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Anthony Nolan



**Guilt-Free Laziness Campaign
CREATIVE BRIEF - 2025**

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Problem: young men are underrepresented and make up only 14% of the Anthony Nolan stem cell register, but provide over half of all donations.

Project Overview

Aim: Increase stem cell donor recruitment among 16-18 year old males

Fact

During this age range (16-18) due to hormonal changes, boys may exhibit less effort in academics and responsibilities, and more tendency to seek relaxation

Parents often disapprove of their relaxation habits, making guilt-free laziness a strong incentive

Observation

Young men (16-18) prefer to relax, avoid responsibilities, and stay in bed when they can - disengaging from obligations by watching tv and gaming

They tend to feel frustrated when parents interrupt their downtime

They are more motivated by reward

Insight

**So what if we told them they could do that
and be a hero?**

By donating to Anthony Nolan 16-18 year old boys
can be lazy, guilt-free while doing something good
and saving lives

They earn the “Get Out of Jail Free” card -
permission to rest, relax, and avoid responsibilities

Our Idea

Guilt-Free Laziness

Donating = the perfect excuse to stay in bed, skip school, avoid chores, or binge-watch movies.

Positioning: become a hero by 'doing nothing'



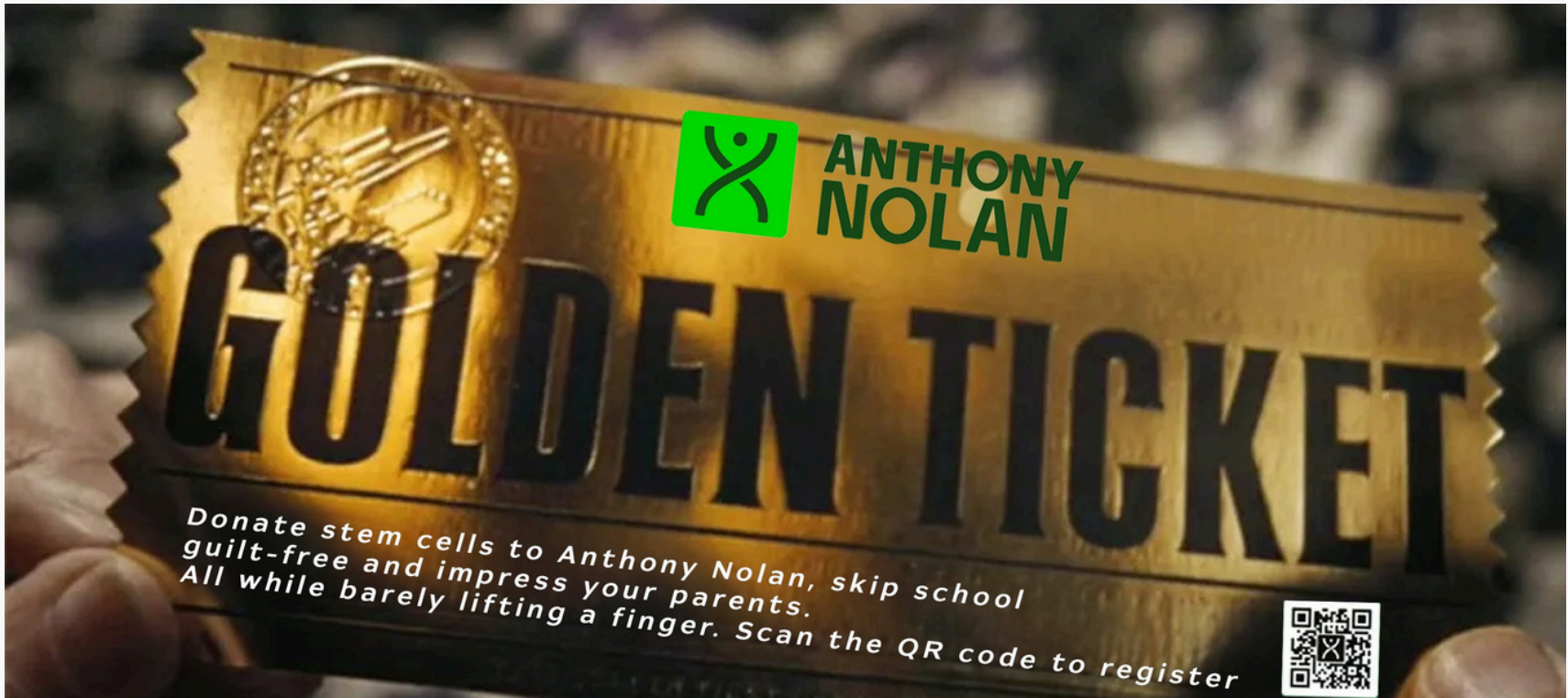
Creative Ideas

Card like posters



Creative Ideas

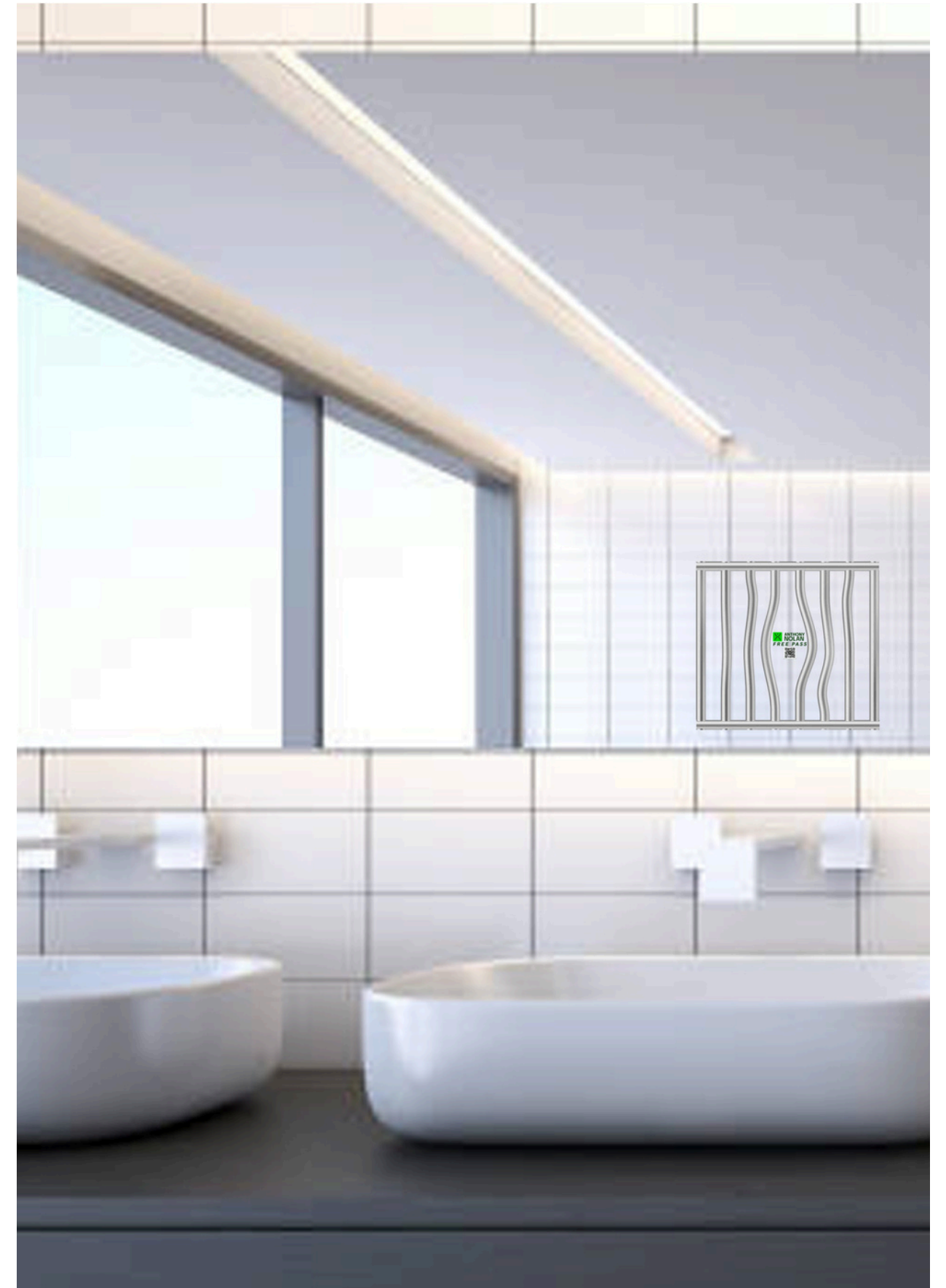
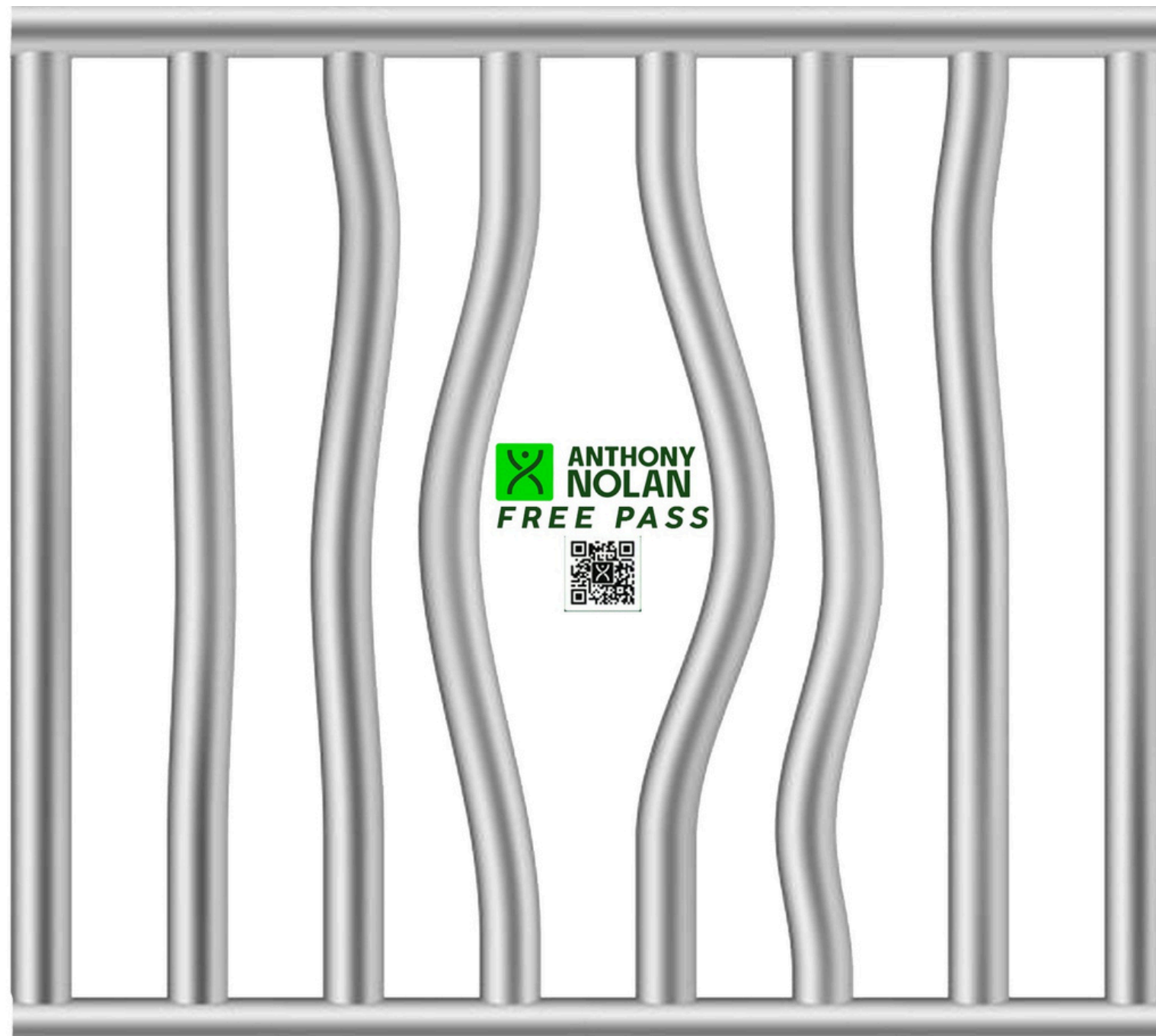
Card like posters



Dominos & Anthony Nolan

Creative Ideas

Sticker



Creative Ideas

Social Media Post

Aligning our campaign with the existing Anthony Nolan ‘Hero Project’ targeted at 16-18 year olds



Ongoing Strategy

FUTURE THINKING

The idea of feeling lazy or guilt-free from responsibility can also be applied to the future, such as getting out of work, impressing your wife or even watching sports events when your supposed to be working.

This initiative will reduce the current rate of attrition (43%) and increase the longevity of donor loyalty over their lifetime.

Why it works

Authenticity - uses humour and real interest to connect