

NO BABY STEPS

CONTEXT

When it comes to achieving personal success in life, we are advised to begin with baby steps. Just like when a baby attempts to walk, we refer to them as baby steps.

In this context, "baby steps" is used both literally and figuratively. Literally, it refers to the first step a growing child takes, while figuratively, it signifies the initial step we take to achieve something.

It signifies the beginning of any milestone in one's life. The campaign speaks to kids whose beginnings and first transitions, though disrupted, can be salvaged.

INSIGHT

Babies born with clubfoot can't even take these initial steps. Even when they try, they experience discomfort due to their condition. They will always have to depend on people around them. Parents of children with clubfoot also experience emotional pain, knowing that their babies cannot walk as they should.

Therefore, there is no hope for mobility, independence, and certainly rare chances of overcoming the various milestones of life.

IDEA

To create awareness for clubfoot and visually communicate the discomfort these children go through with one simple message, we express our idea with the use of a baby shoe filled with thorns. This metaphorically expresses the discomfort and pain babies with clubfoot experience while trying to walk and navigate life. We aim to reach the emotional part of our target audience and inspire them to help these babies walk and live normal lives.