

Title: They Can Only Play With Their Dreams

Cultural/Context Information:

- **Lionel Messi, Usain Bolt, LeBron James:** These are globally recognized people whose success relies heavily on the function of their feet. Their inclusion avoids cultural references and ensures broad understandability, emphasizing the importance of healthy feet for achieving potential.
- **"Closed Potential":** This is a metaphorical term. A closed foot symbolizes the limitations imposed by Clubfoot, hindering a child's ability to pursue their aspirations (potential).

Insight/Strategy:

Clubfoot limits the potential of children suffering from it. Parents often dream of a future where their child can achieve their full potential, but the reality of clubfoot can feel like a closed door to those dreams.

The ad leverages the power of aspiration. Showcasing a child with clubfoot playing with toys representing high-achieving athletes creates a scenario where the child's dreams are currently limited. The powerful image and emotional copy births empathy, prompting the audience to donate and help unlock these children's dreams.

- **Target Audience:** This targets individuals who understand how painful it is to be limited. In other words, adults. The age range is between 18 and 45.
- **Relevance to the Brief:** Aside from relatable visual and emotive copy, the call to action (Visit endclubfoot.org to donate..." and "join the movement") provides clear options for the audience to contribute directly to the cause.