

Mar-May 2007

winner

Battle for the Bronchs

Client: Glaxo Smith Klein
Creative Agency: TEQUILA
DIGITAL

Campaign type: Microsites,
viral

Industry: Pharmaceutical

Campaign Information

To raise asthma awareness amongst a youth audience that tend to ignore traditional advertising, an interactive four part comic book was created: in a world gone mad, in a land starved of oxygen, one man had the courage to stand up and fight. This was a story of conflict, a story of love, a story of allergy driven, bronchial spasms. The storyline followed a fierce battle for turf between the Air force and Trigger Gangs, each desperate to control the windy city.

A blockbuster-style trailer, live action episodes, plot-centric games and interactive map all conveyed a health message: don't let asthma control you.

Judge's Comment

An engaging and fun way to bring to life the downside of suffering from asthma. Particularly liked the comic book style and the dramatisation of the characters in line with the symptoms of the allergy. Great work.

