

# Experience a Race as the World's Fastest Blind Sprinter

LONDON—When first viewing the new ad for the International Paralympic Committee, you might think your Wi-Fi is playing up or that the video hasn't fully buffered. That's because for the first 17 seconds of the 48 second spot, the screen is almost entirely black.

But the darkness is deliberate and soon gives way to inspiring footage of U.S athlete David Brown—the fastest fully blind sprinter in the world—running a 100-meter race at the Rio Paralympics in under 11 seconds, while being shadowed by his guide runner, Jerome Avery.

Agency Adam&eveDDB in London used the darkness as a powerful creative device to drum up excitement ahead of postponed Tokyo 2020 Paralympic Games, which are now expected to take place in 2021. It is the agency's first work for the International Paralympic Committee since its appointment last year.

The campaign went live across the U.S and the U.K in late August online and on both NBC and British broadcaster Channel 4. An audio-described version has been created for people with vision impairment, along with a subtitled version for those who are deaf or hard of hearing.

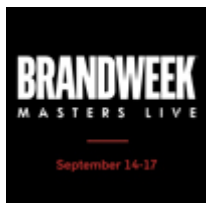
Mat Goff, joint group CEO at Adam&eveDDB, said: "Having a brief to do something different with IPC has resulted in a piece of work we're very proud of, and it also gave us the chance to work with David Brown and Jerome Avery, two incredibly talented athletes and inspiring humans."

## **CREDITS:**

Client: International Paralympic Committee

Campaign name: Wait For The Greats  
First Air Date: 24th August  
Client: Craig Spence, chief brand & communications officer  
Natalia Dannenberg-Spreier, head of brand and engagement  
Chief creative officer: Richard Brim  
Creative directors: Laura Rogers, Andre Sallowicz  
Creative: Edd Gold  
Agency producer: Charles Woodall  
Planner: John Blight  
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Producer: Charles Woodall  
Editing company: Marshall Street editors  
Editor: Guy Savin  
Edit producer: SJ O'Mara  
Post production: ETC  
Post producer: Jon Purton  
2D artist: Sarah Crux  
Colorist: Connor Coolbear  
Audio post production: factory  
Audio post engineer: Jack Hallett  
Audio post producer: Beth Massey / Deborah Whitfield  
Soundtrack name and composer: Inspire The World (London 2012)  
– Daniel Pemberton.

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