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THE PLASMA PROJECT

#SHAREIMMUNITY

**YOUR
LIQUID
GOLD
COULD
SAVE LIVES**

WHAT WE ARE COVERING

Background
Audience
The Data
The Big Idea
The Work
Our Team
Sources

WHO

Recovered COVID-19 patients

WHAT

Donate plasma

WHEN

Over the summer lockdown

WHERE

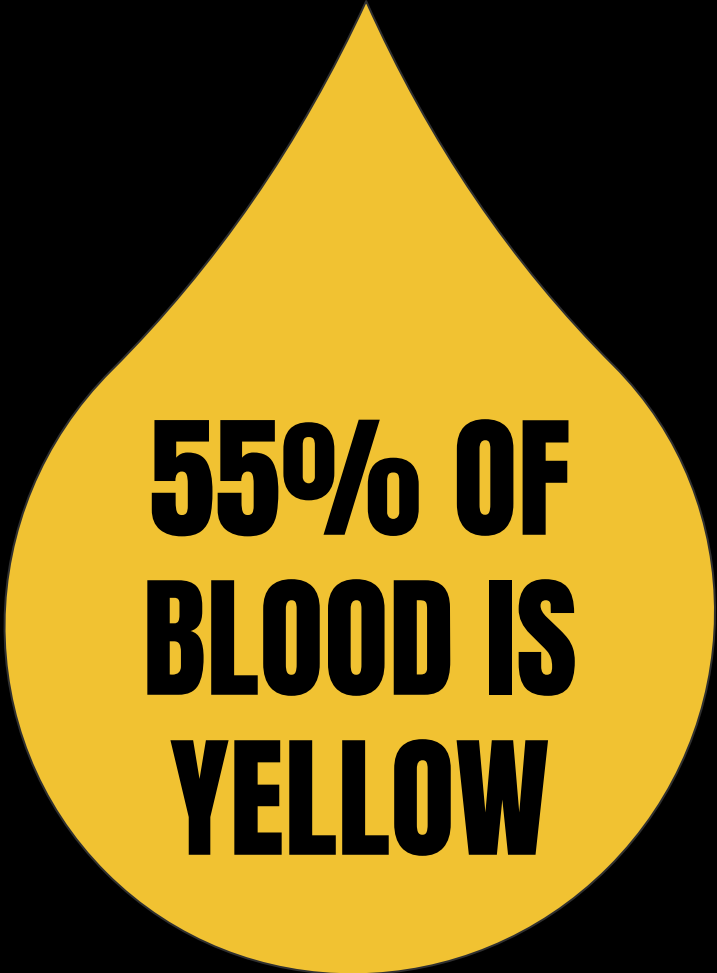
Major cities on the West Coast

HOW

Through educational social promotions

WHAT WE WANT TO DO:

GET RECOVERED COVID-19 PATIENTS TO
DONATE THEIR PLASMA **BY** EDUCATING
THEM ON THE PURPOSE, SCIENCE, AND
QUALIFICATIONS OF DONATING.



**55% OF
BLOOD IS
YELLOW**

WHAT IS **PLASMA**?

Everyone has **yellow** liquid pumping through their veins that protects them from harmful viruses like COVID-19.

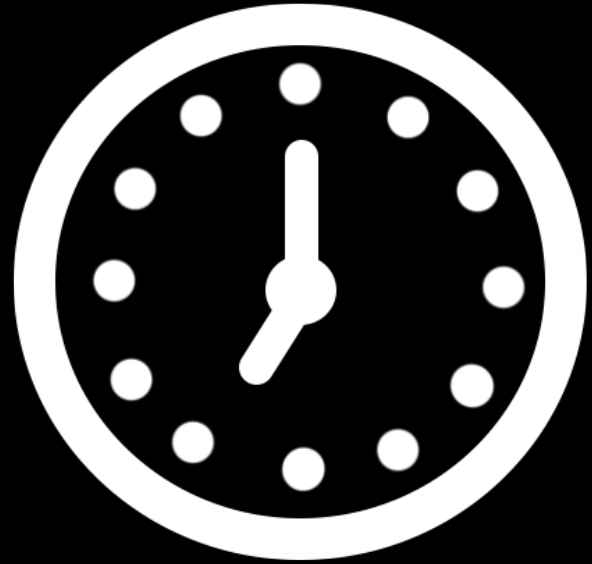
This is **plasma** or what we like to call **liquid gold**.

PLASMA: A NEW HOPE

With no vaccine in sight, using **convalescent plasma therapy** to treat COVID-19 is a way to help current patients **speed up** their recovery.

PLASMA: PURPOSE

Plasma from a recovered patients can buy a sick patient **time** until they can fight the virus on their own.



SYSTEM OVERLOAD

Plasma donation centers are being **flooded** by those wanting to donate.

But only a select few actually meet the requirements.

We want to help filter those who qualify.

ORGANIZATION + EFFICIENCY = MORE LIVES SAVED

Our campaign strategically focuses on science literacy in a way that promotes education and action through plasma donation.

AUDIENCE

ATTENTION FROM WHOM?

Those who have recovered from COVID-19 and are:

- looking for a way to give back
 - active on social media

THE WEST COAST

We are targeting major cities on the West Coast hit hardest by COVID-19 including:



Seattle, Wa
Portland, OR
Sacramento, CA
San Francisco, CA
Los Angeles, CA

THE SHIFT

After recovering from COVID-19, the big question is,

“What now?”

We want to change that first question to,

“Where do I donate?”

To make this shift, we need a **plasma education**.

THE DATA

OUR RATIONALE

1 donation can save 4 lives.

That's 32 lives in 8 weeks.

Heroism made simple.

WHAT'S HAPPENING



1.2 million people in the U.S. have been infected with COVID-19.

The Global Plasma Therapy Market is anticipated to reach \$35.5 billion by 2023.

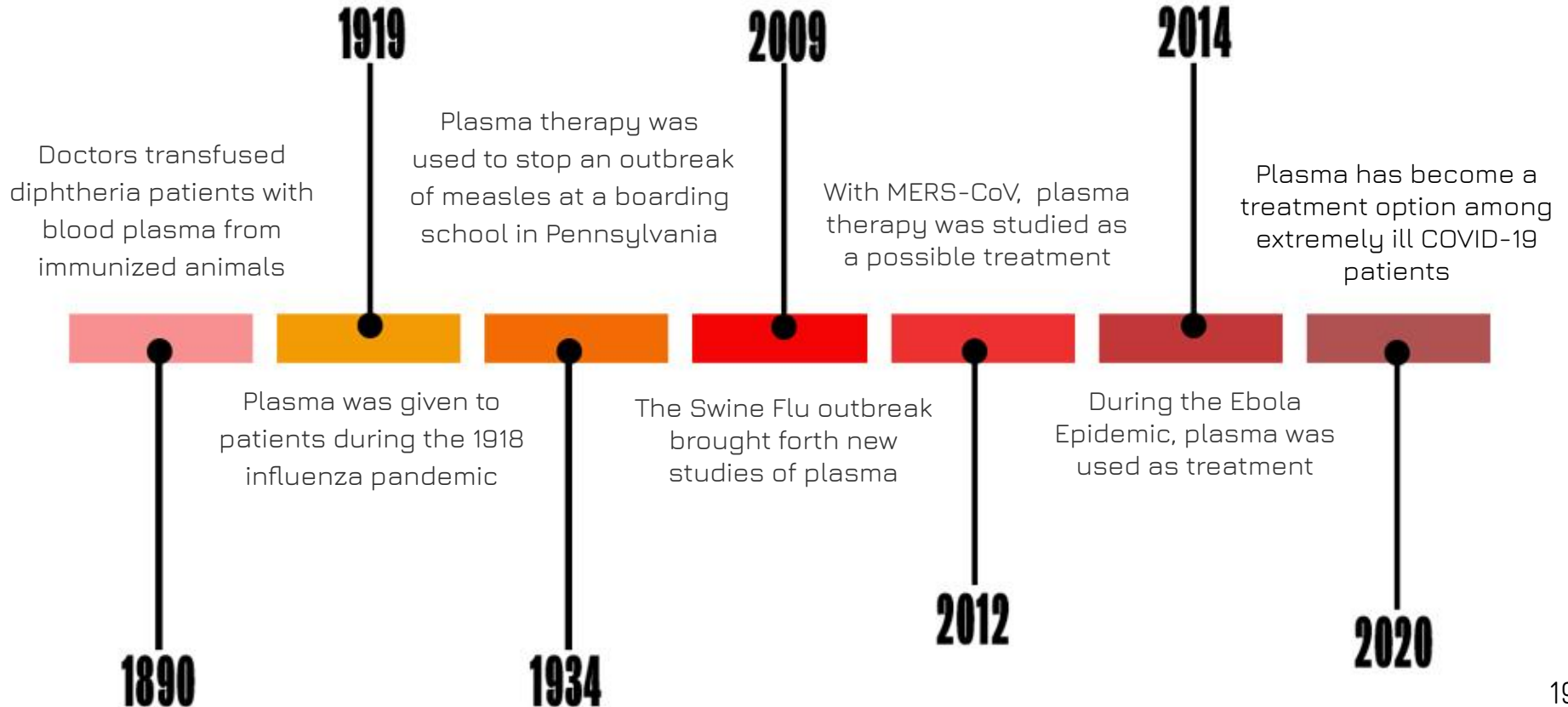
PLASMA: SCIENCE

When infected with a virus, the immune system produces **antibodies** to help fend it off.

These **antibodies** can be transfused to other people via plasma to buy them time until their body can develop its own immunity.

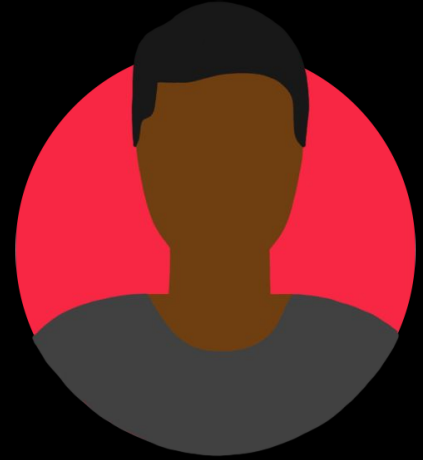


PLASMA: HISTORY



THE STATS

Overall, 61% of plasma donors are **male**.



The overall donation rate is highest for 55-64 year olds.

The highest percentage of donors as a whole weigh 150-174 lbs.



WHAT'S TRENDING

The use of **phones** has become more important in facilitating **social connection**.



With over **1 billion** active monthly users, a **quiz promoted on social media** is the most effective way to reach a large audience remotely.

THE BIG IDEA

A PLASMA DONATION QUIZ

- Actively engages an audience
- Brings attention to plasma donation and qualifications
- Works to address the science illiteracy problem among Americans
- Gives recovered COVID-19 patients resources to save lives

THE HUMAN TRUTH: **GRIEF**

People are **grieving** the loss of lives and their lifestyle prior to COVID-19. By taking **action** and donating plasma rather than sitting with these heavy emotions, people are able to deal with their grief in a healthy way and potentially save lives.

NEW PERSPECTIVE

People seek **purpose**. What better purpose than to save human lives?

Donating plasma takes only **2 hours**. Making a difference has never been so simple.

THE WORK

THE PLASMA PROJECT

QUIZ

PROMOTED **FACEBOOK** ADS

For the duration of our campaign, The Plasma Project will spark a buzz on Facebook by changing the classic blue interface to yellow. Users will be directed to the quiz upon opening the app.



PROMOTED **INSTAGRAM** STORIES



These promoted ads will lead users to a mobile format of the quiz. Users will also be prompted to share the quiz on both Instagram and Facebook.

SOCIAL MEDIA **STICKERS**



#PLASMADONOR



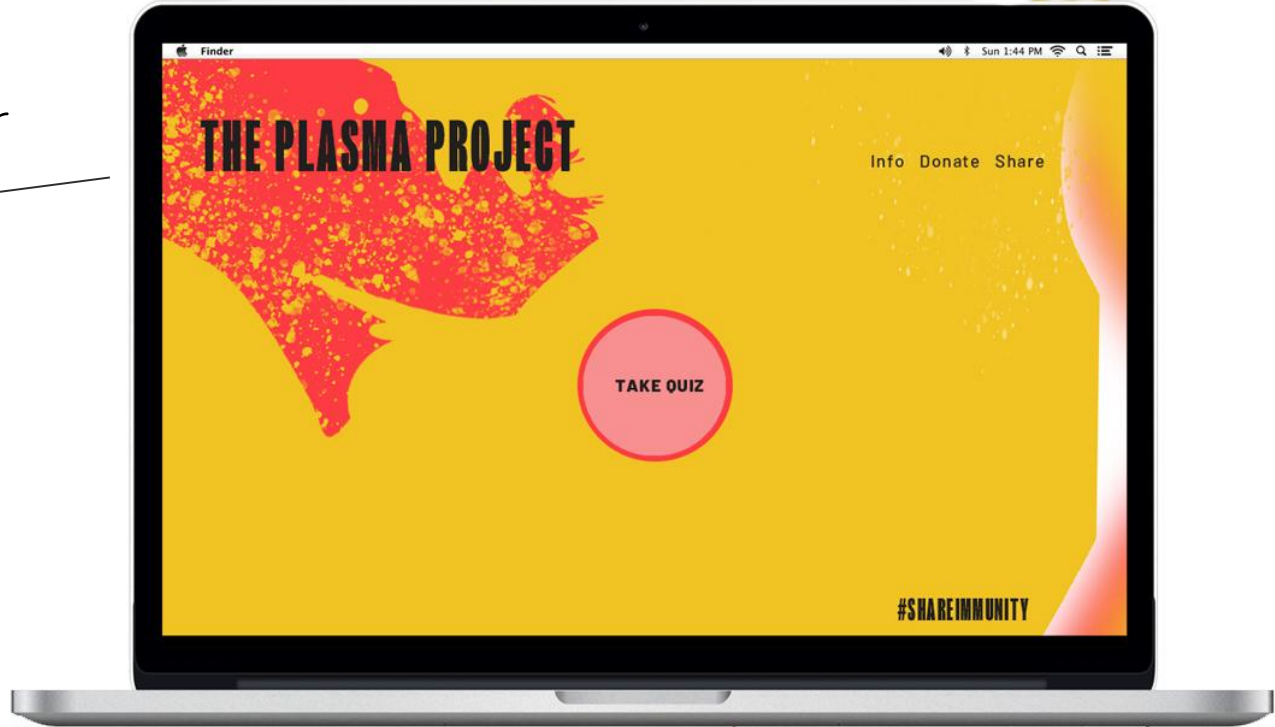
#MYLIQUIDGOLDSTORY

#SHAREIMMUNITY

Our
hashtags
and stickers
will serve as
a network for
those who
have taken
the quiz.

THE PLASMA PROJECT **WEBSITE**

The Plasma Project website is a resource for plasma donation. Users can take the quiz, donate money, find official plasma donation centers and share the quiz.



ACCESSIBLE DESIGN

Accessible design means **design for all**. A great idea is only as great as the way people perceive it.

We designed this quiz and deck with accessibility in mind so that **ALL** people can understand our great idea.

ACCESSIBLE DESIGN: **STYLE GUIDE**

Fonts: **ANTON** & Jura

High contrast colors

Sans-serif fonts

Large font sizes

Easy-to-see color combinations



#FC3C4



#000000



#FFFFFF



#F1C232

OUR TEAM



Rachel Chambers
Producer & Designer



Kaeleigh James
Writer & Researcher



Lara Spurgeon
Art Director & Designer



Kayvon Thibodeaux
Pragmatic
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SOURCES

FACT CHECK

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