

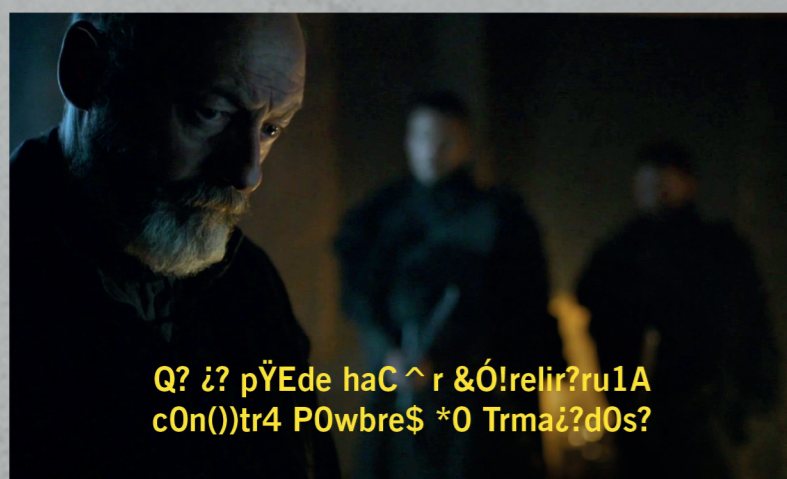
# WE CHANGED THE SUBTITLES DOWNLOADED BY GAME OF THRONES FANS, AS A NEW MEDIA TO RAISE AWARENESS OF SPECIFIC LANGUAGE IMPAIRMENT.

## PROBLEM

Specific Language Impairment (SLI) is a syndrome hardly anyone knows about and which prevents a child from understanding and learning language. If not treated early, SLI can affect their development. ATELCA asked us for a campaign to raise awareness of this disorder.

## IDEA

To make as many people as possible feel and experience SLI. To achieve this, we partnered with the leading subtitles on the web to change the subtitles of the first episode of the new season of the most popular series: Game of Thrones. Through a simple modification, at a key moment, viewers didn't understand anything and lost the plot. Just what happens to a child with SLI.



Are you lost? You can't follow the story, right?

## RESULTS

1 DAY

+100,000  
people  
experienced  
SLI

10%  
of global  
downloads

We created  
a new  
medium with  
0€

ATELCA

Associació Trastorn Específic  
del Llenguatge de Catalunya

