



PUBLICIS BRUSSELS MAKES THE MANNEQUIN CHALLENGE WORK FOR GOOD

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In 2014, ALS began a social media craze. The Ice Bucket Challenge made millions of people aware of the disease, Amyotrophic Lateral Sclerosis that attacks the nerve cells responsible for controlling voluntary muscles, so that its victims lose their strength and the ability to move their arms, legs, and body – and eventually the ability to breathe. And helped to raise funds for research. Stephen Hawking has ALS.

This year, Publicis Brussels has borrowed the current social media craze, The Mannequin Challenge, to keep donations flowing to the Belgian ALS League to support ALS research.

In the Mannequin Challenge a video explores a scene in which groups of people pose “frozen” as if they were mannequins.

In Publicis' Mannequin Challenge, people are frozen in poses in a laboratory while Sremmurd's hit song, Black Beatles, plays.



At the end of the film, a young man suffering from ALS remains frozen while everyone else starts to move again. He holds a sign that reads, Every day is a Mannequin Challenge for ALS patients.



Just when you thought you saw enough #MannequinChallenge, we decided to make this one.

#als #sla #challenge #mannequin #research #labo

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