

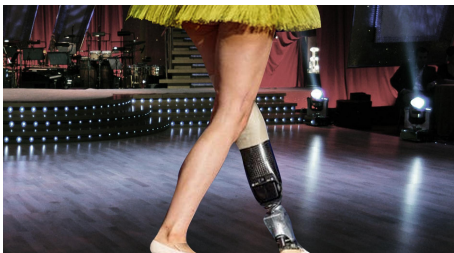
# TV ad storyboard

# 'POSSIBILITY' TVC 30"



**A downbeat piano track plays as we cut between people with different disabilities, all of whom are 'disabled by society'.**

*In dance hall, as a woman attaches a prosthetic leg, she appears disheartened as she gets surprised looks from the other dancers, as if to say 'what are YOU doing here?'*

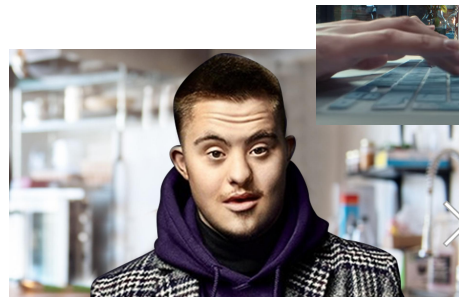


*When the action restarts, she's doing the same dance, but now she's performing on stage in front of an unseen audience, wearing a pretty yellow tutu.*



*In a library, a lonely guy with Down's Syndrome sits on his own, away from groups of other students. He stares blankly at a black computer screen.*

VO: **PAIN. CONFUSION. STRUGGLE.**



*In the library the Down's Syndrome student types determinedly, as he completes the task with a final keystroke.*



*In the City, an older female sits motionless in her wheelchair, seemingly unable to access the towering building in front of her.*

VO: **BUT THE REAL PROBLEM I FACE ISN'T MY DISABILITY. IT'S HOW THE WORLD SEES ME\***



*Again the action freezes and the yellow graphic treatment overlays the image, accompanied by the word 'LEARN'.*

VO/SUPER: **LEARN**



**SFX: \*Record scratch\* - upbeat track kicks in. A pacey montage of the same people, but now more empowered and purposeful in their expressions and actions.**

*The prosthetic limbed woman begins to dance gracefully across the studio.*

VO: **LEONARD CHESHIRE ARE ON A MISSION**



*As the action starts again, our guy is holding a diploma certificate proudly on a stage, wearing a yellow tie.*



*The action freezes and a cool yellow graphic treatment appears over the image, accompanied by the word 'LIVE'.*

VO: **TO SUPPORT DISABLED PEOPLE SO THEY CAN LIVE**



*The wheelchair user speeds up a ramp outside the building and towards an open door.*



For a third and final time the action freezes, the yellow treatment effect washes over the scene and the word 'EARN' appears.

VO/SUPER: **AND EARN**



When the action restarts, we have transitioned to an smart office environment, where she wheels up to a cool desk, a bright yellow plant on top of it.

VO/SUPER: **AND EARN**



The pumping soundtrack stops, the mood is more serious again and the visuals more duded, as we cut to a close up of a visually impaired person, Pete, who addresses the viewers directly.

PETE: **ARE YOU ABLE TO SEE THE POSSIBILITY...**



Close up of Sarah, the wheelchair user.

SARAH: **...BEYOND OUR DISABILITY?**



Quick cuts through other close ups of more disabled people looking to camera.

**Text 'POSSIBLE' to  
XXXXX to donate £5 now**

**SUPER/VO: Text 'POSSIBLE' to XXXXX to donate £5 now so more disabled people can live, learn and earn.**

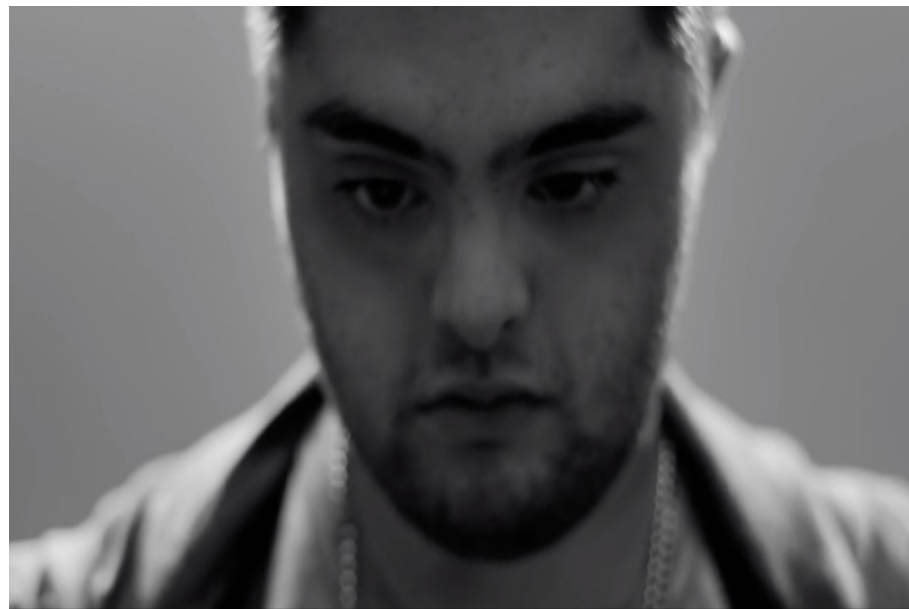


**ENDFRAME/VO: LEONARD CHESHIRE POSSIBILITY WITH DISABILITY**

# TV ad visuals



VO: **PAIN. CONFUSION.  
STRUGGLE.**



VO: **BUT THE REAL  
PROBLEM I FACE ISN'T MY  
DISABILITY**



VO: **IT'S HOW THE WORLD  
SEES ME**

VO: **LEONARD CHESHIRE ARE ON A MISSION TO SUPPORT DISABLED PEOPLE SO THEY CAN**



VO: **LIVE**

VO: **LEARN**

VO: **EARN**



VO-PETE :  
**ARE YOU ABLE TO SEE  
THE POSSIBILITY...**

VO - SARAH:  
**BEYOND OUR DISABILITY?**

VO: **Text 'POSSIBLE' to  
XXXXX to donate £5  
now so more disabled  
people can live, learn  
and earn.**

ENDFRAME/VO:  
**LEONARD CHESHIRE,  
POSSIBILITY WITH  
DISABILITY**

# Press / Digital Ads



**My biggest  
learning  
difficulty?**

**Access**

**to a**

**computer.**



Support Leonard Cheshire  
so more disabled people  
can LIVE, LEARN AND EARN.  
Text 'POSSIBLE' to XXXXX  
to donate £5 now to make  
a difference.

**Leonard  
Cheshire**



**Possibility with disability**

**Break glass  
ceilings?**

**Getting in  
the door  
would be  
a start.**



Support Leonard Cheshire  
so more disabled people  
can LIVE, LEARN AND EARN.  
Text 'POSSIBLE' to XXXXX  
to donate £5 now to make  
a difference.

**Leonard  
Cheshire**   
Possibility with disability

**My biggest  
sight issue?**

**Others not  
seeing my  
potential.**



Support Leonard Cheshire  
so more disabled people  
can LIVE, LEARN AND EARN.  
Text 'POSSIBLE' to XXXXX  
to donate £5 now to make  
a difference.

**Leonard  
Cheshire**



**Possibility with disability**

**Win gold medals?**

**I just want  
to be on  
the team.**

Support Leonard Cheshire so more disabled people can LIVE, LEARN AND EARN. Text 'POSSIBLE' to XXXXX to donate £5 now to make a difference.

**Leonard  
Cheshire**



**Possibility with disability**

**What would  
get my career  
back on track?**

**Access  
to rail  
transport.**



Support Leonard Cheshire to change government policy for transport accessibility for all. Text 'POSSIBLE' to XXXXX to donate £5 now to make a difference.

**Leonard  
Cheshire**



**Possibility with disability**

**My toughest  
transportation  
issue?**

**Being able  
to access  
the trains.**



Support Leonard Cheshire to change government policy for transport accessibility for all. Text 'POSSIBLE' to XXXXX to donate £5 now to make a difference.

**Leonard  
Cheshire**   
Possibility with disability

**My most  
restricted  
movement?**

**Getting  
a place  
of my own.**



Support Leonard Cheshire  
so more disabled people  
can LIVE, LEARN AND EARN.  
Text 'POSSIBLE' to XXXXX  
to donate £5 now to make  
a difference.

**Leonard  
Cheshire**



**Possibility with disability**



# Creating a clear role

for Leonard Cheshire in the movement for  
inclusivity is key to establishing the brand and  
ultimately driving donations



# Why this is a winning platform

Leonard Cheshire fights for a society

**WHERE EVERYONE CAN THRIVE**

## Donor Insight

Belief that the impairment itself is the problem one that individuals have no responsibility or power to help support

## Cultural Opportunity

Living through a time where minorities and their allies are fighting hard for equality, but where the fastest growing minority is being left behind

## Social Truth

We think of disabled people as the ones who are missing out, when in fact we are the ones missing out on their potential

