

## CREATIVE BRIEF

### Disability Rights Communications Campaign Contest

#### 1. What do we want this communications/advertising to do?

To positively change the attitudes of young people towards rights of people with disabilities and influence them to advocate for people with disabilities in society.

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#### 2. Who are we talking to and what insights do we have about them?

High School students between the ages of 15-19 yrs old who are not completely aware of the rights of people with disabilities. They may or may not have interacted with a disabled person. They view disability either as a medical condition or a charitable issue which compels them to sympathize with the situation rather than see these people as their equals. Their views on the subject come from preconceived notions of disability in society and stereotypical images of disability they have seen growing up.

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#### 3. How do we want to describe disabled people?

Equality, Pride, Independence and a “one-of-us” kind of feel.

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#### 4. What’s the single most important thing we want them to take out of this advertising?

Disability is not a pitiful situation to feel sorry about. It’s just a condition that some people have to live with so they should have equal rights just like all of us and not be discriminated against.

**“Disabled people are just like you and me - they should have the same rights as me.”**

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#### 5. How can we make this believable?

*Rational:* There is a long list of people with disabilities who have excelled in their field of work and contributed to society. These include celebrities and even ordinary people around us. F.D Roosevelt had polio but served as the President of the United States. Albert Einstein was suspected to have autism. All of us have different skills and talents, and we should all be allowed to contribute to the community and participate in society.

*Emotional:* Obstacles are there in all our lives. We all have our limitations. Let’s not be biased and judgmental towards a certain section of (disabled) people. Most of the barriers people with disabilities face are just unfair.

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#### 6. Is there anything else worth thinking about that might help us get to great creative work?

Face disability in the eye. Focus on what people with disabilities can do, instead of what they can’t do. When you view disabled people as one of you, you will sound more emphatic and convincing.

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