

CASE STUDY | Multiple Formats

CHANNEL 4

2016 PARALYMPICS



OBJECTIVES

- We sought to reignite the UK's love of the Games and get people tuning back in.
- With two thirds of Brits feeling uncomfortable talking to a disabled person, there was a clear role for media to turn this around and drive positive perceptions towards disability.

STRATEGY

- To turn the dictionary definition of disability on its head and showcased some of the incredible abilities of disabled people.
- We wanted to create Channel 4's most accessible and unique advertising campaign ever.



EXECUTION

- We delivered one of the broadcasters most individual and ground-breaking campaigns ever.
- We hand selected 54 bus shelter 6-sheets and transformed them into audio enabled posters.
- The campaign also shared live medal updates across 2,660 iBus timetable screens, 1200 Underground DMI screens and ESUB Boards, as well as making live announcements at Underground ticket halls.
- It also featured on traditional formats such as 48-sheet and a variety of digital screens.



RESULTS



- Paralympics coverage was watched by 27.2m people – almost half of the UK viewing population.
- By the opening ceremony nearly two thirds of the population had recalled seeing the campaign.
- Half said that it made them feel more positive towards disabled people and 81% that it improved society's perceptions of disabled people.