

GIVE
PLASMA
SAVE
LIVES



What do they THINK AND FEEL?
What really counts major
preoccupations worries & aspirants

Am I eligible
for plasma
donation

is it safe to
donate my
plasma?

will anyone
come forward
for donation?

Do I really
have to donate
my plasma?

Helpless

Anxious

scared

Confused

Frustrated

Exhausted

What do they HEAR?

What friends say

what boss say

what influencers say

Did your
contribution
make any
difference in
any way?

There's
lack of
awareness
in plasma
donation

Don't see why
I should
donate right
now?

Plasma demand and
supply gap has grown
even bigger

What do they SAY AND DO?
Attitude in public
Appearance
Behaviour towards others

Is it similar
to blood
donation?

Difficult to
find a plasma
donor

There's enough
people that will
donate so I
don't have to

Don't know
where to
start?

Demand for plasma
donation in their
location

Importance of
plasma
donation

What do they SEE?

Friends
Environment

What the market offers

Seeing their
friends donating
plasma

An healthy
society

Digital ads
prompted to
donate their
plasma

Contacting
friends & family

Contacting
hospitals

Posting in
social media
platforms

Convincing
recovered
patients for
donation

Searching for
plasma banks online
&offline