TAGLINE

ZONE IN ON ADHD

How do you promote a diagnosis? You zone in on all the positive attributes that makes people with ADHD the perfect employees. Creativity, hyperfocus and innovative thinking are three main symptoms of living with ADHD.

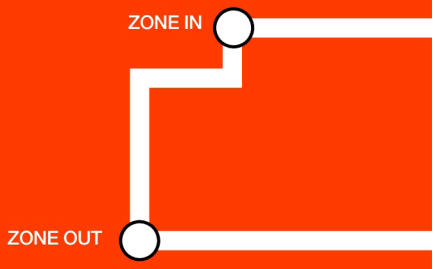
Sounds perfect for working in the creative industry!

COLORS

BLOOD ORANGE	CORPORATE SUIT GREY	HIRE ME BLUE	PAPER WHITE	ALMOST BLACK
#FF3B00	#B9B9B9	#45E9EB	#FFFFFF	#101010

This campaign for adhd.dk targets high ranking employers of the creative industry to inform about and promote people with ADHD in the workplace. As an industry thriving on innovation, there is a dying need for more people thinking differently to continue to push the boundaries of creativity.

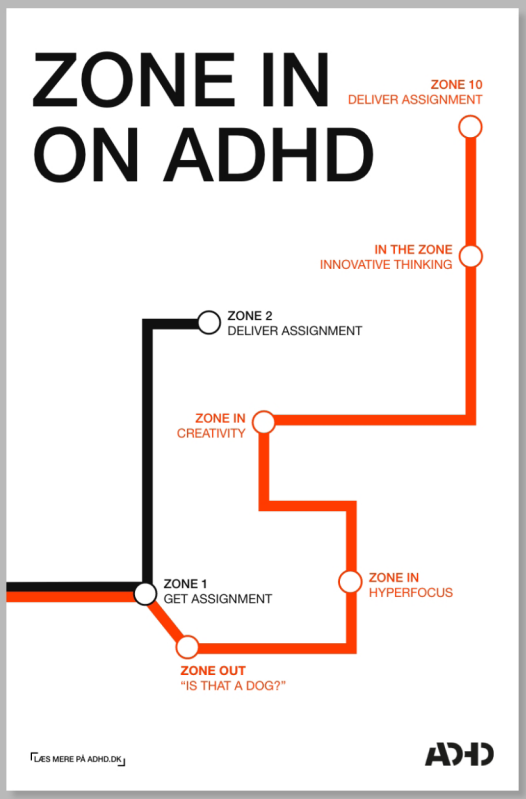
Central for the campaigns visual identity is the vibrant Blood Orange color grabs the audience attention to symbolize the strength of people with ADHD. By using illustrations and lingo from the public transportation system, we give the word “zone” multiple meanings. As people with ADHD often experience “zoning in” or “zoning out”, the aim is to showcase the extra steps being taken to deliver an assignment - often with a better, more nuanced result.

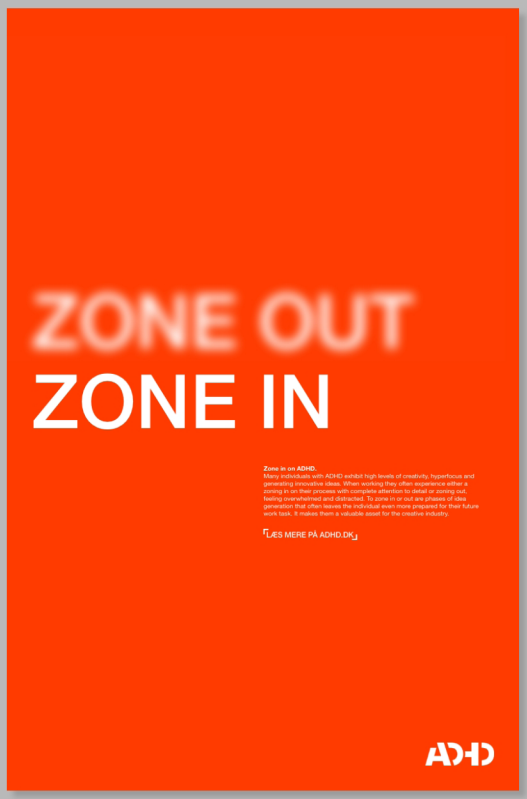


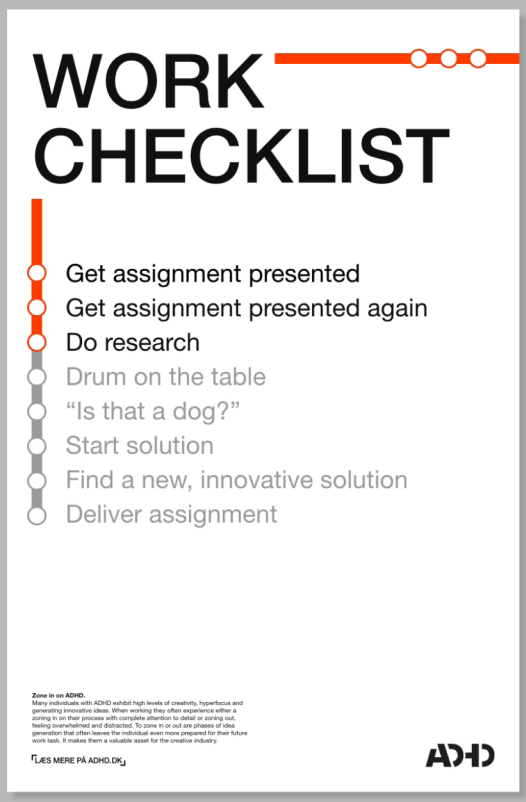
OOH

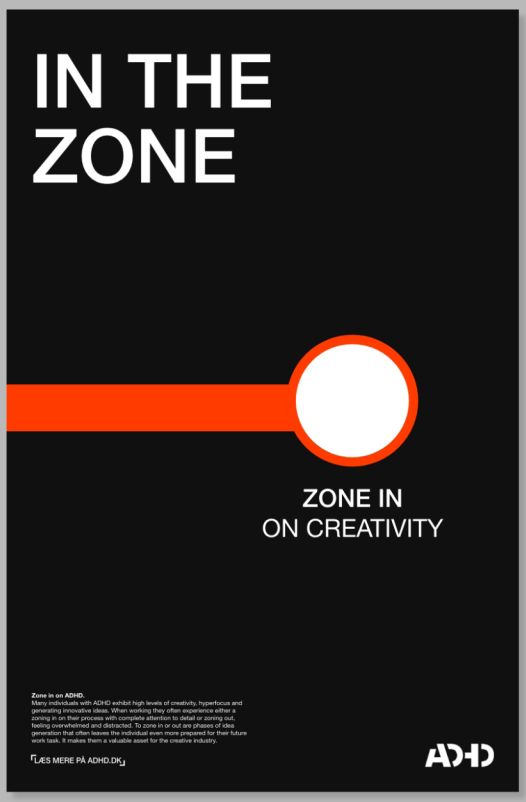


MAIN VISUALS









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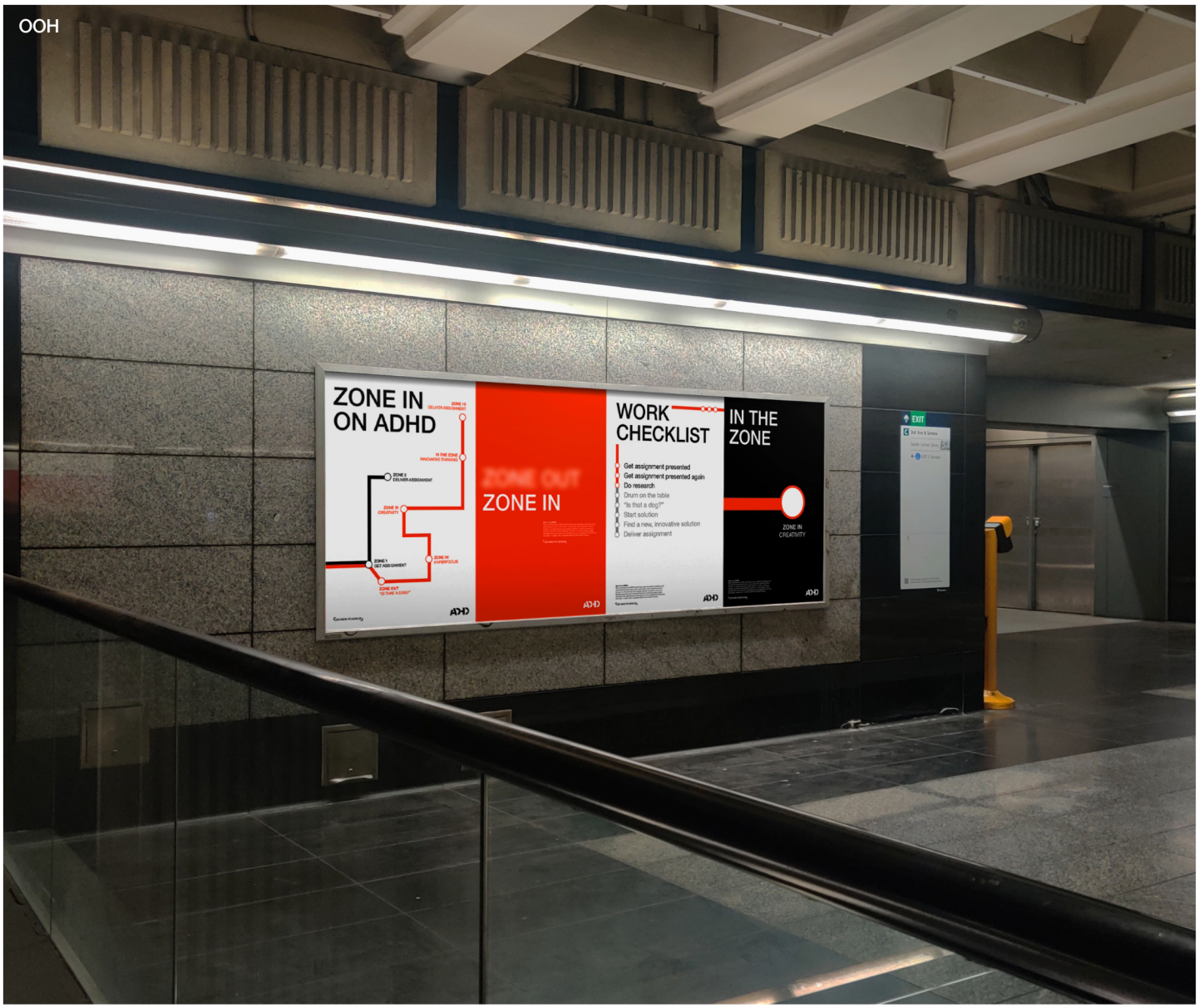
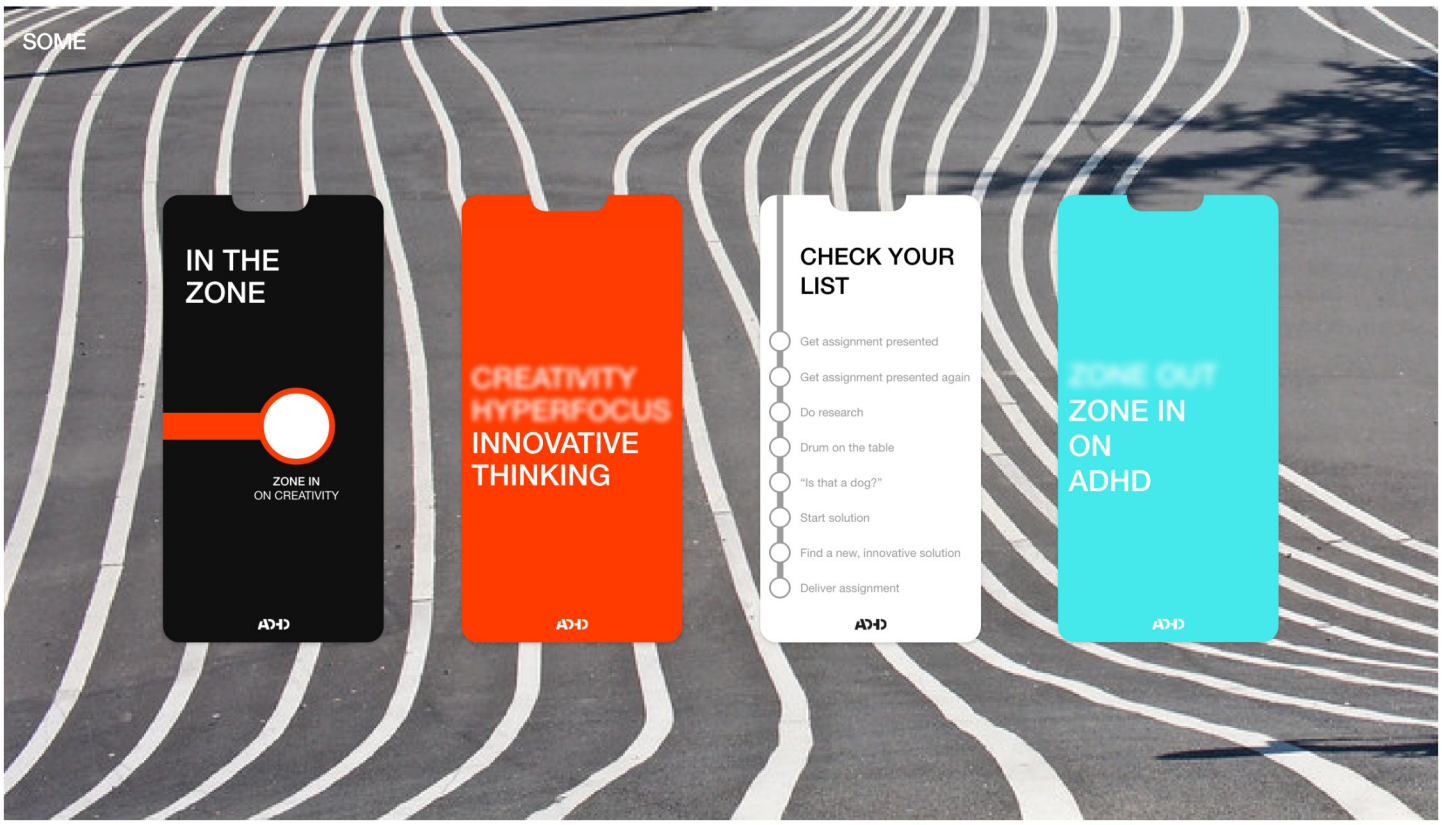

ZONE IN
ON ADHD
ZONE OUT
ZONE IN
WORK
CHECKLIST
Get assignment presented
Get assignment presented again
Do research
Drum on the table
"Is that a dog?"
Start solution
Find a new, innovative solution
Deliver assignment
IN THE
ZONE
ZONE IN
CREATIVITY
EXIT

SOME


IN THE
ZONE
ZONE IN
ON CREATIVITY
CREATIVITY
HYPERFOCUS
INNOVATIVE
THINKING
CHECK YOUR
LIST
Get assignment presented
Get assignment presented again
Do research
Drum on the table
"Is that a dog?"
Start solution
Find a new, innovative solution
Deliver assignment
ZONE OUT
ZONE IN
ON
ADHD

5TH ELEMENT



STRESSBOLD TIL KONCENTRATIONSBESVÆR



LOGO

ADHD

LOGO NEG

ADHD

Print

