

OUT OF MEDS

WHAT IF HEALING WASN'T AN OPTION?



FORTNITE

X



In Gaza, over 1.9 million¹ displaced people have limited access to essential medical care, in an emergency situation where every intervention is crucial. But that's not all: Ukraine, Yemen, Sudan, Afghanistan. Médecins du Monde is on the front lines, providing aid in war zones, where people are not only battling the conflict but also the lack of vital healthcare. Through one of the most popular videogames in the world we shone a light on this issue.

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THE CAMPAIGN

On April 7 (World Health Day), during the busiest hour on Fortnite, all medikits will be removed from the map, leaving players with no treatment options.

INSIGHT

In Italy, 30 percent of the population (about 13 million people) play video games, with an average age of 30. The goal is to raise awareness about the lack of health care in war zones. Fortnite allows players and viewers to experience firsthand the discomfort of being without care at a critical time.

SOLUTION

Fortnite will be used as an activation platform for the campaign, while gaming live streams will be used to engage the audience and start sharing the message.

HOW IT WORKS

The most followed Italian streamers will broadcast their frustration live, amplifying the debate. Their reactions will demonstrate how unthinkable it is to fight without help, as happens in reality. Once the initiative is over, the significance of the event will be revealed, turning astonishment into awareness and inviting the community to donate 5x1000 to Medici del Mondo.

PHASE ONE



FortnITA Server #bug-report
Le(o_o) Anche voi non trovate più medikit/scudi su Fortnite??? 07/04/25, 21:03



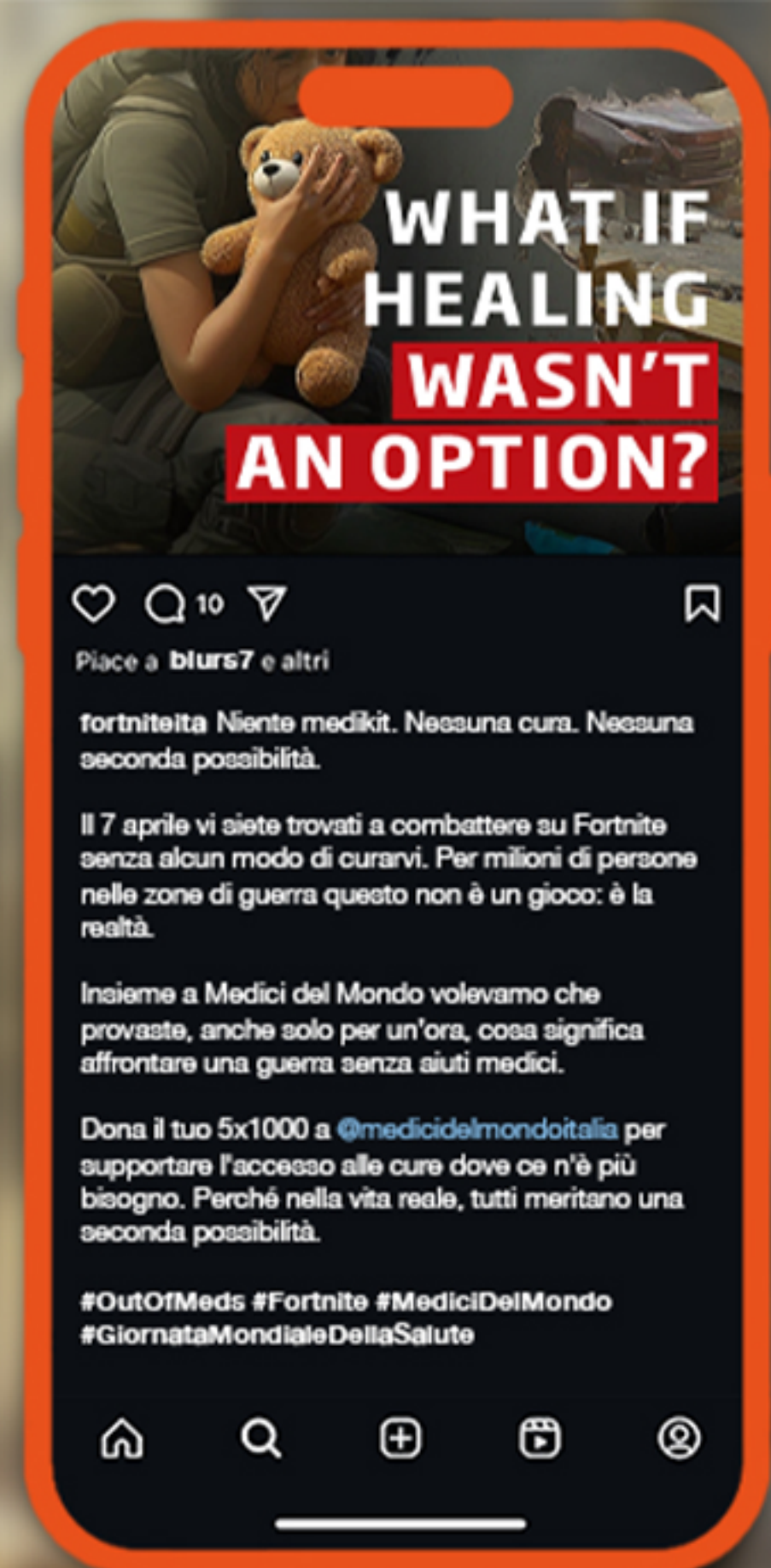
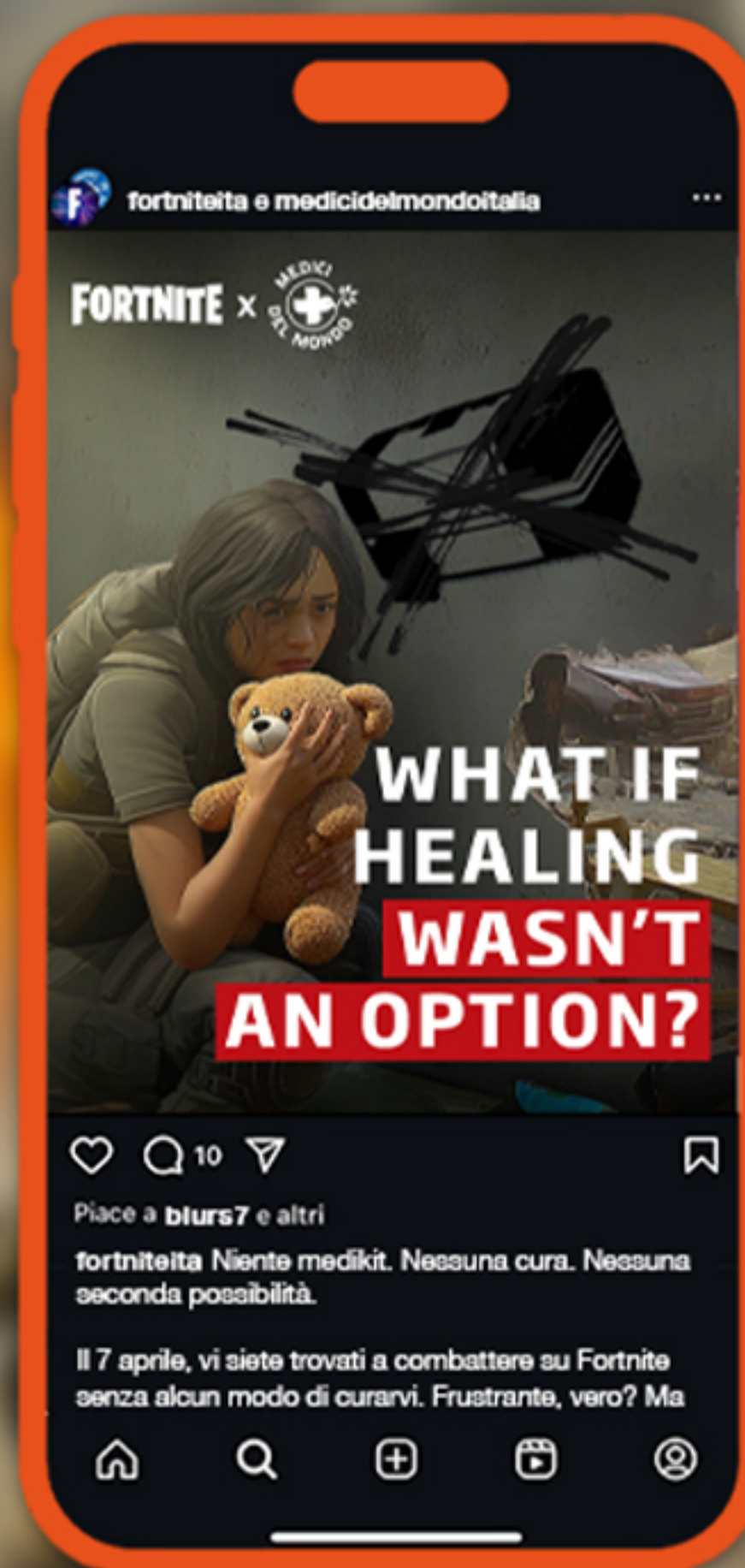
r/FortniteITA
Fortnite buggato
Non trovo più cure su fortnite. problema mio? 3m



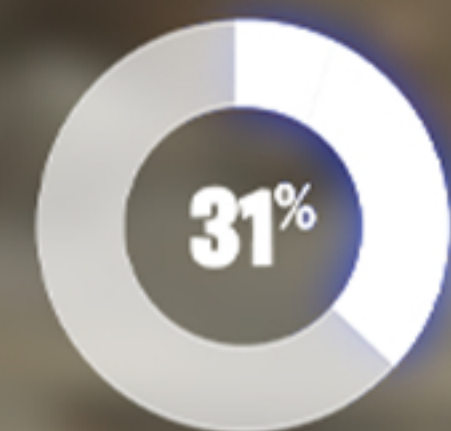
Stamm Fort 🙌💪❤️

raga ma solo io non trovo cure su fortnite?? 21:47

PHASE TWO



DATA



OF ITALIANS
PLAY VIDEOGAMES ²



AVERAGE AGE
OF ITALIAN GAMERS ²



OF FORTNITE
PLAYERS WORK 9-5 ³



1. Medecins Sans Frontieres, How we responding to the war in Gaza, 2025. | 2. Italian Interactive Digital Entertainment Association, I videogiochi in Italia nel 2023. | 3. Study Mind, Audience and Industry Analysis.