



Live. Love. Thrive. Belong.

Aim:

SeeAbility's Director of Marketing and Communications asked LifeClubs to help launch a one-year model of engagement, 'Big Conversations.' The campaign is to encourage a national conversation based on four themes: 'Live'; 'Love'; 'Thrive'; and 'Belong' - issues that are important to everyone's wellbeing but which people with learning disabilities are often excluded from.

LifeClubs was asked to create a digital tool/interactive experience/downloadable resource for each quarter.

Solution: 'Are you living a good life?' model

A bespoke LifeClubs Balance chart and special questions were created for SeeAbility together with a unique visualisation for every quarter.

Feedback:

Thanks to LifeClubs, we are offering our audiences an even more thoughtful and supportive journey than I had originally anticipated!

Caroline Forcer, Head of Marketing and Communications