sean Hini Strategic Outreach Campaign

Bakersfield, California - General public fear over the pending H1N1 flu pandemic, combined with vaccine delivery delays and shortages, created an "action" void for Kern County residents. Located in the Central San Joaquin Valley, the Kern County Public Health Department designed a "Flu Fighters' co-branding campaign as a preemptive strike to help prevent catching and spreading the flu.



Public Public Safety Health

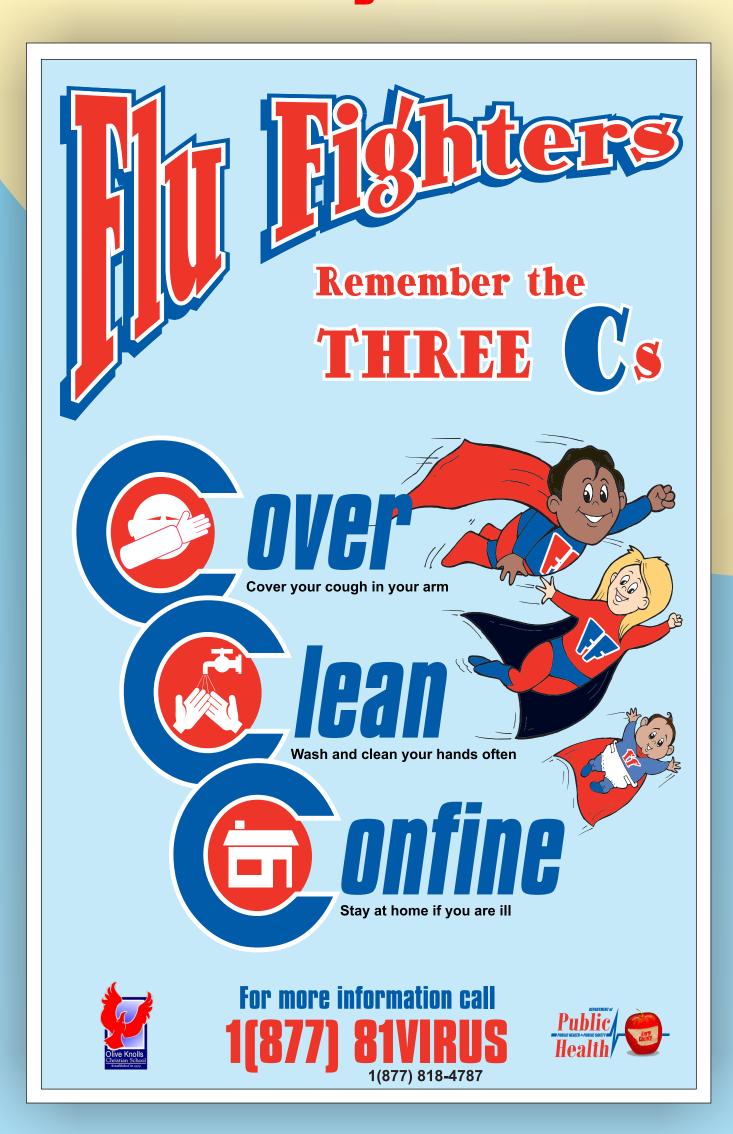
For more information call

1(877) 81VIRUS 1(877) 818-4787





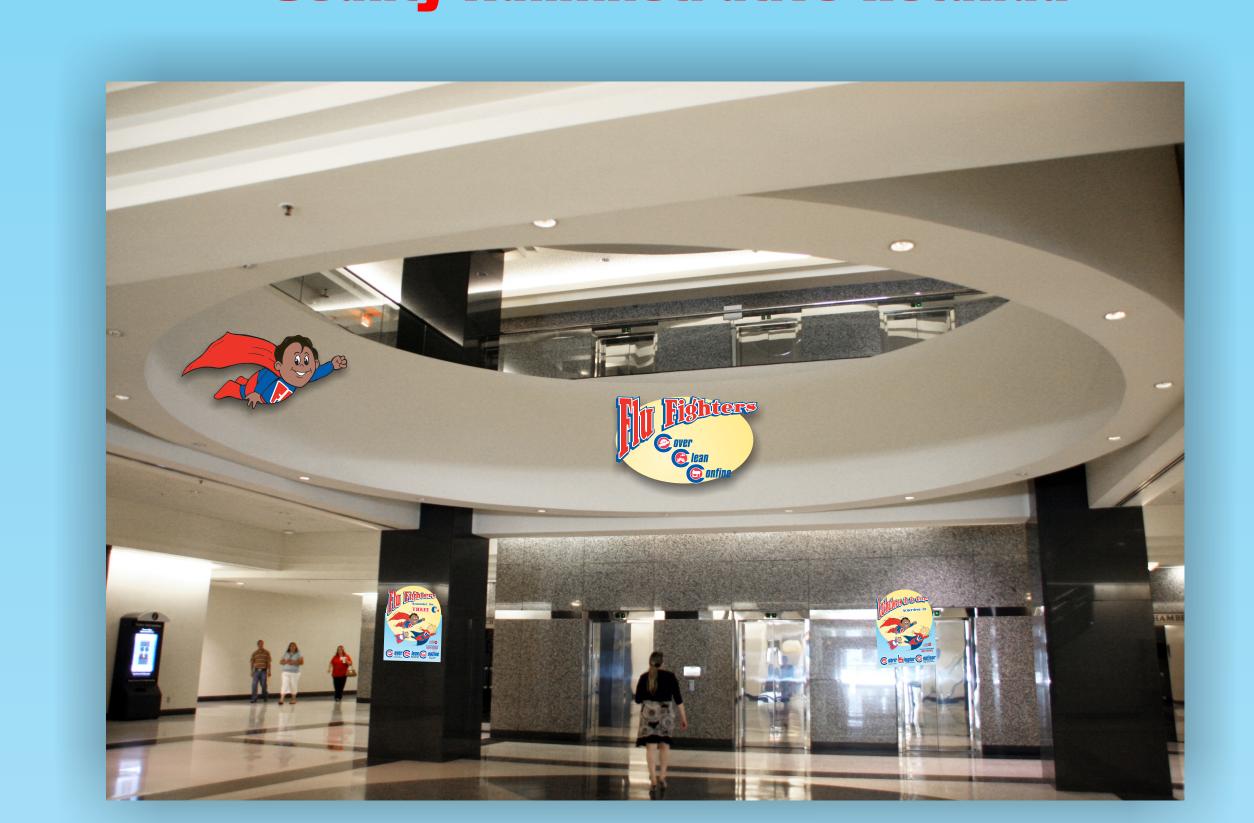
Elementary Schools



Designed by High School Students



County Administrative Rotunda



Newspaper Comic Page







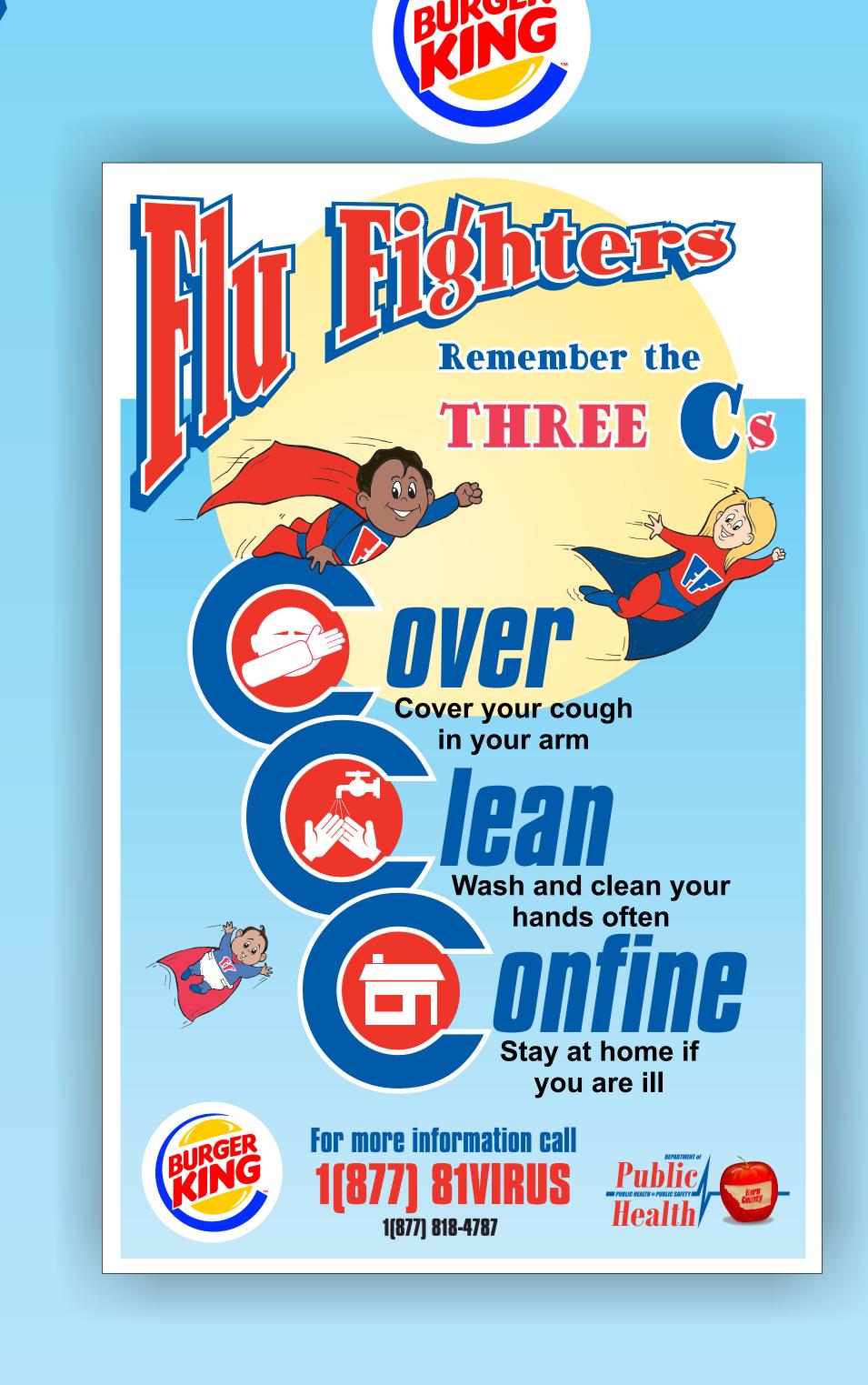






soan Hill Strategic Outreach Campaign

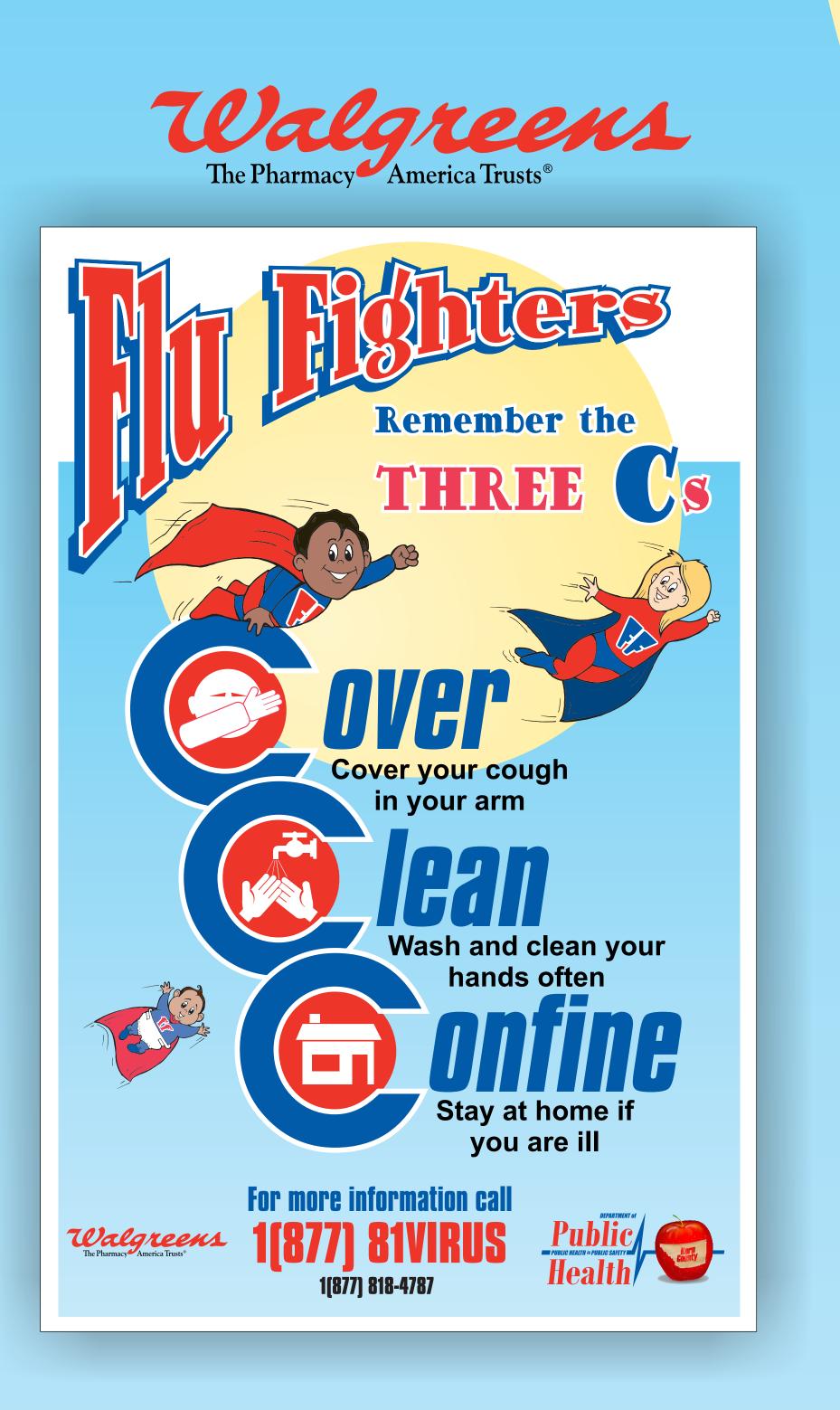
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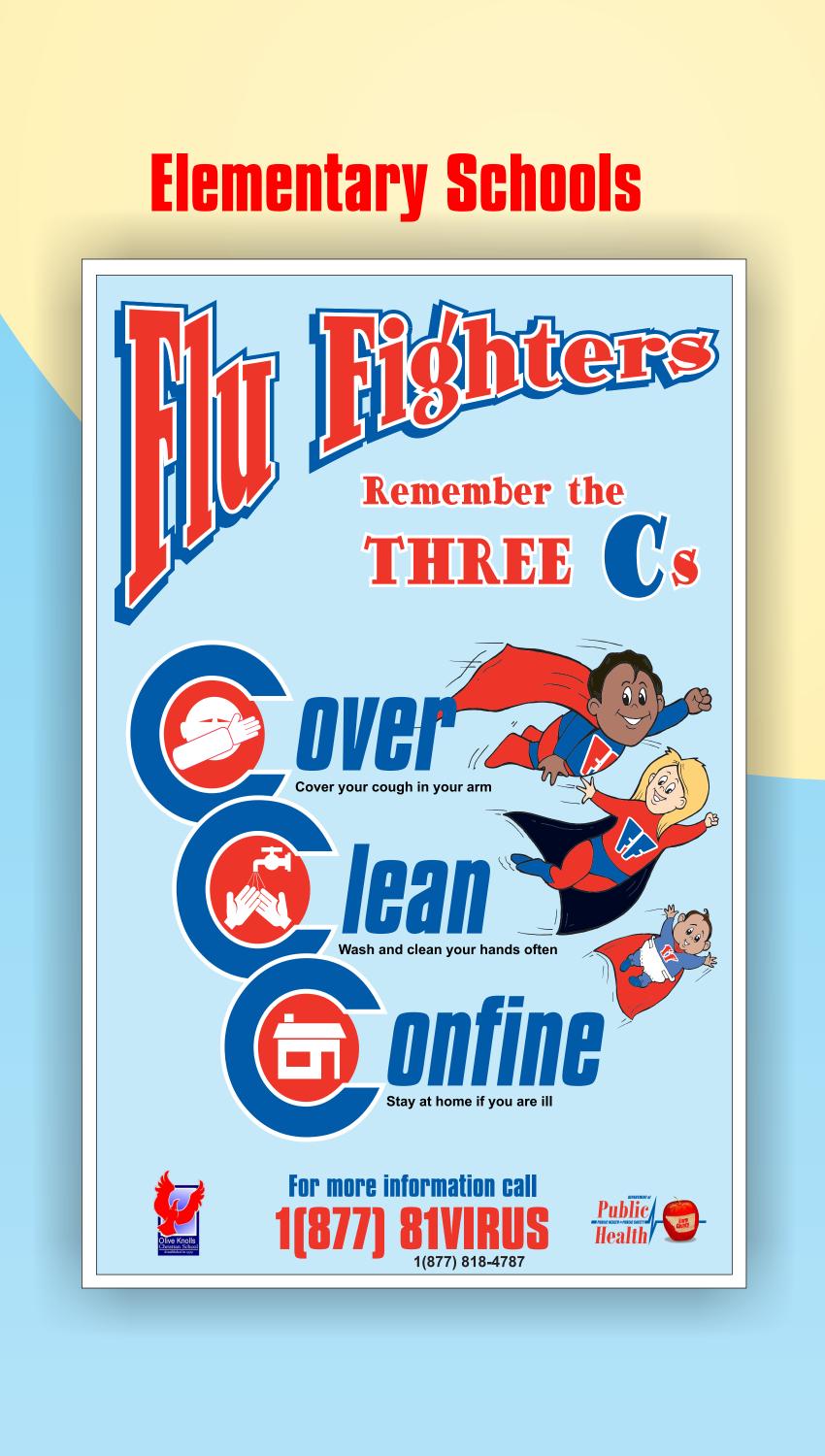


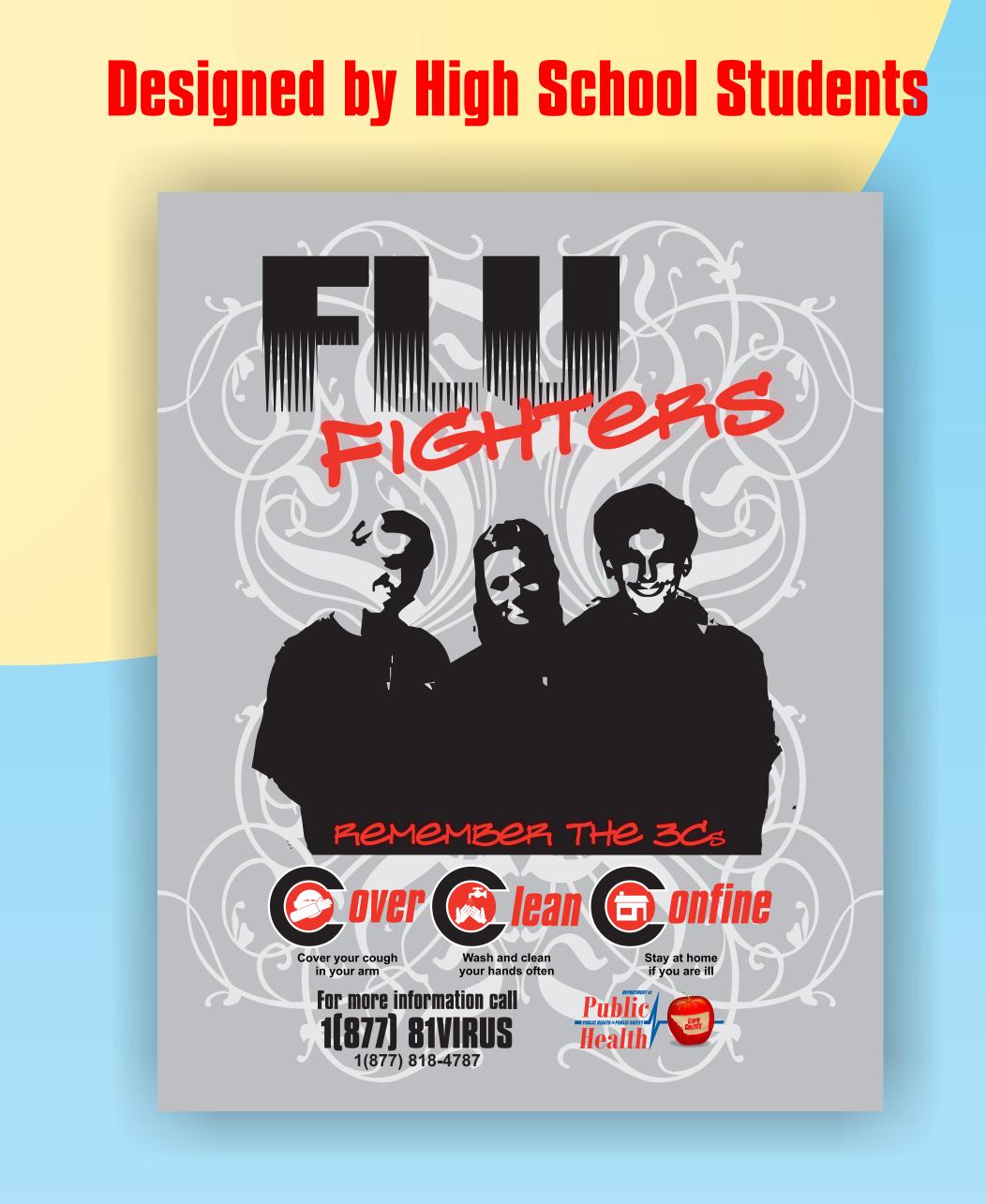
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A parody of the famous rock band the "Foo Fighters", the "Flu Fighter" campaign incorporated the youthfulness of cartoon characters, the serious message of prevention and reinforced empowerment. The "Flu Fighters" Campaign was designed and targeted at four specific target groups; adolescents, parent, teenagers and businesses. "Flu Fighter" characters were incorporated on billboards, car magnets, pole banners, bus posters, mini-hand sanitizers, newspaper advertisements, bus poster, television commercials and all related promotional items.

