

ELECTRONIC ARTS

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ADHD-FORENINGEN

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THE ADHD CHEAT CODE

**“UNLOCK A
UNIQUE SET
OF SKILLS”**



The ADHD Cheat Code

**“A GAME
CHANGER FOR
THE ADHD
NARRATIVE”**

Insight

There are many prejudices and quick assumptions about what ADHD is and entails, which hinder individuals with the diagnosis in their everyday lives. But the truth is that there are many unique strengths linked to ADHD as well – abilities like hyperfocus, creativity and inventiveness.

Idea

The Sims™ is a life simulation game series played by more than 70 million people world-wide. The game is well known for its multiple cheat codes that give your simmer everything from endless money to eternal life. What if we introduced a cheat code unlocking the superpower side effects of ADHD?

Execution

Turning on the cheat code ‘adhd’ enables your simmer to hyperfocus on the task at hand (studying, working etc.) and level up creative skills at double the speed. This way, players of the game will see and feel the positive sides of ADHD in a fun and engaging manner.