

- JUNGE HELDEN ⊕

&

McCann  
PARIS





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# BACKROOM

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EVERY YEAR, OVER 1000 GERMANS DIE  
AWAITING AN ORGAN TRANSPLANT.

EVEN THOUGH 84% OF THE POPULATION WOULD LIKE TO BECOME  
ORGAN DONORS, ONLY 0,001% DO.

## THE PROBLEM?

THE GOVERNMENT MAINTAINS AN "OPT-IN" SYSTEM,  
WHERE TO BECOME A DONOR, PEOPLE NEED TO  
CARRY AN EXPLICIT PROOF OF CONSENT.

WHICH IS WHY WE CREATED OPT-INK,  
A FREE TATTOO THAT ALLOWS PEOPLE  
TO BECOME ORGAN DONORS.

A MINIMAL DESIGN THAT'S QUICK TO INK AND EASY TO  
INTERPRET, SPARKING A CONVERSATION WITH LOVED ONES TO  
BECOME AN ICON FOR THE ORGAN DONATION CAUSE.



THIS PLAYBOOK PROVIDES YOU WITH ALL THE GUIDANCE AND  
ASSETS YOU NEED TO ADD THE TATTOO TO YOUR FLASH DESIGNS  
AND USE YOUR TALENT TO SAVE LIVES.

JOIN US AND BECOME PART OF THIS MOVEMENT:  
ONE OPT-INK TATTOO. ONE MORE ORGAN DONOR.  
UP TO 7 LIVES SAVED.

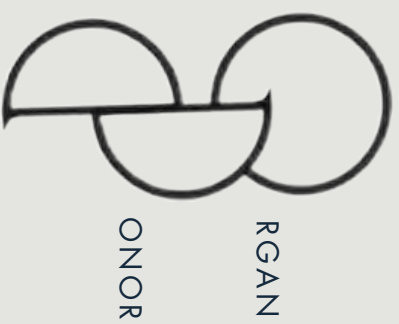
# Tattoo Operation

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THE CONCEPT:

A HALF RECEIVES HALF TO BECOME WHOLE, SYMBOLIZING THE  
GIFT OF LIFE THAT IS ORGAN DONATION.



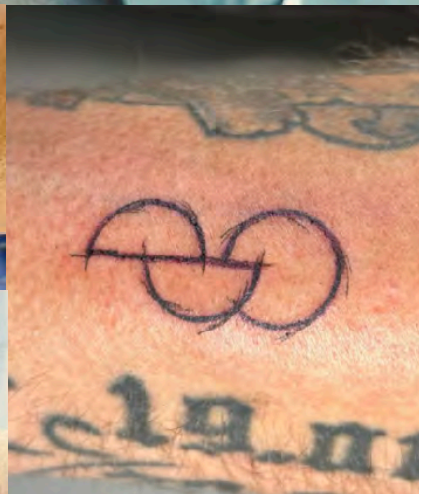
THE GEOMETRIC SHAPES FORM THE ACRONYM OF "ORGAN **D**ONOR"  
...OR ORGAN SPENDER\* IN IF YOU LOOK REALLY HARD.

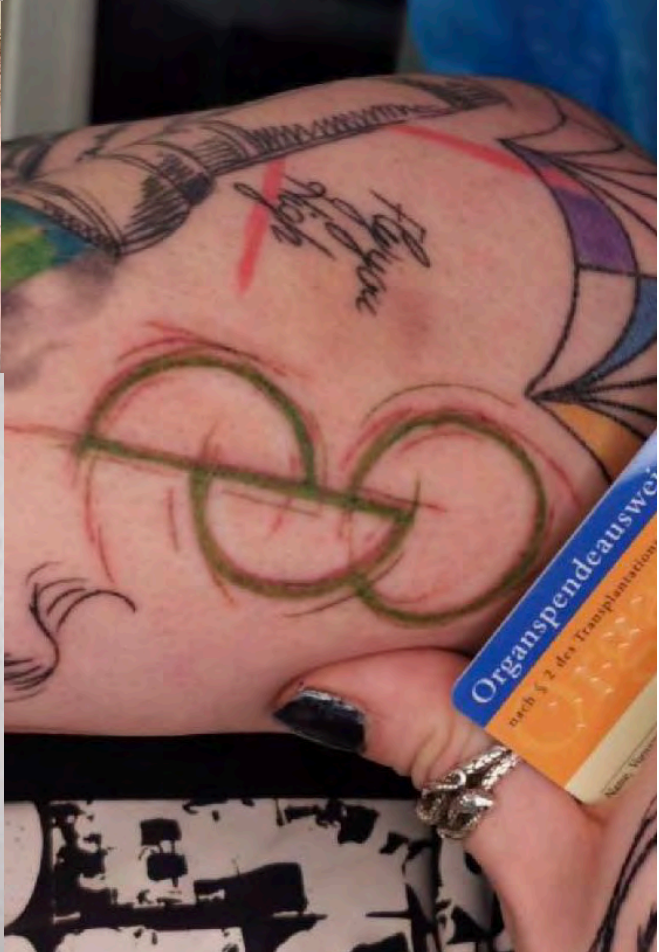
# DO'S

- ADD YOUR OWN TOUCH
- KEEP THE MAIN DESIGN AS RECOGNIZABLE AS POSSIBLE
- OFFER CUSTOMERS THE CHANCE TO INCORPORATE THE DESIGN INTO EXISTING PIECES
- PRIORITIZE VISIBLE BODY PARTS
- BUILD AROUND IT, MAKE IT PART OF A BIGGER PIECE

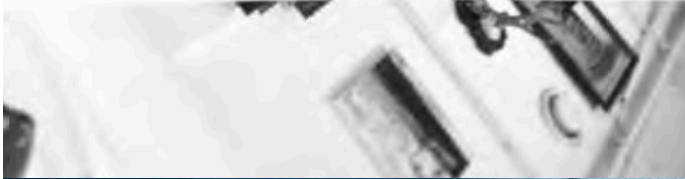
# DON'T

- DISTORT THE CIRCLES OR CHANGE THE MAIN DESIGN
- FILL IN THE SHAPES
- INCORPORATE NEW MOTIFS INSIDE THE TATTOO









# Mechanics

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**HOW CAN YOU BE PART OF THE MOVEMENT?**

## **01. OPT-INK WALK-INS**

### **How it works:**

For a limited period of time, offer customers the ability to book their Opt-Ink tattoo appointment by walk-in. This can be done on a specific day of the week.

## **02. FLASH FOR FLASH**

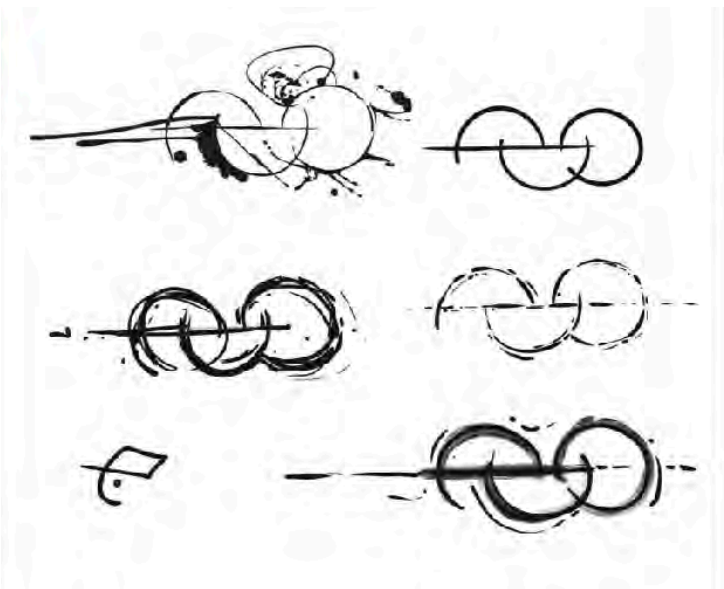
### **How it works:**

For a limited period of time, offer #Optink for free with every paid flash tattoo.

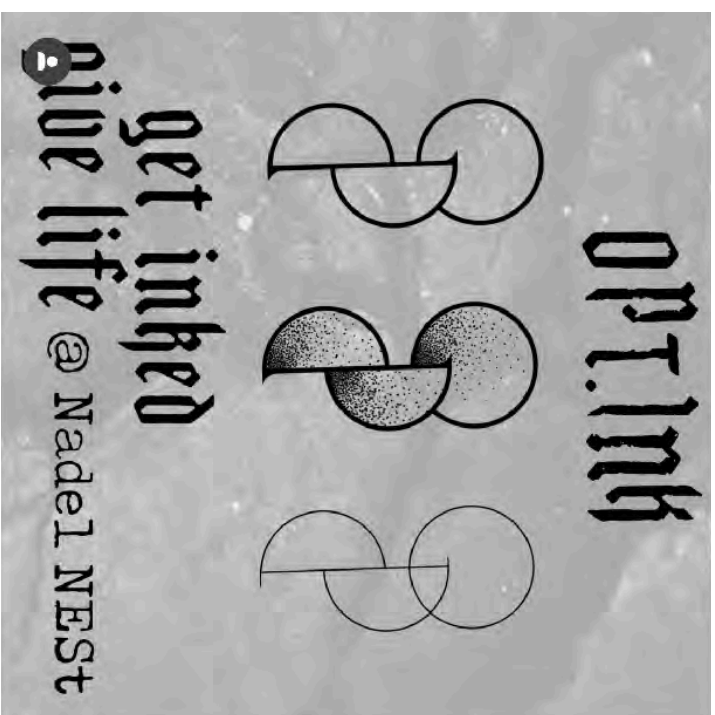
### **03. #OPTINK FLASH DAY**

#### **How it works:**

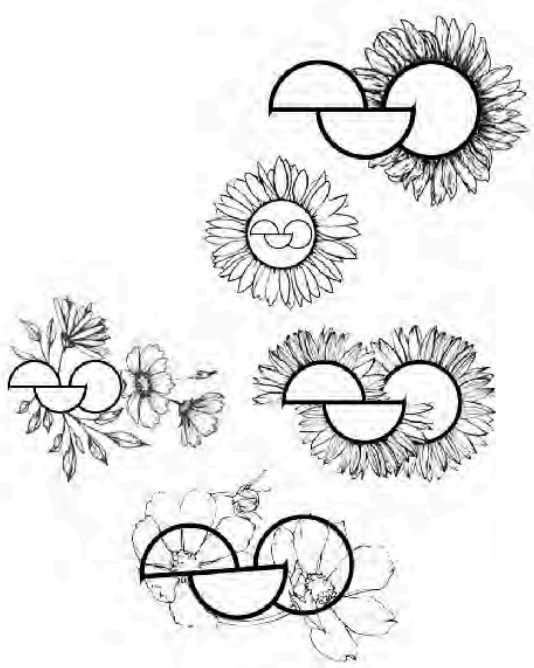
Offer your free Opt-Link flash designs for a whole day.



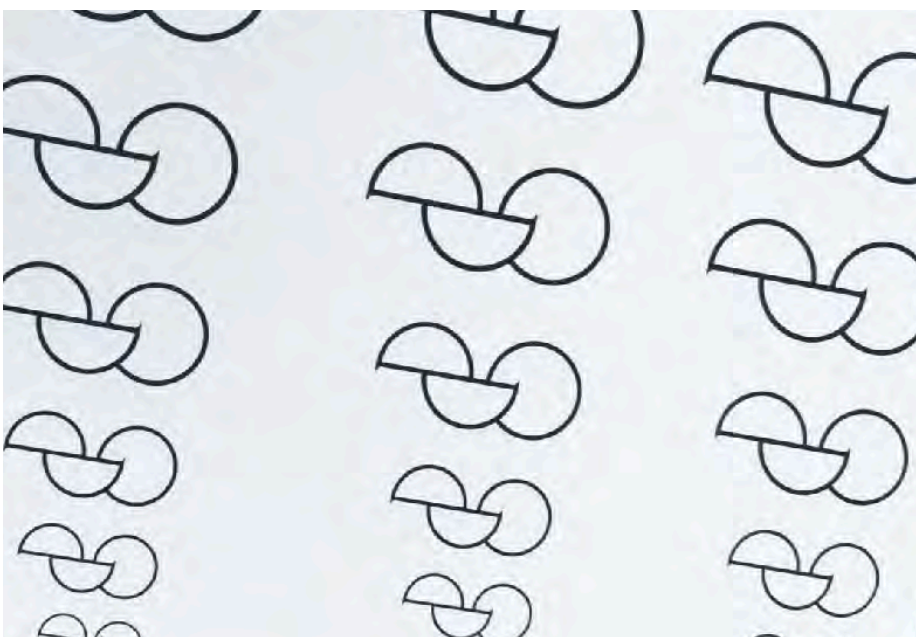
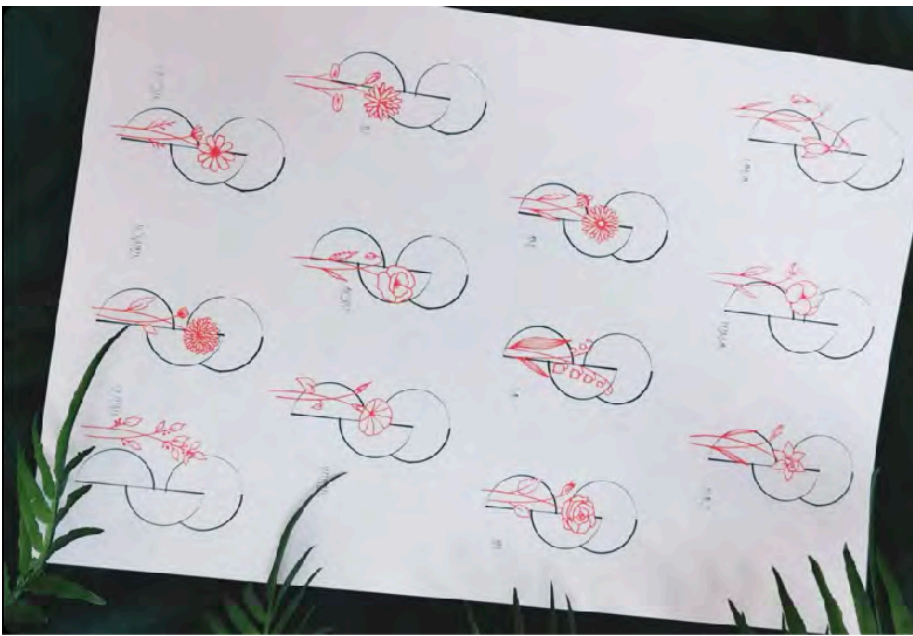
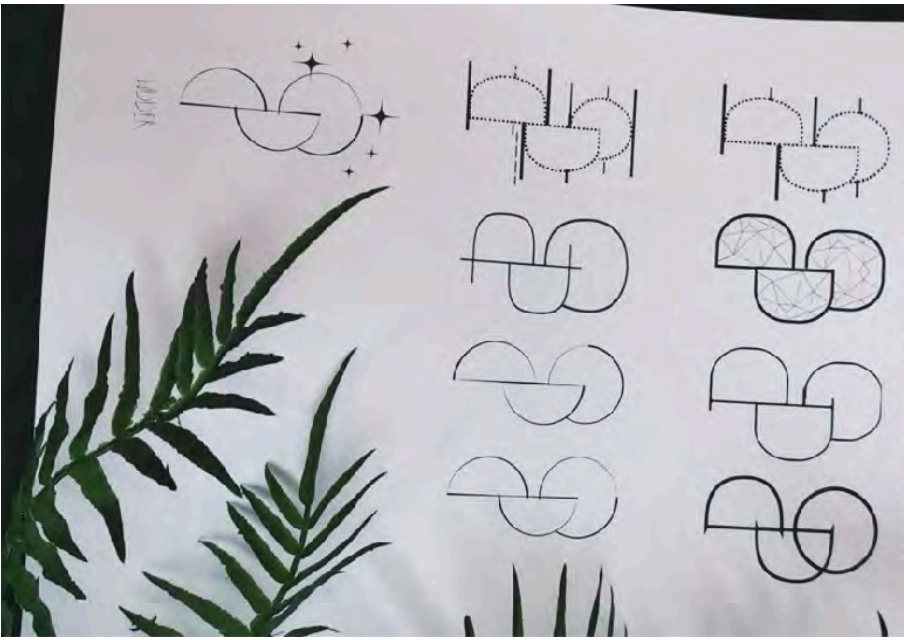
@hugin.tattoo



@nadelnest.tattoo.piercing

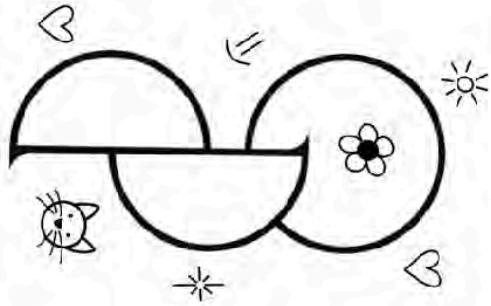
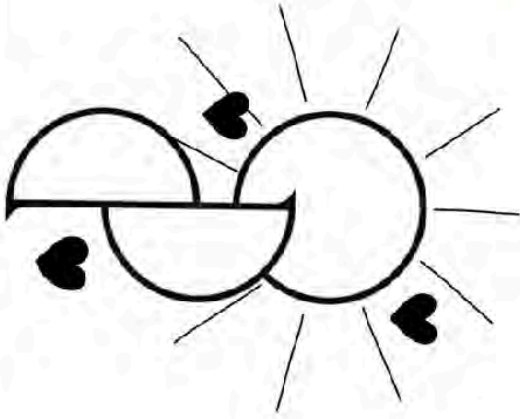
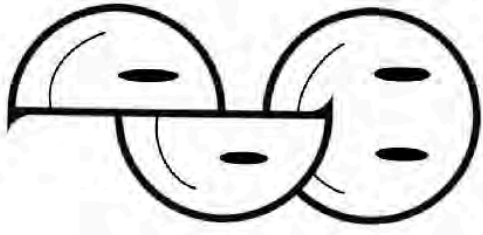


@tattooatelierantonina



@tattooatelierantonio



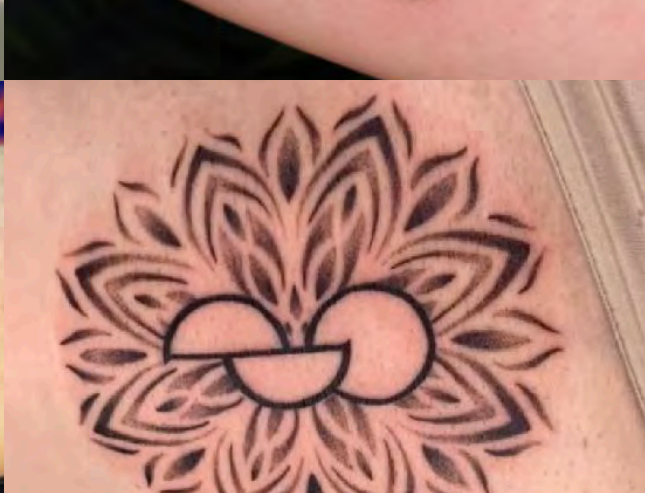


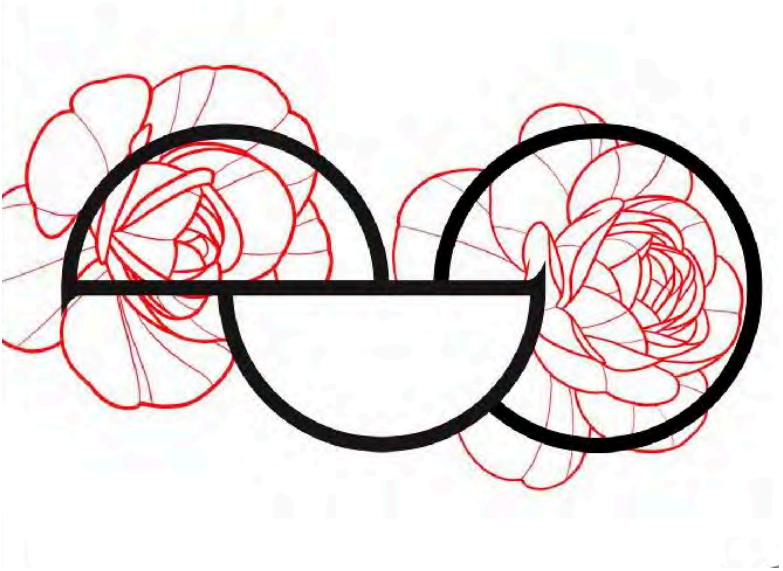
@savgirlsummerattoos

## **04. EXISTING CUSTOMERS**

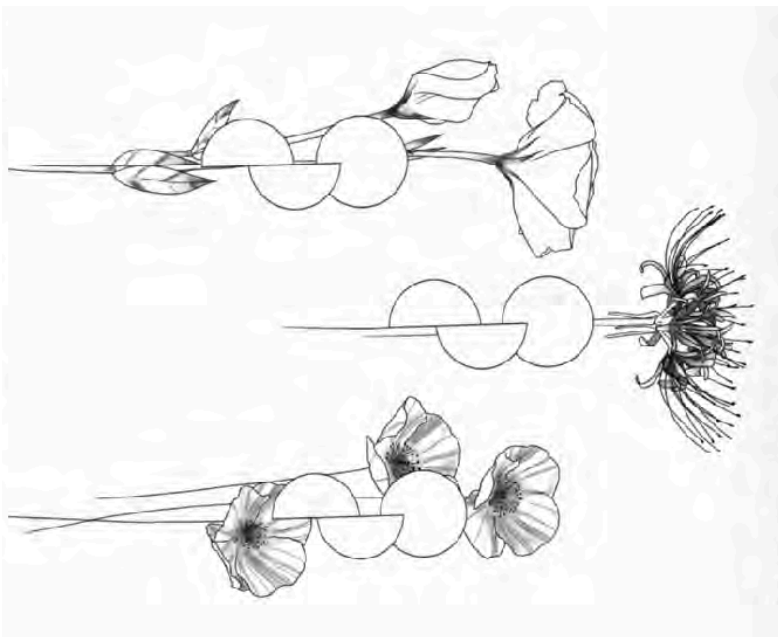
### **How it works:**

Meant for your existing customers only, you can propose to incorporate #OPTINK as part of a bigger piece already planned or booked at your studio.

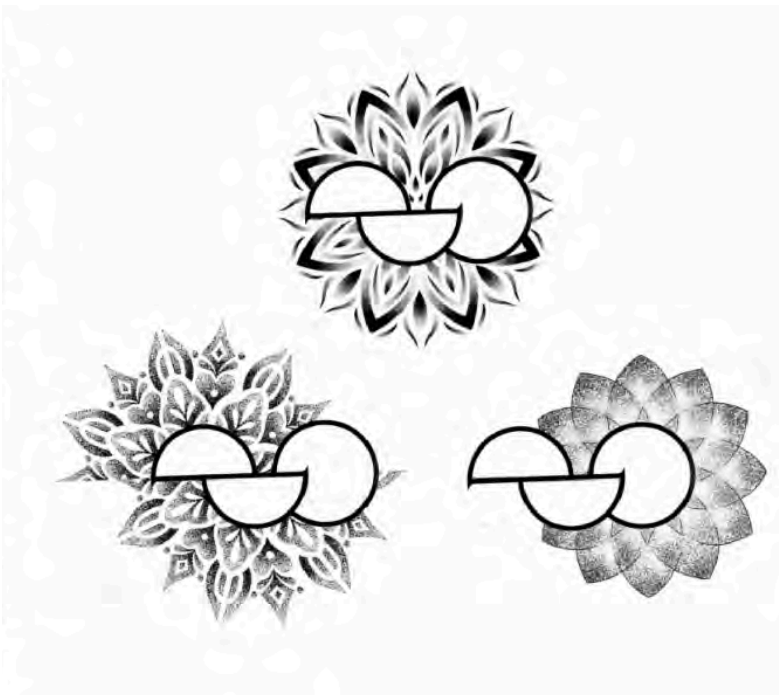




@thisis\_doro



@mixed\_vibes\_tattoo



@mixed\_vibes\_tattoo

## **05. REGISTER FOR INK**

### **How it works:**

Some “opt-in” countries might have a national register linked to a card or a driver’s license. In this case, Optink would be offered as an incentive to register as an organ donor. Register and get a free tattoo.

# Comms

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## POSTER

For your tattoo shop and surroundings.

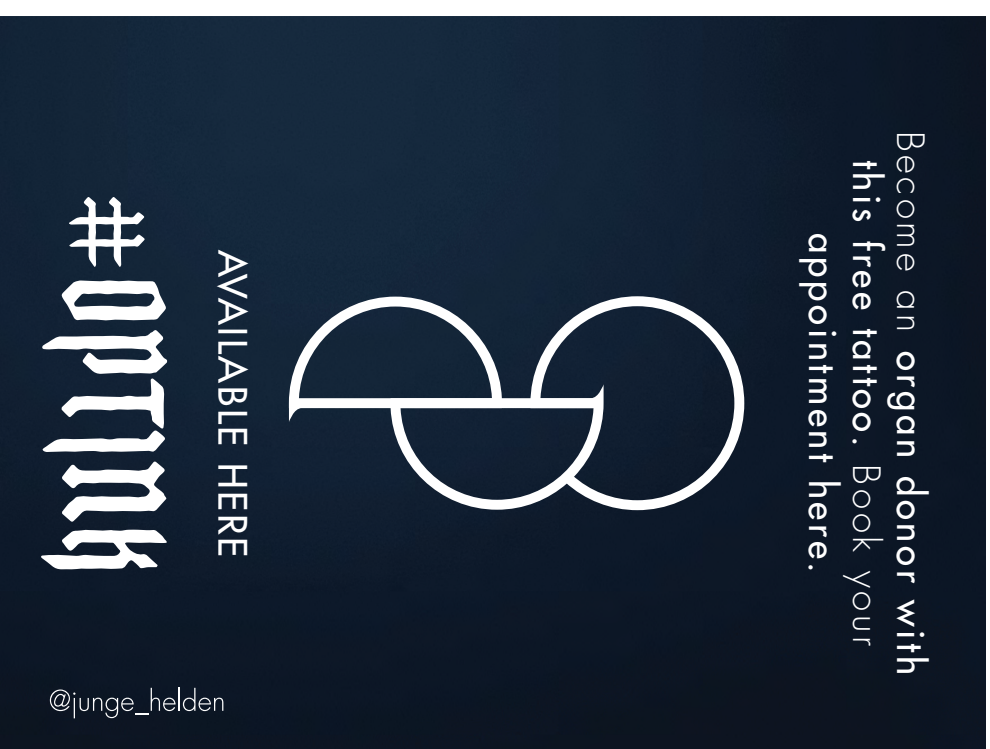
[Download here](#)



## STICKERS

For your tattoo shop and surroundings.

[Download here](#)





## TATTOO MEANING VIDEO // REEL, STORY OR POST.

Caption:

Only 0,001% of Germans donate their organs.

But you can make a difference with Opt-ink, the free tattoo that makes you an organ donor.

Book your appointment via DM and carry this statement for life.

@junge\_helden #Optink #OrganDonation #OptInkArtist #PleaseTellMom

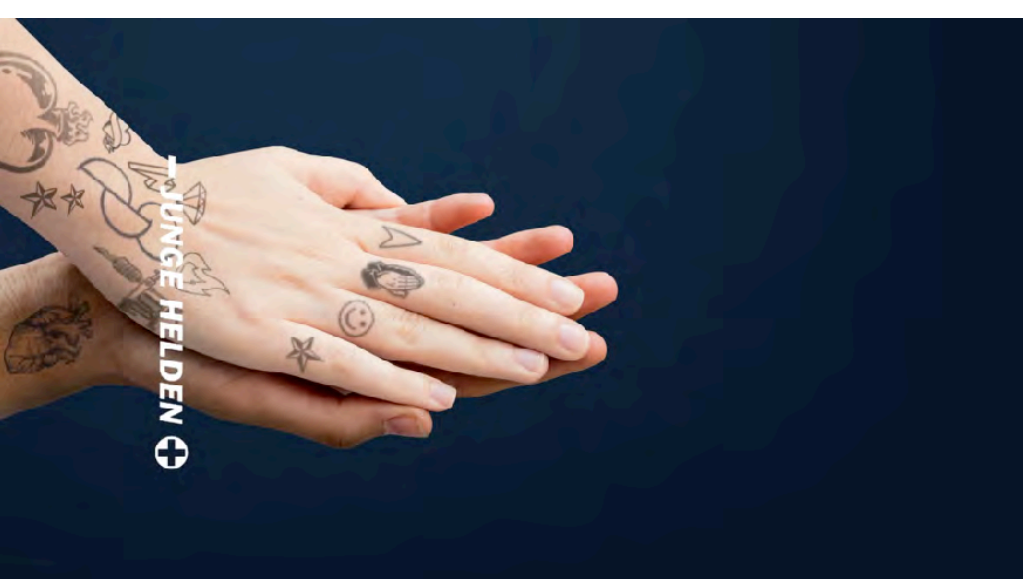
Alternative:

Looking for a tattoo with a bigger meaning? Look no further.

Opt-ink is a free tattoo that makes you an organ donor.

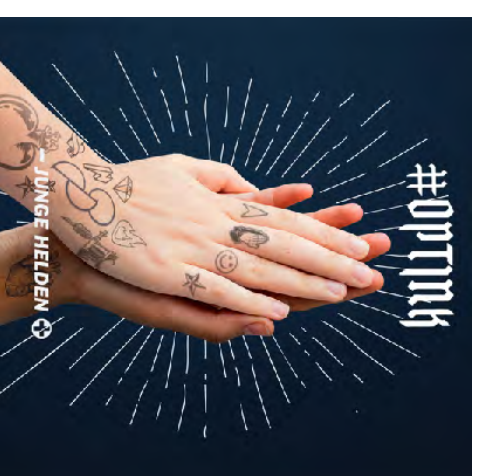
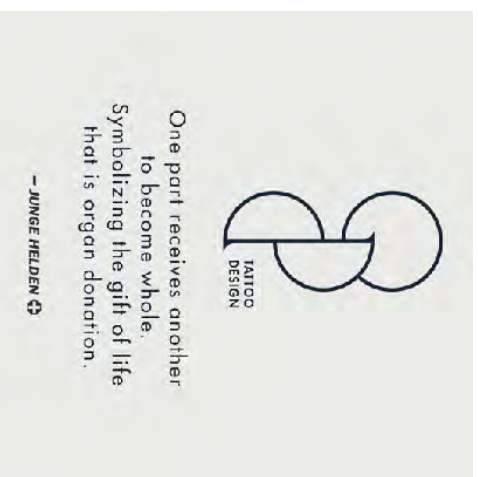
Book your appointment via DM to save up to 7 lives and make your family proud.

@junge\_helden #Optink #InkForLife #Organdonation #OptInkArtist



[Download here](#)

## TATTOO MEANING CAROUSEL/ MULTIPLE POST



### Caption:

To become an organ donor in Germany, you need an explicit proof of consent - in any form you want.

Meet Opt-ink, the free tattoo that shows your commitment to saving lives.

Book your appointment via DM and get inked for a bigger meaning.

@junge\_helden #Optink #InkForLife #Organdonation #OptinkArtist

### Alternative:

3 people die every day in Germany waiting for an organ transplant.

Change this reality with Opt-ink, a tattoo with a bigger meaning: making you an organ donor. Book your appointment via DM and spread the word to your loved ones.

@junge\_helden #Optink #OrganDonation #JungeHelden #PleaseTellMom

**[Download here](#)**

## POST

Caption :

Your decision to become an organ donor can save up to 7 lives.

Make it clear with Opt-ink, the free tattoo that shows this commitment to the whole world.

Book your appointment via DM and make your parents proud.

@junge\_helden #Optink #OrganDonation #JungeHelden

Alternative:

Germany has one of the lowest rates of organ donors in the EU.

But you can change that with a free tattoo: Opt-ink.

Book your appointment via DM and tell your loved ones about it.

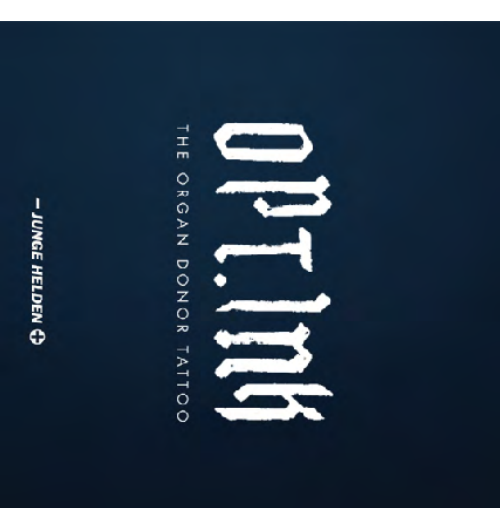
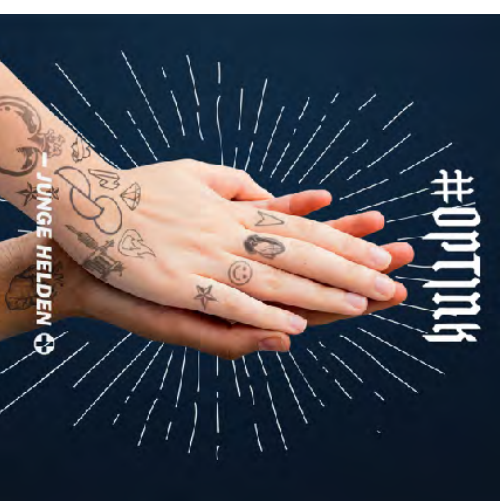
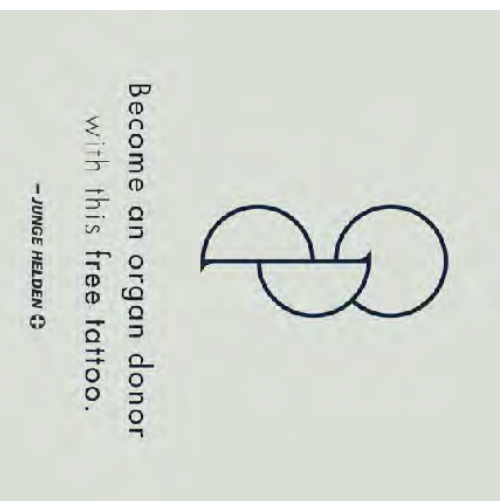
@junge\_helden #Optink #OrganDonation #JungeHelden



Tag @junge\_helden

[Download here](#)

## MULTIPLE POST:



### Caption:

Get a free tattoo that will make your parents proud.

Germany needs organ donors, and all you need to become one is a clear proof of consent.

Book your appointment via DM to get an Opt-ink and show your decision to the whole world.

@junge\_helden #Optink #OrganDonation #JungsHelden

### Alternative:

Only 0,001% of Germans donate their organs.

Change that number with a tattoo that shows your commitment to saving lives.

Book your appointment via DM to get inked and tell your loved ones about it.

@junge\_helden #Optink #OrganDonation #JungeHelden

[\*\*Download here\*\*](#)

## STORIES



Add custom text or stickers to this.

[Download here](#)

## **Caption Guidelines**

1. Try to include some background, e.g., Every day 3 people in Germany die waiting for an organ transplant. Only 0,001% of Germans donate their organs.  
Any explicit proof of consent is valid, regardless of its form...
2. Encourage speaking to relatives and loved ones about the decision, e.g., #PleaseTellMom. The tattoo that will make your parents proud. Turn a commitment into a more meaningful one...
3. Be clear on call to action and chosen mechanics, e.g., Book your #Optink appointment via email only. Pass by our studio and book your #Optink tattoo...
4. Make sure to tag @junge\_helden, and/or other relevant artists or studios, and include some hashtags.
5. Try to talk about the bigger picture and the aspirational aspect of the tattoo, e.g., turn a commitment into a more meaningful one, get a tattoo for life, 1 tattoo = 7 lives saved....

## **Hashtag Inspiration**

#OptInk

#PleaseTellMom

#InkForLife

#TattooForLife

#Tattoo4Life

#Organspende

#Organdonation

#Organdonor

#Organspendeausweis

#Tattoo

#Ink

#WirBleibendran

#Widerspruchsregelung

#GetInkedGivelif

#JungeHelden

#Lifesaving

#EinTattooFürLeben

**Bio:**

Add to your bio one of the following lines:

#Optink

#Optink Here

#Optink Partner

#Optink Artist

Get inked. Give life. #Optink



# FRO

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**01. Which organs can I donate?**

Kidney, heart, liver, lung, pancreas and small intestine can be donated after death. Kidneys or parts of the liver can be also transplanted from living people.

**02. Who needs an organ?**

In Germany, around 10,000 people are currently waiting for an organ due to various reasons: like heart muscle disease due to a protracted cold, or a chronic illness such as pulmonary fibrosis...

**03. Who receives an organ donation?**

The distribution of organs is determined by the Eurotransplant waiting list. The order is decided by the urgency of a transplant, the blood group in addition to the probability of success.

**04. Who is eligible to become a donor?**

A person can be considered an organ donor if brain death is determined by a strictly regulated examination in the hospital. The relatives must give their explicit consent to organ removal, so it is important to talk to them about your decision.

**05. What is brain death?**

Brain death is the death of a human being, when the total function of the cerebrum, cerebellum and brain stem has irretrievably ceased and the death of the person has occurred according to neurological criteria. Following the establishment of an official diagnostic procedure for brain death, no patient has ever been falsely declared brain dead in Germany.

**06. Is it forbidden to donate organs after a certain age?**

No. There is no fixed upper age limit for organ donation. The decisive factor is the biological age of the organs and tissue. And this is only examined after the death.

**07. Is The Tattoo An Organ Donor Card?**

Optink is more than an organ donor card. It is a clear declaration of intent, a proof of consent, and a statement to your relatives. Because the final decision for organ donation remains in their hands practically. Please talk to them about your decision to donate your organs.

**08. Does The Medical Personnel Know?**

We are working closely with the medical community to make Optink more recognisable. Together, we can ensure even more awareness. However, since in practice your closest relatives have the final say, we strongly recommend that you inform them of your decision in advance. We are sure they will notice your cool new tattoo! The perfect topic of conversation for your next family gathering.

**09. What Is The Ideal Place On The Body For The Tattoo?**

The ideal placement for the Optink tattoo is anywhere that is visible enough to spark a conversation.

**10. Is The Tattoo Also "Official"?**

*The tattoo is not an official document. However, it is a declaration of intent that works when your loved ones know that it represents your decision to donate your organs.*

**11. Can I Create My Own Optink Design?**

That is the goal, yes. You can enrich the tattoo, integrate it into another artwork or resize it. But please make sure the initial symbol remains recognisable. Participating tattoo studios receive a toolkit to better guide them. Don't forget to share your tattoo design with the world #Optink.

**12. Can I Change My Mind About Organ Donation If I Have The Optink Tattoo?**

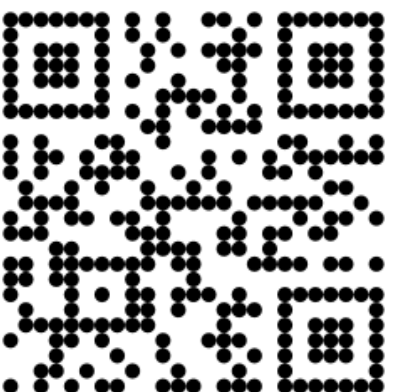
Yes, if you decide not to donate your organs, document your decision and share it with your closest family members.

**13. Can I Exclude Individual Organs From Donation Or Only Donate Certain Organs?**

Yes, it is best to document this on the #Optink consent form or an organ donor card and talk to your closest family members about it.

*For More Info:*

*[Junge-Helden.Org/Opink](http://Junge-Helden.Org/Opink)*



# CONCEPT FORM

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**WE'VE UPDATED THE CLASSIC TATTOO CONSENT FORM TO INCLUDE AN ORGAN DONATION CONSENT CLAUSE. PLEASE HAND OUT TWO COPIES OF THE OPTINK CONSENT FORM AND MAKE SURE TO KEEP ONE WITH YOU.**

**FEEL FREE TO CHOOSE YOUR/THEIR PREFERRED LANGUAGE: ENGLISH OR GERMAN.**

**[Download here](#)**

# THANK YOU

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