

“Fundação Pró-Sangue: Play for life” – Ads of The World

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Fundação Pró-Sangue Ambient Brazil Public Interest, NGO F.biz

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Fundação Pró-Sangue: Play for life

The first part of the video had its debut on the night of May 20, on Vevo's channel on YouTube. When clicking the "play" button, fans were surprised by the interruption of the video and, afterwards, they received a message inviting them to donate blood. Following this message, the second part of the video was shown on May 23. Finally, on May 25, the whole music video was released and remained available for fans to view.

Advertising Agency: **F.biz, Brazil**
Chief Creative Officer: **Guiherme Jahara**
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Audio producer: **Cabaret**
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Set up, motion and post-production: **Wesley Martins**
Technology: **Vevo**
Projects: **Felipe Capalbo**
Account manager: **Luciana Prado**

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