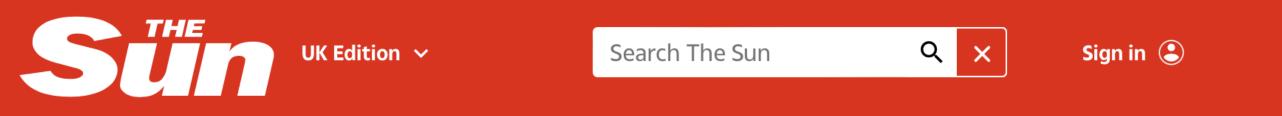
## **Changing Narratives**

**PROBLEM** 

In the current narrative, ADHD is usually portrayed like a disability. Instead of lifting the potential strengths, media downplays the capabilities of role models with the diagnosis.

**SOLUTION** 

A hyper-localised digital campaign, with banners, pre-rolls and social media comments. Designed and programmed to target and correct headlines that downplay the potential of people with ADHD.



**Cruise News** 

**Family Holidays** 

ews Sport Fabulous TV Showbiz Money <u>Travel</u> Health Tech Motors

City Breaks

## \*Greta Gerwig managed to write and direct Barbie in only 2 years *thanks to* her ADHD



Entertainment

Greta Gerwig managed to write and direct Barbie in only 2 years despite her ADHD

The iconic movie has just beaten its 10th record.

Kara Godfrey

Published: 11:01, 20 Jan 2024

**UK Travel** 

News

**Beach Holidays** 

What they portray as a curse, can also be a blessing.

Read more at adhd.dk

CHCA