

# ALS

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**Nobody would choose ALS**

## Background

ALS is debilitating. Sufferers try to describe their symptoms in different ways – the feeling of being weighed down and unable to move; simple tasks become excruciating. But if you've never had it, or don't know anyone with it, it's easy to ignore. Ironically, this is just like the way people shop for products – they pick the ones relevant to them, ignore the ones that aren't relevant.

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## Insight

**If ALS were a product, we wouldn't buy it.**

## Idea

We turn ALS into products that nobody wants. We show people that the effects of ALS are something that nobody would ever choose, and that together, we can take this faulty product off the shelf.

Our ads circumvent traditional advertising convention, so rather than overtly asking for donations for a disease they don't understand, we show people how ALS effects various everyday activities. Brushing your teeth, walking up the stairs, talking to love ones - we buy products to improve our days, but people with ALS don't have that luxury. We ask people to not treat it like just another disease on the shelf, but to realise how horrific it is.

To do this, we use product-metaphors to demonstrate what it's like living with ALS. At first, these products seem fun and exciting, before sobering them up to the realisation that this is something that nobody would ever choose.

## Radio ad:

Radio ad is spoken in the style of a fun and exciting product that you absolutely must get today! The ad is interspersed with SFX relating to the voiceover.

Male VO: **Step right up!**  
**Everyone's a winner with ALS!**

**Spend more time in bed, unable to move a muscle!**

**Say goodbye to stairs because you won't be walking anywhere in your very own permanent pair of concrete shoes!**

**Love water? How about feeling like you're constantly drowning!**

**Make the simplest things, like dressing yourself or brushing your teeth the hardest things in the world.**

**Plus, every diagnosis of ALS makes communication with loved ones nearly impossible!**

**Available now with no age limit and no discrimination!**

**Find out why someone gets ALS every ninety minutes!**

**Die twice, talk less with ALS!**

The ad cuts back to a more sobering tone.

Female VO: **Nobody would ever choose ALS.**  
**Help us make it a limited time offer and find a cure.**

## Viral idea:

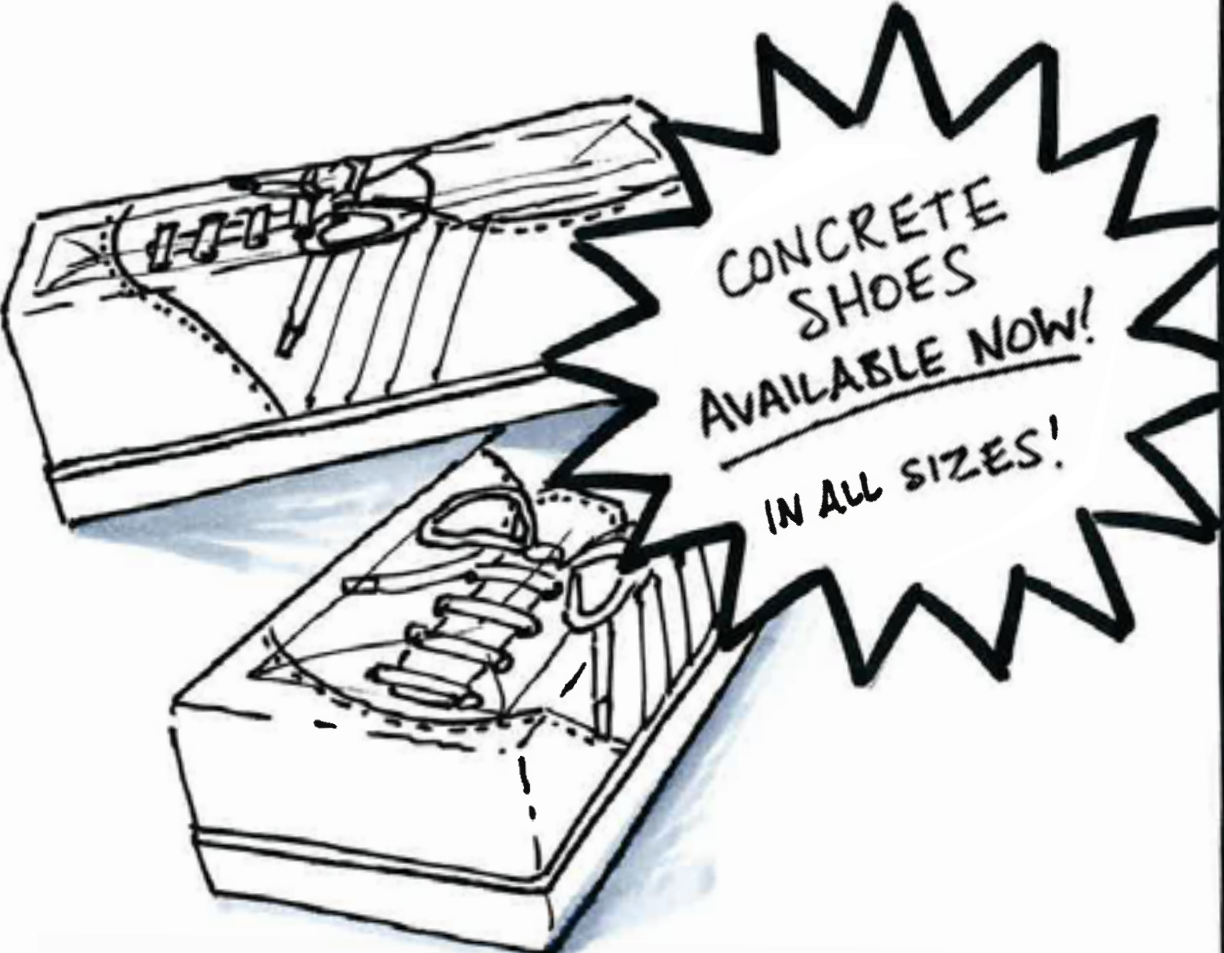
To create buzz, we take these metaphors to their literal sense. We create socks and t-shirts that are impossible to wear; a toothbrush with the head connected by a chain; concrete shoes that weigh you down – basically anything that simulates the symptoms of ALS on the body. We sell the products in department stores, with all money going to the ALS foundation.





## Outdoor

**WALK A MILE  
IN THEIR SHOES!**




CONCRETE  
SHOES  
AVAILABLE NOW!  
IN ALL SIZES!

Nobody would choose ALS.  
Help us make it a limited time offer  
and find a cure.

**ALS**

Bus shelter placement

**TURN MOLEHILLS  
INTO MOUNTAINS**



Nobody would choose ALS.  
Help us make it a limited time offer  
and find a cure.

**ALS**

Escalator placement