

HE DOES NOT ALWAYS BRING WHAT YOU WISH.

Every day 10 limb amputations are done in Hungary due to diabetes.

Learn more to avoid type 2 diabetes and its serious consequences!

CONCEPT

Chocolate Santa Claus figures became icons of the holiday season in Hungary, as they are standard gifts given to coworkers, spouses, friends and family on 6 December every year.

No surprise that this icon was chosen by the creative agency Mediator and The National Alliance of Diabetes Support Communities (CEOSZ, Hungary) to raise awareness to the serious consequences of uncontrolled sugar intake and untreated diabetes. The campaign depicts the iconic chocolate figure modified as if it was suffering from the final stages of diabetes.

ABOUT THE MEDIA

This particular out-of-home media solution allows viewers to see different views from different viewpoints. We chose this technology to emphasize the cause-and-effect relation between sugar intake and the consequences of diabetes.

