

## Apr-May 13 winner The Most Powerful Arm Ever Invented

**Client:** Save our Sons

**Creative Agency:** Reactive

**Collaborating Agencies:** Havas,  
Finch & Red

**Campaign type:** Microsite

**Industry:** Health

**Campaign overview**

[www.themostpowerfularm.com/](http://www.themostpowerfularm.com/)

### Campaign Information

Duchenne Muscular Dystrophy (DMD) affects 1 in 3,500 children which causes a progressive deterioration of muscles. Reactive's aim was to start a petition to involve the Australian Government to create a policy on DMD and match the money raised by parents-charity "Save Our Sons", dollar for dollar.

With this, they built a robotic arm that connects to Facebook so that all the sufferers as well as the public can sign the petition making the use of innovative technology that turns signing the petition into an experience.

Offline PR was also used which brought the story onto national television, newspapers, radio and blogs. Morning and daytime shows and formats with strong editorial content also responded strongly.

This campaign reached more than 20,000 signatures in only 10 days (32,008 overall) which has been put forward to the Australia Government, posted on over 300 blogs, covered on primetime television, in almost every national newspaper and had over 2 million Facebook impressions. Awareness levels have grown exponentially and the web users donated more than \$24,000.

### Judge's Comment

It's one thing to create an interesting experience with technology. Its another to have it add a powerful layer of meaning to your subject. This manages both while keeping the experience hugely accessible and simple. Beautiful stuff.



**THE PETITION:**  
HELP SAVE OUR SONS  
FUND CLINICAL TRIALS

Australia does not have a current policy for Duchenne. The money that supports research, trials, and supporting families coping with one child who is diagnosed by charities, or paid for by the families themselves.

THE PETITION IS ONLY ASKING TWO THINGS OF THE AUSTRALIAN GOVERNMENT:

**RAISE ANOTHER \$1.75M** + **DMD NATIONAL POLICY**

