

"One month from now"

The Concept

We want to make people really relate with ALS sufferers: it's about them. It can happen to them, their friends, their family. And it's scary. To do this we'll use teaser ads (out-of-home and online banners) to capture people's attention and get them curious enough to visit our website to learn more & donate. On social media, we can get influencers to change their cover photos to images that have the same messages.

The Representation

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO TIE YOUR SHOELACES.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO DRIVE.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO BRUSH YOUR HAIR.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO EAT SOLID FOOD.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO HUG YOUR KIDS.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO SAY WHAT YOU THINK.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO DRESS YOURSELF.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].

**ONE MONTH FROM NOW,
YOU WON'T BE ABLE
TO HOLD YOUR LOVED ONES.**

What you take for granted today,
may be impossible tomorrow. Visit [URL].