

# The Real Story of Emma

The first TV series that becomes reality  
to demonstrate that cystic fibrosis is not fiction.

▶ Riproduci

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Ep. 1



Ep. 2



Ep. 3



Ep. 4



# Starting Point

When it comes to diseases, often problems and **protagonists** portrayed in the campaigns are **perceived** as something **far** from our everyday lives.

That's also why **cystic fibrosis** is a disease **little-known** to the general public.

On the contrary, **people** constantly get attached and **empathize** with **TV Series'** fictional stories and **characters**. So, how can we leverage on this TV Series phenomenon to make cystic fibrosis finally visible to all?

## Idea

Launch *"The Real Story of Emma"*, the **first Netflix TV Series** that ends on **IG Stories**, to **prove** that **cystic fibrosis** is **not fiction** but a **real disease** that affects the lives of thousands of people everyday.

## Execution

We will develop a TV Series about **Emma**, a girl discovering from some symptoms that she **suffers** from **cystic fibrosis** (in this way we will mix entertainment with education).

After this unpleasant reveal, once the **audience** will **empathize** with the **character**, the **TV Series** will be unexpectedly **ending on Netflix**, and will **continue in real life** on FFC, LIFC and SIFC social channels.

Through **IG Stories Episodes**, we will follow the protagonist and her **real treatment plan**. In this way we will both give **visibility** to the work of the **organizations** and we will also **make cystic fibrosis visible** and real for all. This **exploiting** the **audience empathy** towards **Emma**: at this point no more **considered as** a character but as a real **person**.



*At the end of the social episodes the main character will drive people to the website to discover more about cystic fibrosis and how to fight it from an early age.*

la Repubblica

*Come si dice quando non è "basato su una storia vera" ma è la finzione che si trasforma in realtà?*



therealstoryofemma.com

Donando puoi cambiare **la vita di Emma.**

E di tante altre persone affette da fibrosi cistica

