

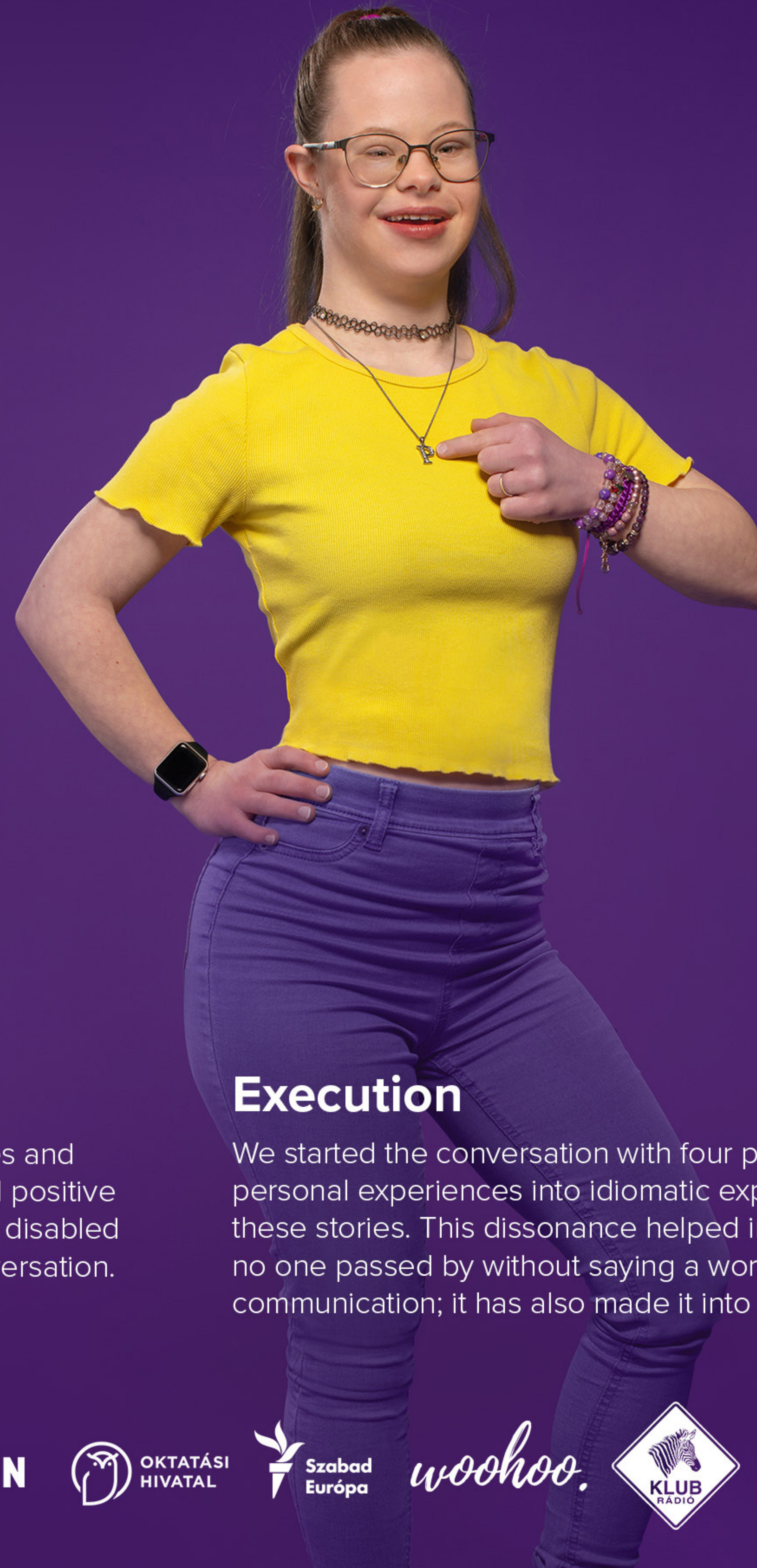


# DON'T OVERTHINK, JUST START TALKING!



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EGYESÜLET AZ INKLÚZIÓÉRT

We are encouraging truly free conversations to build bridges between disabled and non-disabled people by using humorous real-life stories.



"Humor often helps people get through situations they can't handle immediately."

telex

"We shouldn't be pitied but included!"

NŐKLAPJA

"If communities start thinking differently about people with disabilities, it will benefit everyone."



0 EUR  
paid media

50,000 EUR  
earned media

## Insight

Ever feel awkward or unsure when interacting with someone with a disability? You're not alone. Many people struggle with these same feelings, but there's no need to let them hold you back. Break down the internal barriers!

## Idea

Let's move away from the usual messages and show with a light-hearted, humorous, and positive campaign that it doesn't matter if you are disabled or non-disabled: a conversation is a conversation. So, stop overthinking; start talking!

## Execution

We started the conversation with four people with disabilities, and we turned their personal experiences into idiomatic expressions to create playful messages from these stories. This dissonance helped initiate conversations all over the platforms; no one passed by without saying a word in the press, social media, and digital communication; it has also made it into television, radio, and even live chats.



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