

Spinal Injuries Ireland – Competition Brief (Digital, PR, Print, Young Marketers)

Context:

Spinal Injuries Ireland (SII) is the national charity supporting people with spinal cord injuries (SCI) through trauma counselling, nationwide outreach, peer mentoring, education, and advocacy. Unfortunately, society often overlooks the needs of those with SCI - access challenges remain a significant issue. As part of its mission to promote inclusion and remove barriers to independent living, SII is looking for communications that address this gap.



In most cases, inaccessibility isn't malicious, but simply thoughtless. People rarely set out to exclude those with SCI; they just don't consider how everyday actions, decisions, and environments create obstacles. Whether it's a footpath blocked by bins or car on a coffee run, an inaccessible office, or a poorly designed public space, these challenges often go unnoticed - until you're in the chair experiencing them. This brief challenges you to confront that thoughtlessness and shift perspectives.

Problem: Thoughtless actions create unnecessary barriers for those with SCI.

Objective: Create a shift from autopilot behaviours that unintentionally exclude people with SCI, to active choices that make you an ally to people with SCI.

Target Audience:

Businesses: HR professionals, business owners, and corporate leaders who have the power to bring 'A Day in My Wheels' into their workplace and drive real change.

General Public: they don't design offices or public spaces but still shape the world through everyday decisions, behaviours, and attitudes.

Neither group is being deliberately inconsiderate, but by staying on autopilot, they overlook the needs of people with SCI. People in Ireland are great allies when called upon, they just don't realise their everyday actions and simple choices can spark meaningful change. If they could experience, even for a moment, what inaccessibility feels like, they'd choose to behave differently.

Task: Use your chosen medium to disrupt thoughtless autopilot and ignite a desire to be an everyday ally.

CTA Businesses: Drive sign-ups to 'A Day in My Wheels'.

CTA General Public: Find out more about how to be an ally at dedicated webpage.

Tone: Should confront and shake apathy without being insulting or offensive to our audiences - we should be able to force re-evaluation and help them realise their role now and how they can be better without shaming them.

****Please review your chosen category page on iapi.ie for the exact competition deliverables required e.g. print ad, written explanation, 10 slide presentation or A3 design board.****

