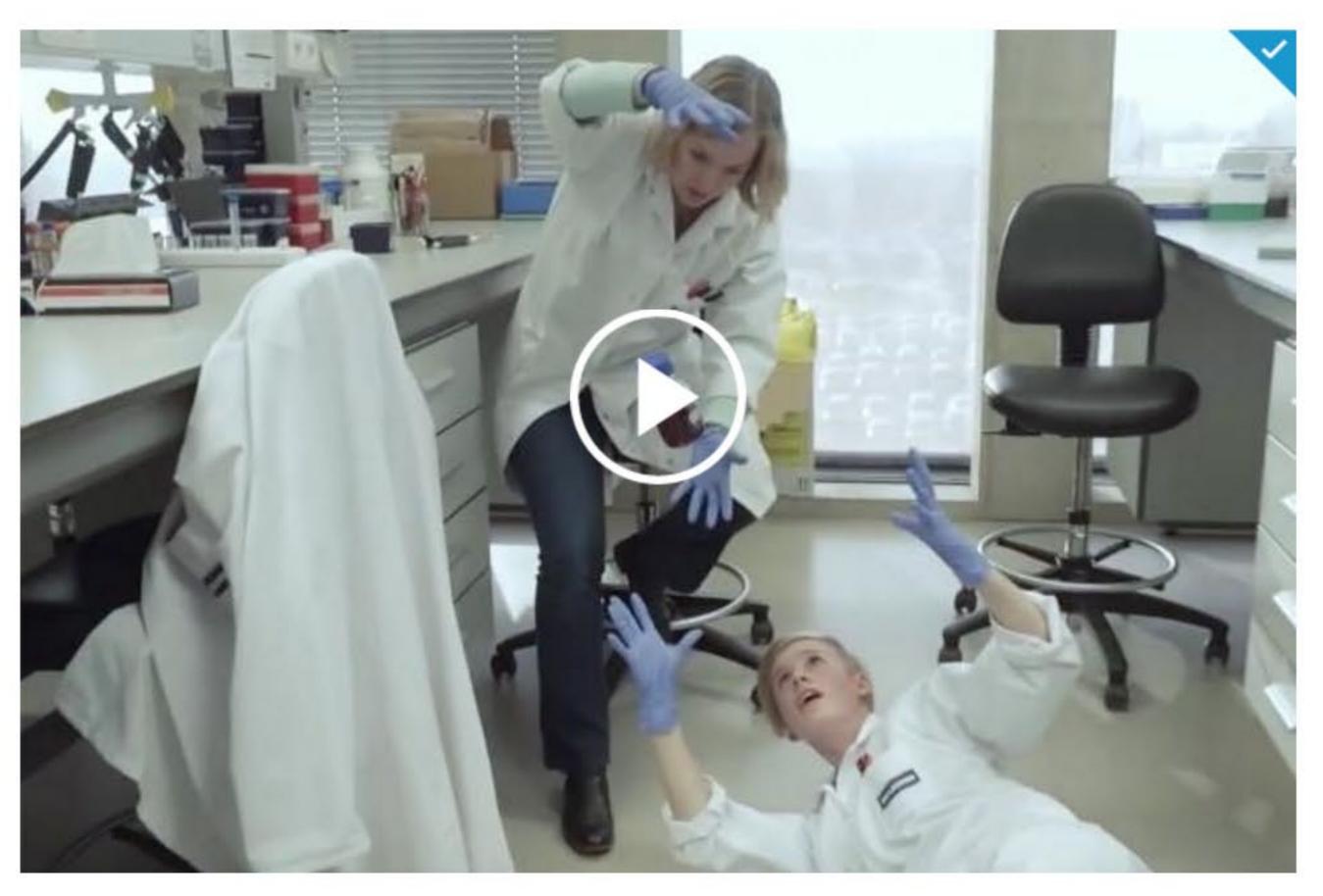
This 'Mannequin Challenge' Video Highlights the Reality of Life With ALS

Belgian Charity Uses the Viral Meme to Make a Serious Point

By Alexandra Jardine. Published on Nov 30, 2016





Editor's Pick

All over the world, people have jumped on the trend of the "mannequin challenge" -- the viral meme where people remain frozen in action like mannequins while a video is recorded -- with various fun results. But in Belgium, one charity has used the theme to make a serious point about a life-limiting disease.

The Belgian ALS League and agency Publicis Brussels recorded a video in the typical "mannequin challenge" style -- people remain frozen in poses in a laboratory while the track "Black Beatles" by Sremmurd plays. However, at the end of the film, a young man suffering from ALS (Amyotrophic Lateral Sclerosis) remains frozen in position while everyone else starts to move again, holding a sign reading: "Every day is a Mannequin Challenge for ALS patients."

It's both a timely reminder about the disease (which became much better known following the success of last year's Ice Bucket Challenge) and a sobering reminder that no matter how much fun it is to pretend to be a mannequin, nobody wants to lose the nerves that control muscle movement.

Rate this Ad



You must be registered to rate the ad. Please Login or Register Now

ABOUT

Credits

Date

Nov 30, 2016

Agency:

Publicis Brussels

Learn more

Client:

Belgian ALS League

Category

Web Film

Industry

charity