LIFC SIFC ffc

Under Forty.0

A lifetime of achievements
{with cystic fibrosis}

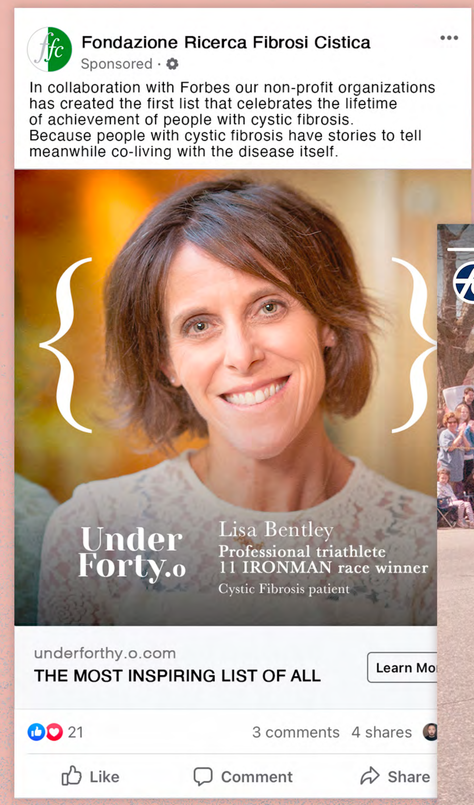
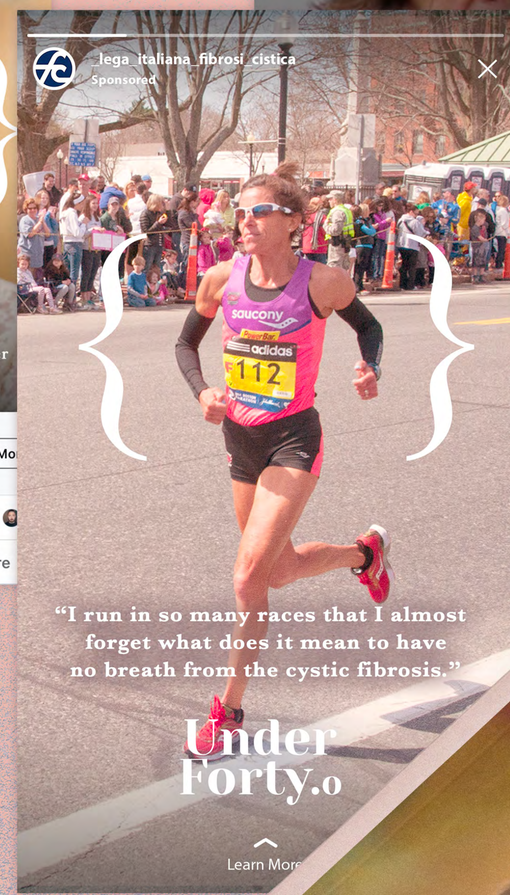
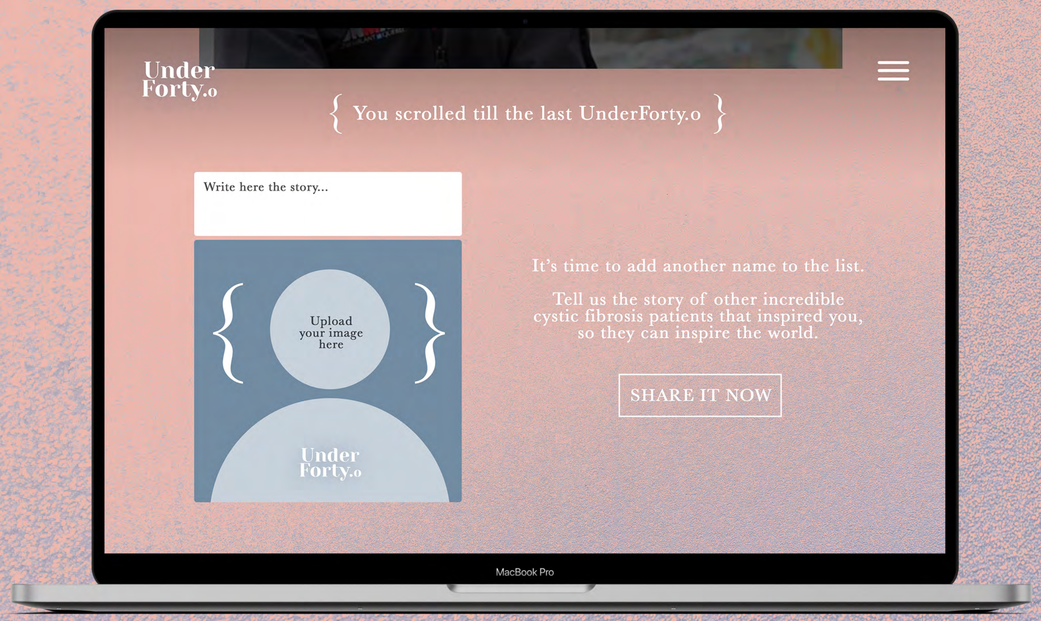
In collaboration with **Forbes**

INSIGHT

40 years. That's how long the lifespan of people with cystic fibrosis is. Half of the average lifespan and exactly the reason why they tend to achieve more in less time than other people.
Both in career and life.

IDEA

Recognize those people achievement is the only way to give people something to be inspired of instead of pitying.
In collaboration with Forbes, we create the only under 40 list that celebrates the life of those who make the best out of the worst: Under Forty.o

EXECUTION

The campaign will start with sponsored posts and stories on social. We will share faces and stories of men and women on our list which will drive to our website. Once on the website people will be able to scroll through the entire list, watch the video interviews or hear them in a special podcast.
The video interviews will turn also into inspiring pre-rolls.
But mostly, people will be able to add others people's names to the list. This will help us spread the concept and create awareness with more posts. Lastly, the complete list will be published in a special edition of the Forbes magazine.
The magazines will be gifted to schools and universities to inspire the next generation but also to create awareness about the disease and the work of the associations.
People with cystic fibrosis aren't an invisible and threatening disease.
People with cystic fibrosis are stories, achievements, and inspiration to live life at the best.