

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.

*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

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

Read more at
adhd.dk

