

Laundry Service

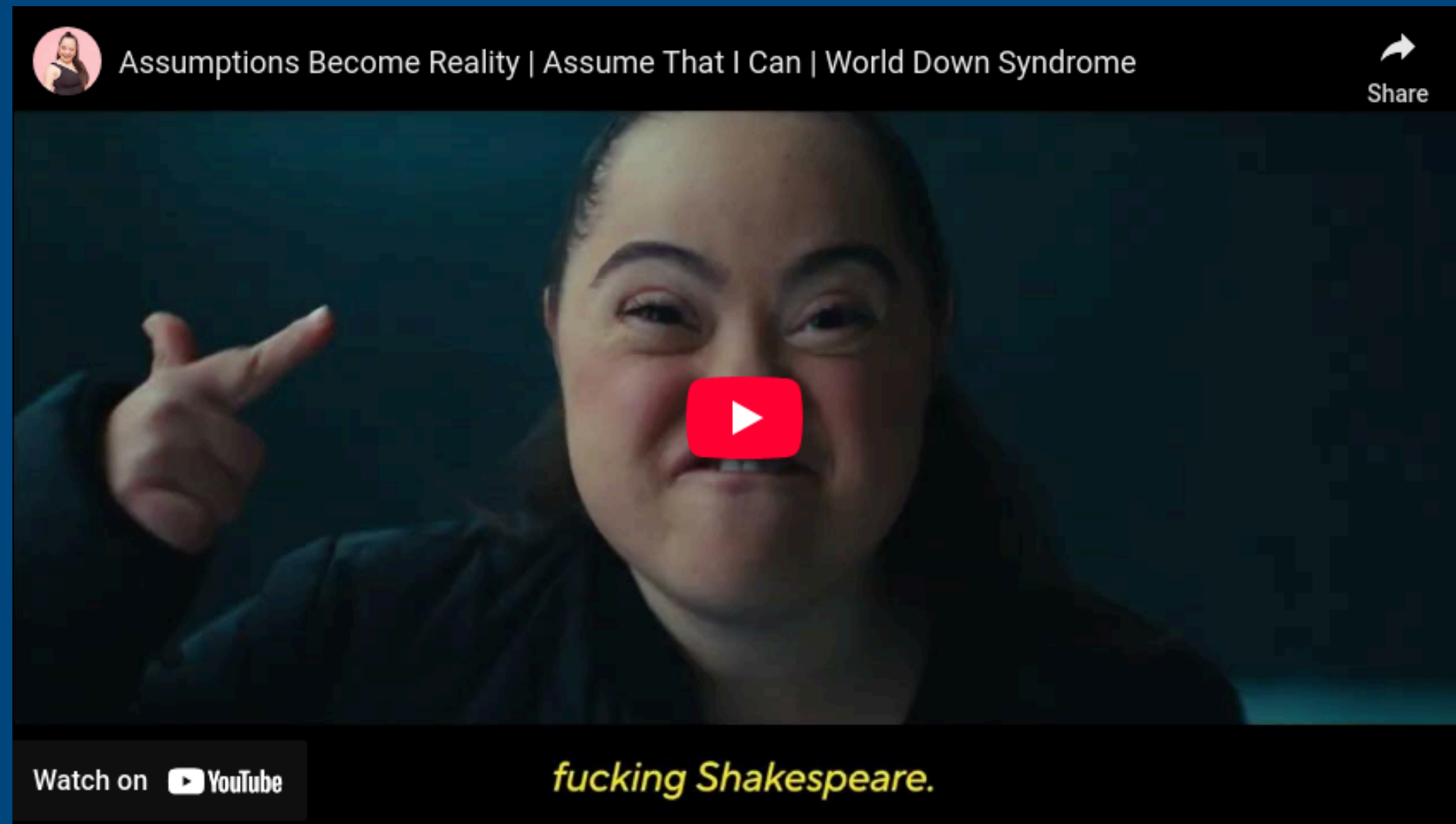
Case Study Presentation

By Drue Hamlet



‘Assume That I Can’

World Down Syndrome Day 2024



World Down Syndrome Day



World Down Syndrome Day is celebrated across 190 countries on March 21. Each year, Down Syndrome International takes on a new theme to promote Down syndrome awareness and education across the globe.

Coor Down



Last year, Coor Down collaborated with SMALL agency to support their goal of changing their approach to disability representation in the media. This fresh perspective presented both a challenge and an opportunity in the 'Assume That I Can' campaign.

Assumptions Can Become Reality

- **Self-fulfilling prophecy** is the foundation
- Stress the importance holding positive assumptions to **create a better reality**

Mission, Vision, Goal

- **Educate the public** and shine light on common misconceptions
- Challenge viewers to think differently by raising **awareness** of their own biases
- Work to **break down the stigmas** surrounding the community



Theme

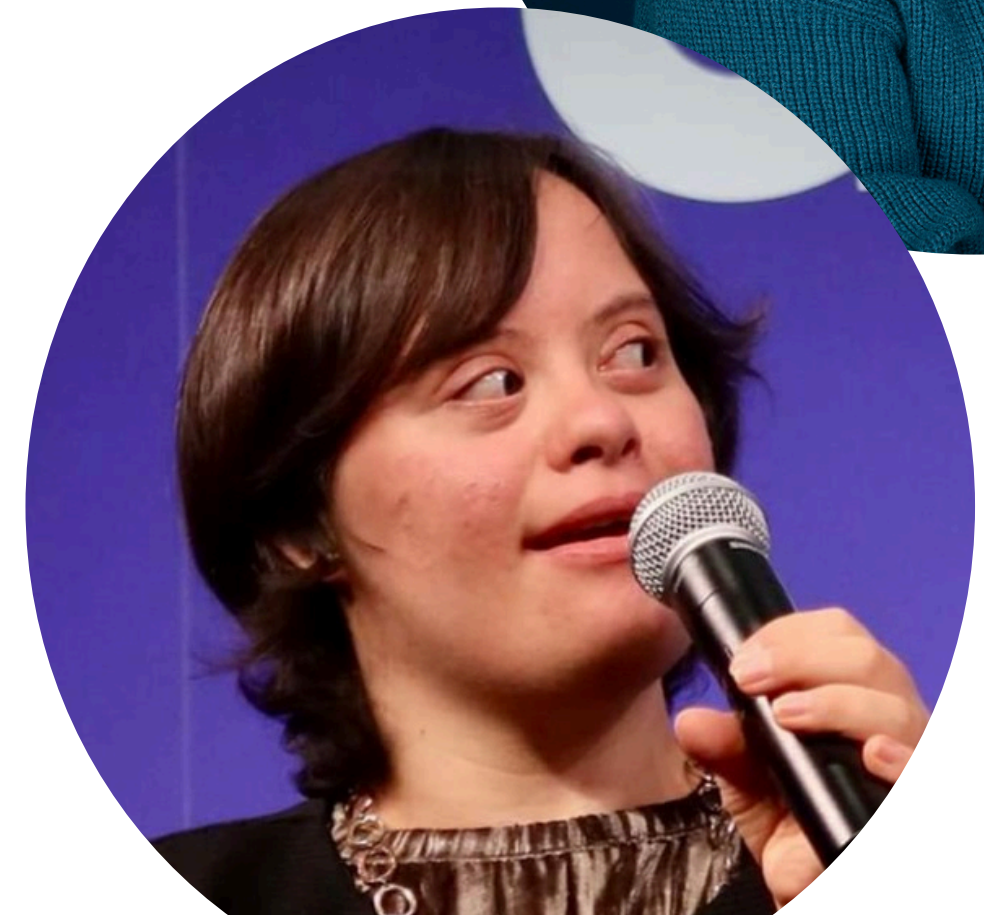
The campaign motivated a global audience to think differently by highlighting the potential of individuals with Down syndrome and effortlessly **challenging societal stereotypes**.

Influencers

- **Madison Tevlin** - model, advocate, actress
- Took inspiration from **Marta Sodano** at the United Nations Conference... “Leave no one behind in education”
- Members of the community were encouraged to share their **personal testimonies** on social media

Tropes

- **Avoided the hero campaign and the pity porn tropes**
 - Managed to motivate the audience and acknowledge the frustrations of those with Down syndrome without the common inaccurate portrayal (Chivers & Bassil, 2024)





My little boy is 10 and has Down syndrome. I love him with all my heart. This ad cuts me to my core, because I don't champion what he is capable of enough. Instead, I worry about protecting him and shielding him from all the evil in the world. He deserves the opportunity to flourish without me limiting his possibilities and he is entitled to more than I have been allowing him to experience.

Consider my eyes opened.

(Jason Oulman, YouTube)

Reach cont.

Social Media



Acknowledgments

- Cannes (7 Lions, 5 Shortlists)
- Global recognition

Over
150 million
views

on social media in one week

Giving Perspective to Other Advertisers

“We thought the insight of the campaign was so strong that we adopted it in every aspect of production.

If we want to create awareness and break boundaries through the work that we create and produce, we need to do it ourselves...”

(Karim Bartoletti, partner, managing director and executive producer at Indiana Production).

Solutions. Not Problems.

- The field of advertising and public relations *needs* **solution-oriented people.**
- This campaign emphasized this mindset by remaining light-hearted, relatable and genuine.
- The stereotyping problem was shown, **but so were the solutions.**

The Power of “Maybe”

- In the era of social media and character limits, our words hold more weight.
- The use of the word “Maybe” in the tagline “Assume That I Can So *Maybe* I Will” is critical.
- Those with Down syndrome have varying levels of independence and ability, but it is not up to us to assume what those levels are...

Personal Experience

- **My mom** is an advocate for the disabled community
 - She taught me how to defy stereotypes and teach others to do the same
- I have been a **volunteer** with Special Olympics for many years

Professional Connections

- **Wasserman:** The Special Olympics World Games Abu Dhabi 2019
- **The Tombras School of Advertising and Public Relations:** “I am Special” campaign



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Thank you!