

Publicis Brussels Highlights The Real Mannequin Challenge In Poignant Film

Publicis Worldwide, 1 day, 4 hours ago

42 0

RECOMMEND

Share     

The powerful video was created for ALS League Belgium



The past few weeks it has been impossible to ignore the new internet hype called “The Mannequin Challenge”. Between the many different viral videos, there were a few magnificent ones. But just when you thought you had seen them all, a new Mannequin challenge pops up, confronting you in a very dramatic way with life.

For the first few seconds you are watching a regular Mannequin Challenge: you see a medical lab with researchers and professors in white coats that remain motionless while the camera winds its

way through the area. But when the last mannequin appears, the challenge gets a whole other meaning. While the researchers continue their activities, the last mannequin remains motionless. The person carries a sign that says “For ALS-patients, every day is a Mannequin Challenge.” It’s clear that this person has ALS (Amyotrophic Lateral Sclerosis), a progressive neurological disease that causes dysfunction of the nerves that control muscle movement, leading to muscle weakness, gradually affecting nerves that control breathing and other vital bodily functions, resulting in death within 2 to 5 years’ time. A disease that cannot possibly leave people unmoved.

The Belgian ALS League and the researchers in the movie are in need of funds to continue their research on ALS. You can help by donating and sharing this video.



ADVERTISER

ADVERTISER: ALS League Belgium

CREATIVE AGENCY

ACCOUNT MANAGER: Frédéric Sodermans

CREATIVE DIRECTOR: Tom Berth, Geert De Rucker, Naim Baddich

PRODUCER: Daan Feytongs, Marc Van Buggenhout

CREATIVE AGENCY: Publicis Brussels

PR DIRECTOR: Kathy Van Looy

CATEGORY: [CORPORATE AND SOCIAL](#) , [SOCIAL](#)

GENRE: [DIGITAL](#) , [PR](#) , [PEOPLE](#)