



GEORGIA-PACIFIC CLEANS UP THE OFFICE.

# Campaign creates a community of clean hand crusaders.

**CHALLENGE** » Georgia-Pacific Commercial Towel Division wanted to create a social campaign to position GP as an authority on improving hygiene. The objective was to create awareness about health and well being among the target audience.

**SOLUTION** » Soloflight created a campaign website that helped build awareness of an escalating hygiene problem and spread a newsworthy clean hands mantra across North America.

**RESULTS** » The website inspired audiences to motivate change in others' behavior. We used humorous images that depicted situations where people should have washed their hands. These light-hearted images created engagement, and once we had their attention, we shared hand washing facts, a fun email-a-friend campaign and humorous, downloadable posters.