



SAYING GOODBYETO THE BARF BAG WE'RE ACCIDENTALLY KILLING

Dramamine, the #1 motion sickness medication in the US, has spent the last 75 years perfecting the art of nausea prevention. Unfortunately, that pursuit has had an unintended side effect: barf bags—the plastic-lined bags for vomit found on airplanes and boats—don't have any barf to catch anymore, and it's pushed them to the brink of extinction.

"The Last Barf Bag" reminds the world how effective Dramamine is by taking credit for the demise of the barf bag.

We opened the first-ever barf bag museum on Broadway Ave in NYC as the grand launch of an entire campaign built around bidding farewell to the barf bag. From literally putting the barf bag on a pedestal to producing a documentary feature short that premiered at the exhibition, every touchpoint reinforced the idea that when nausea pops up, you turn to Dramamine.

# OFFICIAL SELECTION

ONAMAZON





nentary feature short The Last Barf Bag: A Tribute to a Cultural Icon—a Tribeca documentary to promote the film.



to a barf bag museum? You write it on a barf bag.



























