

MADE WITH FAMOUS SPIT

INSIGHT

Celebrity fans would do anything in order to strengthen the connection with their idols. An obsession that brought them to buy items used by famous people, *products made with their bodily fluids or that even provocatively smelled of their private parts.

*Source: Complex, "Sydney Sweeney Bathwater-Infused Soap Sells out, Resells for Hundreds Online"

How can we ride the hype generated by this audience (and the following gossip around it) to raise awareness about bone marrow donations and saliva sampling?

CONTEXT

One saliva sample is all it takes to start the process of bone marrow donation, often mistaken with spinal cord donation. After **ADMO** collects it from a potential donor, they **analyse it** to identify an **HLA profile** - called "genetic twin" -, suitable for receiving the transplant.

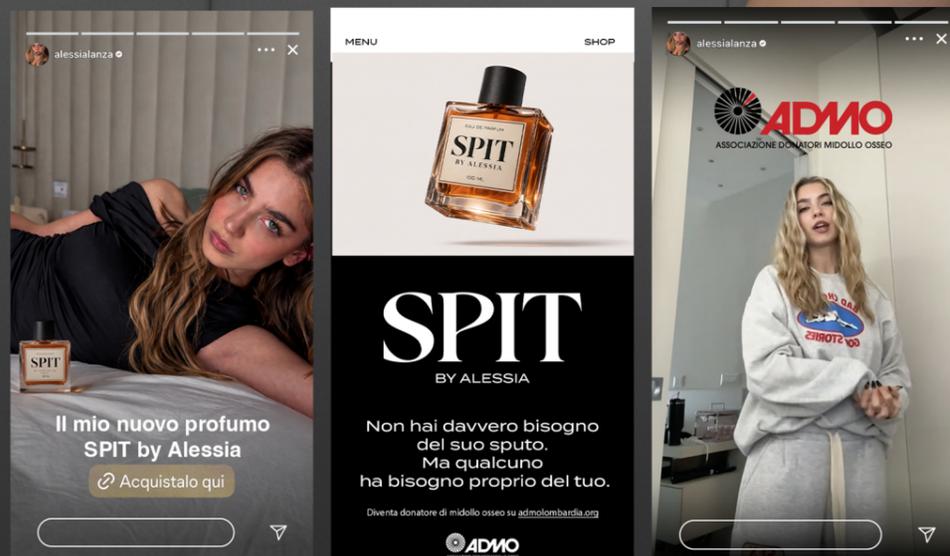
IDEA

A social media operation to launch the unisex essence **SPIT by Alessia**, made with the spit of one of the biggest influencers on Italian social media: **Alessia Lanza**. Only to bring attention to the role of saliva sampling, as the easy first step towards bone marrow donation.

ADMO WILL TURN FANS' OBSESSIVE DEVOTION TO CELEBRITIES INTO AN OPPORTUNITY TO SAVE LIVES.

HOW IT WORKS

- Alessia Lanza will shoot a TikTok video and an IGs to launch her **SPIT by Alessia**, drawing out a strong reaction from fans and non-fans alike.
- She'll immediately invite her followers to buy the product, purchasable through direct links and CTAs on the same contents.
- But, when users will try to buy it, every content will direct them to a landing page by **ADMO** where we'll reveal that **SPIT by Alessia isn't real**. And a copy will shed light on the truth of saliva sampling: **Non hai davvero bisogno del tuo sputo. Ma qualcuno ha bisogno proprio del tuo. Diventa donatore di midollo osseo su admolombardia.org**
- Back on **Alessia Lanza channels**, she'll finally reveal her **bone marrow donation** to **ADMO**. And she'll invite her followers to do so by highlighting the easy procedure and redirecting them to **ADMO channels** to find out more.



Alessia Lanza ✓
SPIT by Alessia - Eau The Parfum

"SPIT by Alessia: il profumo con la saliva di Alessia Lanza per promuovere la donazione del midollo osseo con ADMO."

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