

Client: B. Braun Medical

Brands: OnGuard 2 Closed System Transfer Device

Campaign: Vapor Monsters

The danger of handling hazardous drugs is there—you just can't see it. Reducing healthcare workers' exposure to harmful drugs during delivery is as important as patient safety. A striking visual campaign was developed that depicts these vapors as lethal monsters that can be lurking in spaces where toxic drugs are handled. The campaign's monsters came to life through a media campaign that drove to a landing page as a powerful way to grab attention.

