

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The image is dominated by a deep blue color palette, with bright white and yellow lights representing cities and urban areas. A bright, glowing horizon line is visible on the right side, suggesting the sun is just below the horizon. The background is a dark blue space filled with numerous small white stars.

JCDecaux

CASE STUDIES

# INTRODUCING A WIDER AUDIENCE TO THE REALITY OF STAMMERING, ADDRESSING MISCONCEPTIONS AND HELPING THOSE WHO STAMMER TO FEEL SEEN

*STAMMA*



## BACKGROUND:

STAMMA is the UK charity for people who stammer and their supporters. The charity held its first face-to-face conference since Covid in Liverpool at the end of August 2022.

## CAMPAIGN OBJECTIVES:

Use OOH channels to put the vulnerable moment of stammering out in the public eye without any editorial interpretation, and show that it is just a stammer – nothing more

Through OOH's public screen, acclimatise a broad audience to the idea that some people stammer, reducing negative reactions and assumptions often made when someone stammers

Help people who stammer feel visible and seen, taking the shame out of having a stammer

## CAMPAIGN DETAILS:

24<sup>th</sup> – 28<sup>th</sup> August 2022

Campaign live during the International STAMMAFest Global conference in Liverpool

Liverpool-specific

Digital 6-sheet campaign on key shopping mall and rail sites in the city

Campaign conceptualised by Daniel Liakh and created by VMLY&R working with photographer David Vintner





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The feedback we've had from our Out-of-Home campaign has been awesome. People from both the UK and overseas were welcomed by our ads when arriving in Liverpool for our conference and said that the experience of finally feeling 'seen' via OOH's Public Screen was exhilarating for them. When I asked conference delegates to tell me about any campaigns, ideas and social movements they felt had been successful, they almost solely mentioned ours, showing how important creating this sense of belonging and visibility is for those who stammer. Importantly, OOH puts our message right in front of the public under our direct control, without anyone interpreting it in an unhelpful or unrealistic way. Through these ads we have seen the transformative impact of branding for our charity, with real excitement generated by the campaigns we have run. These ads were a culmination of all the work we've done before, and have helped to take our community to a different place, helping build confidence and real joy by showing that stammering is just the way that some people speak.

**JANE POWELL**  
CEO, STAMMA