

Creative Showcase Best of the Best Winner

The Most Powerful Arm

Agency: Reactive

Client: Save our Sons

The Problem

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.

The Solution

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.

The Results

This campaign reached more than 20,000 signatures in only ten 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 two million Facebook impressions. Awareness levels have grown exponentially and the web users donated more than \$24,000.

www.themostpowerfularm.com



THE MOST POWERFUL ARM
20,048 SIGNATURES SIGNED

ABOUT THE CAMPAIGN LIVE STREAM SIGN THE PETITION

THE PETITION:
HELP SAVE OUR SONS
FUND CLINICAL TRIALS

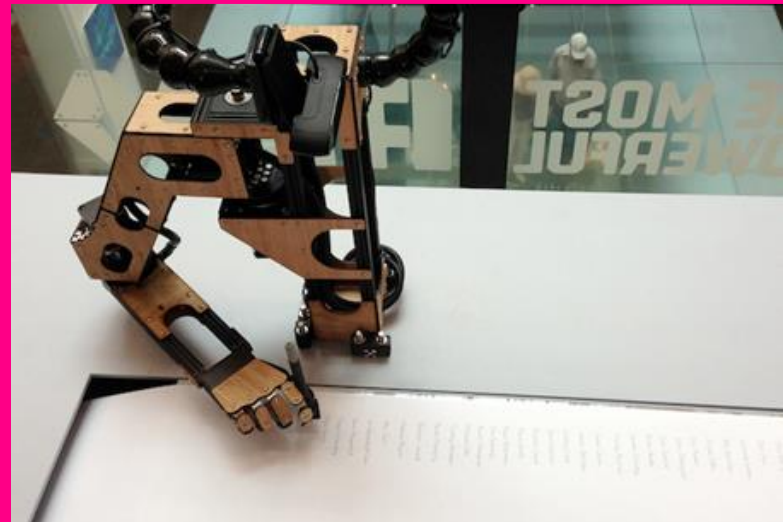
Australia does not have a current policy for Duchenne. This means that money for research, trials, and supporting families coping with rare diseases is all raised by charities, or paid for by the families themselves.

Just the money needed to fund clinical trials that could put a stop to Duchenne Muscular Dystrophy. The petition is a call for the Australian Government to step up and match these funds.

If you're interested, find the answer to all 4

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

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



THE ROBOT. WHY WE INVENTED THE MOST POWERFUL ARM EVER

The arm not only gave children with Duchenne Muscular Dystrophy the power to write again - it gave Australians the power to save them.

Its handwriting is based on that of Jacob Lancaster - a 19 year-old from Sydney who has lost the ability to write due to DMD.

By allowing the Facebook App to do its thing, Australians were simply giving the arm their name and email address in support of helping Jacob, and children with DMD.

We'd like to thank Fuji Xerox for donating their time and resources in building the paper roller, to help make this possible.

WATCH THE MAKING OF THE ARM

