



VIDEO STORYTELLING SPOTLIGHT

Reminding Us That We All Have the Right to Soar



Traveling with a disability presents unique challenges, including custom wheelchairs breaking, untrained airport staff, inaccessible plane restrooms, and malfunctioning or missing onboard wheelchairs. Reform is necessary to increase training for airport and airline staff, ensure wheelchairs are available on board, allow for proper legal action as necessary, and encourage airplane architecture built for an inclusive future.

The Muscular Dystrophy Association (MDA) was determined to advocate for legislative progress to make a significant difference for those flying with disabilities. While there are multiple vehicles for reform, FAA Reauthorization in 2023 presented an immediate opportunity to drive change for those with disabilities.

Strategic Elements (SE) partnered with MDA in late Spring of 2023 to execute an advertising and video campaign; the campaign started with MDA's Hill Day to meet with representatives on Capitol Hill and extended through September during MDA's Muscular Dystrophy Awareness Month campaign for a comprehensive storytelling and advocacy effort, using powerful assets collected on MDA's Hill Day.

OBJECTIVE

- Advocate for accessible air travel
- Highlight the need for reform through impactful storytelling
- Generate Action Center submissions for key inclusions in FAA Reauthorization Legislation for increased airport and airline training, standards, and accessibility for people living with disabilities including wheelchair users
- Complement Hill Day activities that advocated for reform with targeted legislators



Ad Investment:

\$14K



Ad Impressions:

1M+



Ad Engagements:

13.2K

KEY RESULTS

STRATEGY

Our strategy hinged on the premise that sharing an advocate's story through video boasts incredible power – and paired with ads, we could reach likely supporters at scale to generate expedited views and subsequent actions. This assumption proved true, with viral organic MDA social media success, generated earned media, and bolstered ad results that have led to real change and progress for accessible air travel. Our thoughtful approach ensured a connection before, during, and after MDA's Hill Day for real and sustained support for reform in 2023.



KEY RESULTS

Paid and Organic Video Views

2M+

Action Center Submissions

5.6K

Event Responses

233



TACTICS

- Created a complementary virtual MDA Hill Day to drive buzz, awareness and support for and alongside the in-person MDA Hill Day in Washington D.C. through a Facebook event.
- Arranged for our production team to accompany two advocates on their trip to D.C. for Hill Day to fight for accessible air travel; Captured and produced the first-hand story of limited-access air travel.
- Leveraged video ads to execute a smart and precise video ad campaign to reach and activate potential advocates in favor of accessible air travel.
- Deployed a follow up campaign to ensure action with audiences that viewed the video content on Facebook; those who viewed the video were retargeted with graphics that promoted a strong call to action to submit within the Action Center.

Madison Lawson

A fearless young woman living with muscular dystrophy who refuses to limit her love for travel.

[Watch Here](#)

Mindy Henderson

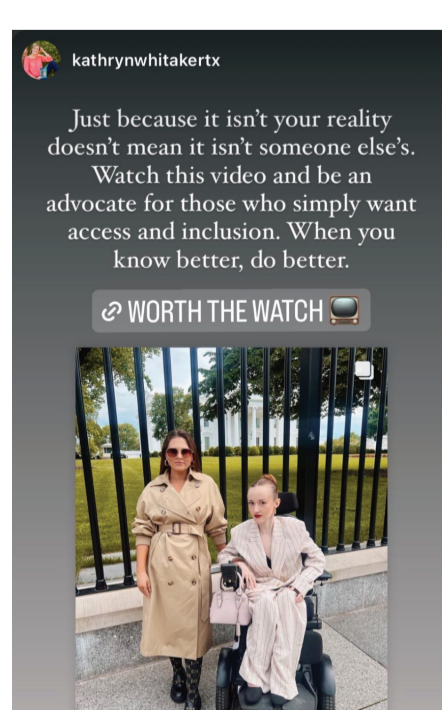
Mindy boarded a plane for the first time in 14 years to advocate for disability rights in D.C.

[Watch Here](#)

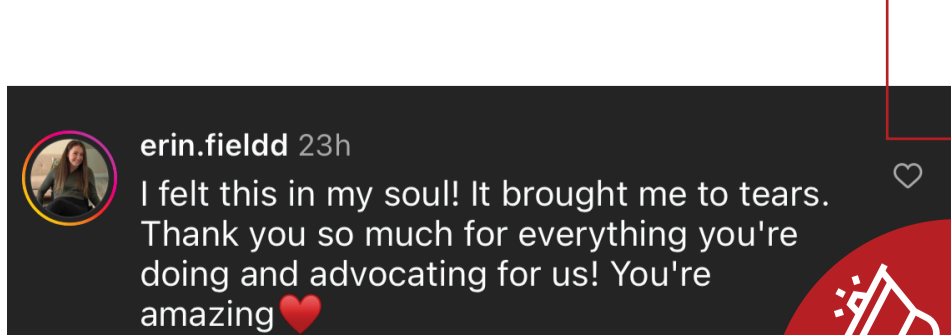
Legislative Successes:

- ✓ Passage of key inclusions in FAA Reauthorization package; awaiting the Senate version
- ✓ Meetings with key government officials, including those at TSA
- ✓ Immediate action and video use from major airlines who viewed the video
- ✓ TSA leveraging the video as part of a partnership with MDA to provide employee training resources

[Press Release](#)



SOCIAL MEDIA ENGAGEMENTS



“The **Strategic Elements** team delivered transformative videos that powerfully showed the experience people living with disabilities face while traveling by air – helping to reach millions of individuals and generating legislative support for air accessibility needs. The videos were raw, honest, and compelling, bringing Mindy and Madison's experiences to life, and shining a light on the brutal realities of air travel for the disability community.”

Mark Fisher
MDA, Director of Advocacy Engagement