



CASE STUDY



**American Red Cross: *The Save a Life Tour***

*Mobile Museum, Interactive Elements to Increase Community Awareness*

American Red Cross launch one of the largest initiatives in its history - The Save A Life Tour 2003. The Save A Life Tour 2003 is a national outreach to increase blood donations and generate enthusiasm about being a blood donor. American Red Cross saw the opportunity to reach hundreds of communities using a vehicle to spread the message. Craftsmen custom-built a 46-foot gooseneck trailer with various elements throughout the trailer increasing awareness for blood donations across the country.

The interior of the mobile unit had several interactive elements, graphics, educational kiosks, and custom wallcovering, similar to a mobile museum showcasing the importance of donating blood. To draw attention to the trailer, Craftsmen printed and applied full coverage graphics to the exterior of the trailer.

- Custom-branded awning
- Branded tent
- Rear and Side Trailer Access
- Side Bump-Out
- Branded tent

From city to city, the community outreach vehicle stopped at local blood drives, hosted school and community groups and participated in visibility events.

**Results:**

At the end of the Tour, 300 counties had grown their level of donation by more than 20%, and the Red Cross had received 3.1 million units of blood — enough blood to help save as many as 9 million lives.

