

ALS League "The never-ending mannequin challenge" by Publicis Brussels

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ALS League Belgium has jumped on the viral success of the mannequin challenge to raise awareness of ALS, the deadly nerve muscle disease.

The video shows researchers and professors in a medical lab taking on the challenge, which gets people to imitate mannequins by freezing for the camera. But as most of them begin moving again, the last mannequin remains motionless to demonstrate the devastating effects of the disease and highlight the need for more research funds.

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Credits

Agency	Publicis Brussels	Producers	Daan Feytongs
Client	Evy Reviere, ALS League Belgium	Camera	Marc Van Buggenhout
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