



#bestads Fundaci3n PKU, Protein Kills Us

## Descripci3n

### Description

PKU is a rare, hereditary metabolic disease with no cure at the moment. Any protein food, such as meat, fish, milk or egg, must be eaten in extremely small quantities and with great precision. A wrong amount could cause irreversible brain damage.

PKU Foundation needed to raise funds to finance the design and development of a biosensor to help PKU patients to calculate how much they can eat to guarantee that these people eat in a safe, non-hazardous manner.

We found the perfect explanation of the disease in its own name (PKU=Protein Kills Us) and create around a very impactful campaign with a disruptive and different approach, that completely changed the communication codes of the Foundation and also of the Spanish fund raising and advocacy market.

This professional campaign titled 'PKU: Protein Kills Us' was published in Spain in April, 2021. It was created for the brand: Fundaci3n PKU, by ad agency: VMLY&R. This Print medium campaign is related to the Health, Pharmaceutical, and Public Interest, NGO industries and contains 4 media assets. It was submitted almost 2 years ago.

### Credits

Advertising Agency: VMLY&Rx, Madrid/Barcelona, Spain

### PROTEIN KILLS US

Unless the exact amount is consumed, food proteins can cause irreversible brain damage in those with PKU, a rare disease for which there is no cure.

Help us develop a biosensor to ensure that eating does not pose a serious danger to the health of patients.



Donate now at [fundacionkuotm.org](http://fundacionkuotm.org)



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## Categor a

1. Ads
2. Marketing
3. Publicidad

## Fecha de creaci3n

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## Autor

admin