

Ayrton Senna's message is on the wrist of Olympic athletes

In an unprecedented action, the Ayrton Senna Institute launches “The Heart of Brazil” as support and encouragement for athletes during the Olympics



See the animation at this link: <https://vimeo.com/167888124>

Even the generation that never saw Ayrton Senna compete in an F1 race knows that winning at home was a great motivation for him, one of the greatest idols in world sports. In a year so important for Brazilian sports, the Ayrton Senna Institute launches *No Pulso do Brasil* (The Heart of Brazil), an animated film with a message from Senna to athletes. The images that recreate Ayrton's difficulties and how he overcame them for one of his most beautiful victories may be seen through an augmented reality app attached to a charm bracelet that is being distributed to the [Brazilian delegation](#).

The action, created by J. Walter Thompson in partnership with the animation studio [Le Cube](#), initially estimated the production of 2,000 bracelets, but the buzz was so great that another 32,000 of them are already in production and an even greater amount is expected to be distributed soon. "Our goal was to show athletes the excitement and

pride that Ayrton Senna always had about being Brazilian and competing for something for his country," says Gustavo Soares, Creative Director of J. Walter Thompson. He says that in addition to the values that motivated Senna, printed on the inside of the bracelet, the charm carries the driver's unique message, that only after the eighth attempt was he able to realize his dream of winning at home. "What ended up being his most epic win," he adds.

In addition to the Olympic and Paralympic athletes, celebrities and journalists partners of the Ayrton Senna Institute will receive the bracelets, as well as players on the Corinthians soccer team, of which Senna was a fan, in a partnership with the organization. An activation that took place in the game against Grêmio at the Corinthians Arena showed how the players were moved when they saw the driver's message before the game. Now, all this emotion will be extended to the representatives of Brazilian sports in the main sporting event of the year.

"The Olympic Games in Rio de Janeiro will be a defining moment for Brazilian sports, and the Ayrton Senna Institute is proud to participate in this initiative seeking to support athletes in search of the long sought after victory in Brazil, something that Senna valued so vibrantly. From the moment we distributed the first bracelets, we saw that all were moved by the message of support, which was given in a very creative and innovative way, including in terms of technology. I'm sure the 'The Heart of Brazil' campaign will be an extra incentive for all Brazilian athletes competing for medals, in what that will be the most important competition of all of their careers," says Bianca Senna, Branding Director at the Ayrton Senna Institute and niece of the F1 3-time world champion.

Details about the animation - the animated film portrays Senna's emotion during one of his most memorable moments. In the 1991 race at the Interlagos speedway in Sao Paulo, after car trouble and suffering from muscle spasms, he won the race, leading the crowd into a frenzy.

The challenges for the animation team - made up of 15 people, between illustrators, animators, and assistants – were portraying the driver's emotions, working with scenes at high speed, and making a film about overcoming difficulties, instead of about

Formula 1. It took five months of work to reach the final result. "To give the film a more human touch, we opted for traditional animation, which is drawn by hand frame by frame," said Ralph Karam, Creative Director at Le Cube. "The concept we sought for this project was to transform it into a full sensory experience, share the emotion of an idol and move people with a classic victory," added Gustavo Karam, Executive Producer at Le Cube.

About the Ayrton Senna Institute. The Ayrton Senna Institute has been working for over 20 years on improving Brazil's public education, because it believes that the future of the country begins today in school. The organization argues that all children and young people have the right to comprehensive education that prepares them for the challenges of the 21st century, and to achieve this goal, the Institute researches and produces new knowledge in pedagogy, education management, and impact assessment, and turns it into innovative educational solutions that are brought to public networks in elementary, middle and high school on a large scale. Each year, the Institute benefits 1.8 million students and trains 65,000 teachers for service in 700 municipalities in 19 states throughout Brazil. The Ayrton Senna Institute, founded and chaired by Viviane Senna, is a nonprofit organization that was built on the desire of the 3-time F1 world champion, Ayrton Senna, to provide children and young adults in Brazil with the opportunity to fully develop and build a successful future. www.institutoayrtonsenna.org.br.

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