

VALUE: PHYSICALITY > THEY'RE UNCOMFORTABLE WITH PHYSICAL GIVING

AMERICAN RED CROSS CREATES

HEIGHTENED CEREMONY



ELEVATED ATTENTION TO HIGHLIGHT THE PRECIOUS ACT OF GIVING BLOOD.

DONORS: FEEL REVERED AND APPRECIATED FOR THEIR SACRIFICE AND THEIR ABILITY TO OVERCOME FEAR.

STAFF: INSPIRE COURAGE BY ACTING WITH COMPASSION AND FOCUS.



EXAMPLE: TOYOTA PRIUS

A new behavior around energy management.