

**HEADVERTISING**



CanWest

Tattoo artist Surbhi Bhargava tattoos University of Calgary student Matt Chow with the phone number and logo of the Canadian Blood Services in an effort to raise awareness of the need for blood donations. The stunt is part of a program launched by a group of students at the Haskayne School of Business who have started a company as part of their studies. It is called Skin Deep Advertising and their product, HEADvertising.

