donating blood annually (2019-2024)¹ vs. People willing to donate blood in the future (2019; n=1 000)^{7,8}



■ Share of population saying they want to donate in the future
■ Share of population donating annually

In March 2024, 5,365 blood donations were recorded.⁷ Over the past five years, Latvia's monthly donations have grown steadily, averaging a 5% year-on-year increase (2020–2024 baseline).⁶ The objective was to achieve at least a +5% increase in March 2025, using communications to sustain this growth trend, measured via LSBSD registry data.

Average monthly blood donations in Latvia (2019-2025, forecast)



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured using LSBSD registry data on completed whole-blood donations during the campaign period versus the same period previous year.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Conversion

- Unsure which objective type to select?

Frequency

View guidance here.

Penetration / Acquisition

List Result

State your corresponding result here.

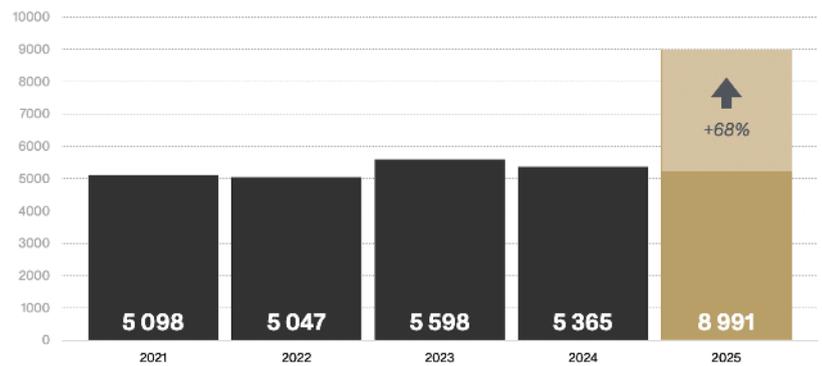
Donations grew by 68% in March 2025 compared to March 2024, outperforming the Latvian State Blood Donations Centre benchmark by 63%.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

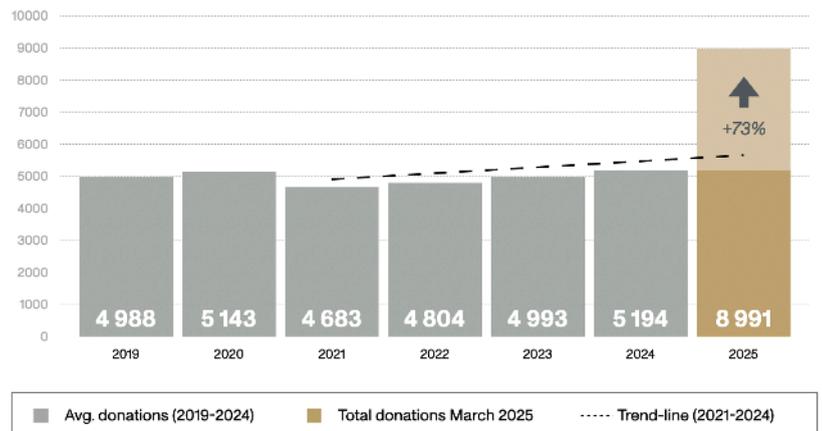
The campaign was able to mobilise the donors so that 68% more blood donations were made in March 2025 compared to March 2024.

Total amount of blood donations in March (2021-2025)²²



Not only did it dominate the March month over the previous years, but it also was able to break the trend-line that assumed the natural growth of 5% each year and surpass the average amount of monthly donations in 2024 by 73%.

Average monthly blood donations (2019-2024) vs. total donations (March 2025)^{18,20,21}



Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Increase the size of the younger audience (18–25 year-olds) by at least 5% during the campaign period compared to the same period in the previous year.⁶

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Aiming for younger audiences is crucial for sustaining Latvia's blood supply, yet they remain underrepresented. Between 2019 and 2024, average involvement (donations) from the 18–25 age group grew from 341 to 395, showing a consistent upward trend of +5% annually.

Building on this dynamic, the benchmark for March 2025 is set at ~415 youngsters donating blood, a realistic projection aligned with historic growth.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Youth participation was tracked through VADC registry data, comparing 18–25 donor numbers during March 2025 versus March 2024.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Consideration

- Unsure which objective type to select?
View guidance here.

Conversion

List Result

State your corresponding result here.

The size of the young audience donating blood (18-25) grew by 72% compared to March 2024.

Context

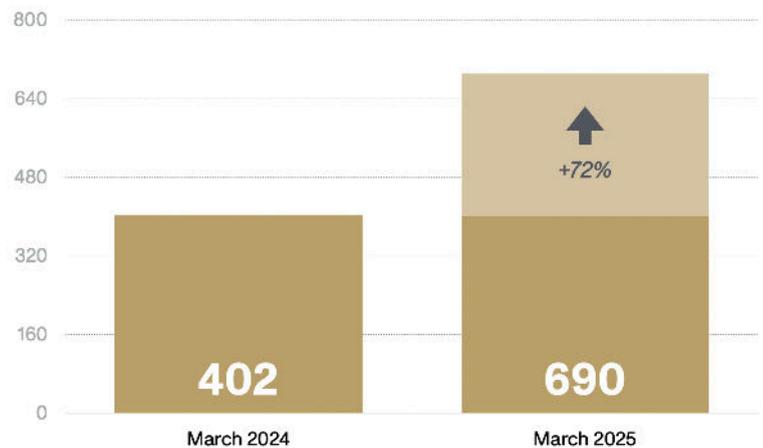
Explain, with category, competitor, and/or prior year context, why

these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

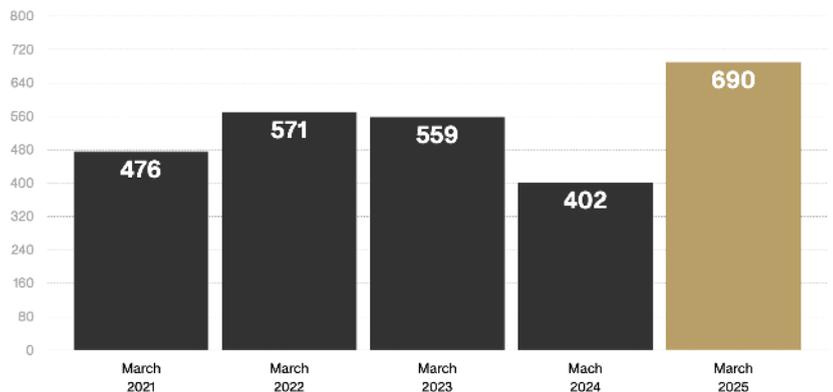
The campaign communication that was strategically partially targeted at younger audiences was able to greatly increase the amount of younger people donating blood (+72%) compared to the same period a year before.

Amount of donors donating blood (Ages 18-25)²²



Communication was also effective enough to outperform the same period during the last 5 years.

Amount of donors donating blood (Ages 18-25)²²



Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Deploy symbolic flag installations at key Latvian institutions to spark nationwide visibility and public debate around blood donation.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The Ministry of Health led the launch by putting up the first flag. The wider presence across Riga was designed to amplify patriotic resonance and spark an unavoidable public conversation.

Benchmark: number of flags installed at national institutions, with a target of at least 15 (14 ministry headquarters and the Parliament).

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track the amount of Drying Flags given out to institutions.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Popularity / Fame / Social Discourse

- Unsure which objective type to select?

Positive Sentiment / Emotional Resonance

View guidance here.

List Result

State your corresponding

A total of 47 Drying Falgs were provided to different institutions and businesses. 32 flags more than expected at the beginning of the

result here.

campaign.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Businesses and institutions in Latvia are reluctant to adopt any form of advertising without any monetary incentives. Despite this fact, over 30 institutions reached out willingly to request the Drying Flag installation that they would put up at their buildings in support of the campaign and its good deeds.

Planned (Parliament + Ministries)	Actual Institutions (total 47)
Saeima (Parliament)	Saeima (Parliament)
Ministry of Defence	Ministry of Defence
Ministry of Foreign Affairs	Ministry of Foreign Affairs
Ministry of Economics	Ministry of Economics
Ministry of Finance	Ministry of Finance
Ministry of Justice	Ministry of Justice
Ministry of Agriculture	Ministry of Agriculture
Ministry of Culture	Ministry of Culture
Ministry of Education and Science	Ministry of Education and Science
Ministry of Health	Ministry of Health
Ministry of Transport	Ministry of Transport
Ministry of Welfare	Ministry of Welfare
Ministry of the Interior	Ministry of the Interior
Ministry of Climate and Energy	Ministry of Climate and Energy
Ministry of Smart Administration and	Ministry of Smart Administration and Regional Development
	Rīga National Theatre
	Latvian National Opera and Ballet
	Rīga Zoo
	University of Latvia
	Rīga Stradiņš University
	Rīga Technical University
	Daugavpils University
	Liepāja University
	Valmiera City Council
	Jelgava City Council
	Rēzekne City Council
	Daugavpils City Council
	Liepāja City Council
	Rīga City Council
	Pauls Stradiņš Clinical University Hospital (Rīga)
	Rīga East Clinical University Hospital
	Children's Clinical University Hospital (Rīga)
	Jelgava Hospital
	Rēzekne Hospital
	Daugavpils Regional Hospital
	Liepāja Regional Hospital
	Valmiera Hospital
	Latvian National Museum of Art
	National Library of Latvia
	Rīga Central Market (administration building)
	Rīga Circus
	Rocket Bean Roastery (café, Rīga)
	MiIT Coffee (café, Rīga)
	Caffeine (Rīga branch, Old Town)
	Ezītis Miglā (popular café chain, Rīga)
	Valmiermuiža Beer Embassy (Rīga)
	Art Academy of Latvia

Additional Results

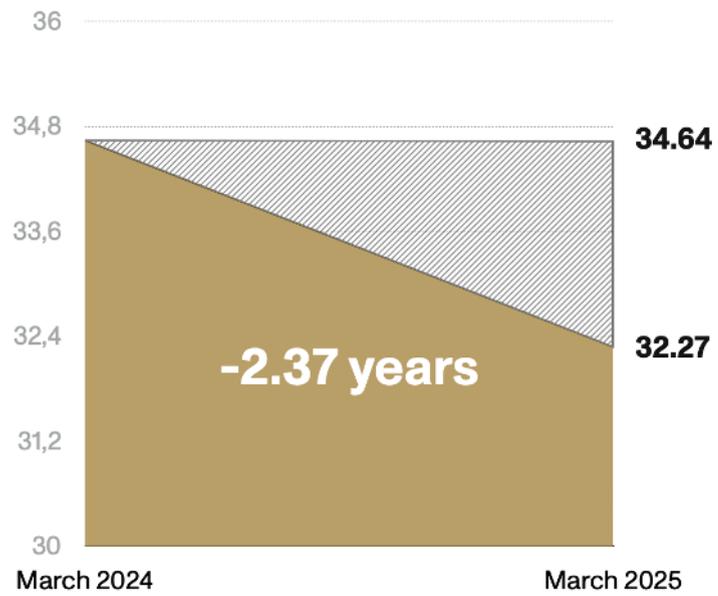
You may use this space to provide additional results achieved that you may

In just one month the campaign was able to reduce the average age of first time donors by 2.37 years compared to the same period last year.²² Although not entirely dramatic, this result is worthy to mention considering the short timeframe that the campaign had run.

not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

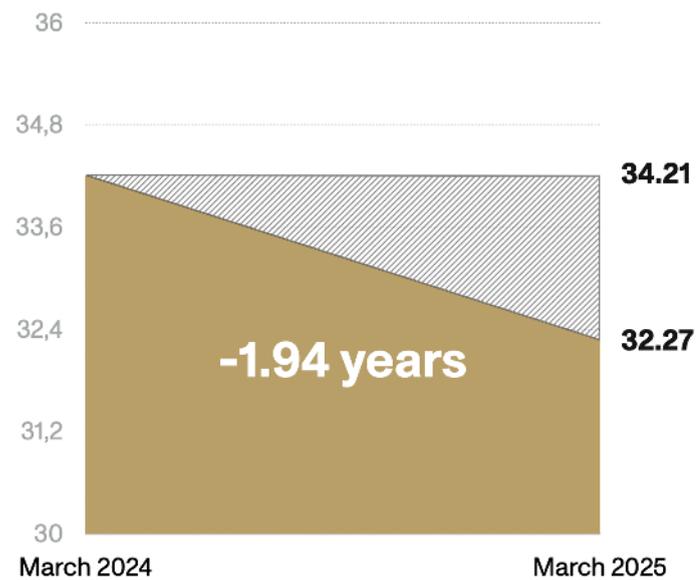
(Maximum: 250 words, 3 charts/graphs)

Average age of first time donors in March (2024 vs. 2025)²²



The average age of first time donors also dropped in comparison to the same year previous month (February). The drop was by 1.94 years.²²

Average age of first time donors in February 2025 vs. March 2025²²



4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

No Other Factors

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

No external events inflated results. Latvia had no medical crisis, no emergencies requiring blood, and no changes to compensation or donor procedures during the campaign period. Historically, these are the only factors that temporarily raise donor activity. The absence of such drivers confirms that the growth came from communication alone.

(Maximum: 200 words; 3 charts/visuals)

Section 4: Sourcing

You must provide a source for all data and facts presented

¹⁸ Latvia State Blood Donor Centre (LSBD). Internal donor registry statistics, March 2024–March 2025. Accessed August 2025.

anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use

footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

¹⁹ Latvia State Blood Donor Centre (LSBD). Internal campaign implementation report, April 2025. Accessed August 2025.

²⁰ Latvia State Blood Donor centre (LSBD). Number of blood donors and first-time blood donors at LSBD and ASN (2010–2020). Internal statistics, accessed via company website, August 2025.

²¹ Latvia State Blood Donor centre (LSBD). Public Annual Reports 2021–2024. Internal documents, including official donor statistics for each year.

²² Latvia State Blood Donor Centre (LSBD). Internal donor registry statistics, March 2021–March 2025. Accessed August 2025.

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Current Year/Time

Period: January 2024 Under €50 Thousand

– March 2025

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

Not Applicable

Compared to other competitors in this category, the budget is:

Select one.

Not applicable (Requires Elaboration)

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

Not applicable (Requires Elaboration)

Media Budget Elaboration:

Provide judges with the context to understand your budget.

The campaign had no direct competitors, as LSBSD (Latvia State Blood Donor Centre) is the only national blood donation service in Latvia (outside of hospital-based donations). This was a unique, first-time campaign and did not run the year prior.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

Paid media: Investments in paid media come from the state budget and are equalised throughout the year.

Earned media: Due to its business profile and operations, media is highly responsive to any activities that LSBSD communicates. This allows for better reach and coverage as mass media will most often adapt any LSBSD news.

Owned media: The company's website has ~13 000 monthly visits, mostly due to its Q&A section for information on blood donation process.²³ With slightly over 5 000 followers on Instagram, 4 000 followers on 'X' and around 20 000 followers on Facebook, the LSBSD has a decent follower foundation, but not nearly enough to cover the whole population.^{24,25,26}

In addition to providing context around your budget, if you selected

Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

As a donation-focused campaign, the agency prioritised partnerships and sponsorships to stretch the budget. All participating influencers agreed to appear in the video and photoshoot pro bono, allowing the materials to be used freely for campaign needs. Media partners Delfi and TVnet provided banner placements at no cost, with paid media limited to Spotify audio ads and sponsored social media posts. Sponsored digital outdoor placements were positioned on streets and in high-traffic supermarkets, and physical flags with short campaign explanations were displayed nationwide. PR efforts highlighted real donor stories, deepening emotional connection and reinforcing the importance of blood donation.

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : The client leveraged their owned media by using their official Facebook and Instagram profiles to share campaign content and engage with their audience. Additionally, they displayed the drying flag prominently on their building, creating a physical touchpoint that reinforced the campaign message and encouraged people to donate blood.

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Sponsorship – On Site

Sponsorship – Talent or Influencer

Unique Opportunity

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

We collaborated with several Latvian media outlets interested in supporting the campaign pro bono, ensuring wider visibility without additional costs. Campaign banners were placed on major news portals such as Delfi and TVnet, reaching broad online audiences. In addition, Visual Media and Clear Channel provided digital outdoor placements across key city locations, amplifying the message in high-traffic areas. These sponsorships and media partnerships significantly extended the campaign's reach, combining online and offline exposure to maximise public engagement and encourage participation.

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do

²³ Latvia State Blood Donor Centre (LSBD). Internal Google Analytics data on website traffic, average monthly visits, January - December (2024). Accessed August 2025.

²⁴ Latvia State Blood Donor Centre (LSBD). Official Instagram page. Follower count accessed August 2025.

²⁵ Latvia State Blood Donor Centre (LSBD). Official X (formerly Twitter) page. Follower count accessed August 2025.

²⁶ Latvia State Blood Donor Centre (LSBD). Official Facebook page. Follower count accessed August 2025.

not include agency names in your sources. **View detailed guidelines here.**

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Location based

Digital Mktg. - Programmatic Video Ads

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Influencer/Key Opinion Leader

OOH – Billboards

OOH – Other Outdoor

Public Relations

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

OOH – Other Outdoor

Main Touchpoint 2

#2 Most Integral Touchpoint

Influencer/Key Opinion Leader

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Short Video (:15-3 min.)

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or select Not Applicable.

Facebook

Instagram

YouTube

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format.
High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Latvian State Blood
Donation Centre
Creative Reel
OK

Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Programmatic Display Ads

Digital Mktg. – Short Video (:15-3 min.)

Influencer/Key Opinion Leader

OOH – Billboards

Raw Creative Examples as Originally Aired - For Research Purpose



Latvian State Blood
Donation Centre - Video

1

OK



Latvian State Blood
Donation Centre - Video

2

OK



Latvian State Blood
Donation Centre - Video

3

OK

In what language the raw creative example aired?

Latvian

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/jpeg format



Digital outdoor media in Riga with influencer KV
OK



Campaign poster (For use inside universities and cafes)
OK



Shopping mall screens
OK



Flag with complementary explanatory visual
OK



Drying flag next to the Flag of Latvia and European flag
OK

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

Back-translation for the poster:

BECOME A BLOOD DONOR! DONATE REGULARLY!

Only 41% of Latvia's residents have donated blood in their lifetime.

State Blood Donor Centre

Back-translation for the key visuals with influencers (Outdoor media & Digital banners):

LATVIA IS IN GREAT NEED OF FRESH BLOOD!

Become a regular blood donor!

DONATE!