

IMAGE IS EVERYTHING

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A new campaign by Changing the Face of Beauty along with Lola Creative Agency and Livie & Luca showcases the positive power of inclusive imagery in advertising—and for the teams behind the project, it's personal.

SAN FRANCISCO, CALIFORNIA, MAY 30, 2018 • A positive image can make a powerful impact. That's the notion driving a new campaign that speaks directly to advertisers, by nonprofit group Changing the Face of Beauty along with industry insiders Lola Creative Agency and children's shoe label Livie & Luca.

Featuring a wide-ranging cast of kids with physical and intellectual disabilities from around the country, along with their stories, the campaign will put a spotlight on the beauty of children with disability—and ultimately remind the industry that when we reflect inclusivity, we not only make a difference in the world, but brands are better for it.

For Katie Driscoll, Founder of Changing the Face of Beauty, the campaign is a continuation of her longtime mission to encourage change in the industry. "We're so excited to be partnering with top industry professionals to create a project that will open the eyes of the ad industry," she says. And for the teams dedicating their time and resources, it's a campaign that comes straight from the heart.

For the seasoned advertising professionals, the opportunity came as a breath of fresh air. "We work in an industry that is hyper focused on beauty and at times unrealistic ideals of perfection. This project allows us to show that beauty comes in many forms, faces and with a variety of features. The industry has come a long way but we can do more. We can make kids with disabilities feel represented and reflected in commercial advertising. We all deserve to feel included," says Katie Patterson, Producer & Founder of Lola Creative.

Art Director Danielle Moore agrees wholeheartedly, with inclusive casting being something she has long been a strong advocate for, across all of her projects. "I jumped at the chance to support this cause and to share these children's stories and portraits. It is my job, as an art director, to take a stand with my clients and help shape what people see by incorporating all kinds of people in the images I create. Specifically, it's so important to include children with disabilities in advertising to help promote acceptance at a young age and unfortunately we are just not seeing that enough. I am so honored to be a part of this project."

And for other members of the team, the opportunity hit close to home. "I grew up in Brazil and played with Barbie dolls my entire childhood—then as a teenager, I saw all the models in magazines looking just like Barbies. You internalize it—you want to be just like them," says photographer Priscilla Gragg. "The industry has changed since then, and I'm excited that we are starting to see different ethnicities represented, different shapes and forms...but now we need to turn our eye towards inclusion of people with disabilities. The industry is still a bit shy about it. I would love to see model agencies casting for not only kids with Down Syndrome but also kids with different types of disabilities—vision or hearing impairment, intellectual disabilities, autism, limb differences, and so on. I would love for moms and dads of kids with special needs to

see this and be inspired to consider a modeling career for their child as well. My goal with our project is that it turns into a conversation starter, an eye opener and a hope to the future of many.”

The project also spoke to copywriter Montana Cheal on a personal level. “I have a 1-year-old son,” she says. “I look at him, and the way he’s absorbing every message he sees like a sponge—and I realize how profoundly those messages can stick with kids forever. Advertising is everywhere, and as such it has this incredible potential to shift the norms. For children with disabilities, to feel seen, beautiful, celebrated...the impact of that, on their little hearts and minds is just so important. And, to me, it’s equally essential to also send that message to their peers who are non-disabled. I think that’s how we create a culture of genuine acceptance and equality.”

With bullying disproportionately affecting children with disabilities (who are 2-3 times more likely to experience bullying than children who are non-disabled), the Image is Everything campaign seeks to show brands that they can play an active role in creating positive change.

“There is a tremendous power in giving children of all abilities a platform to be seen. We are using this project to show just how beautiful, joyful and powerful inclusion is,” says Mitzi Rivas, founder of [Livie & Luca](#)—a brand whose mission is to spread joy to one million kids across the USA. “When we take a stand to fully represent our children, we’re all getting a chance to experience and spread a little joy forward.”

And ultimately, those brands will glean the benefits from connecting with this consumer base. According to the U.S. Census Bureau, there are approximately 1 billion people with disabilities globally—the world’s largest minority—representing over \$200 billion in discretionary spending (a number that grows to \$8 trillion annually when coupled with family and friends). It’s that rare moment when what’s good for business is also good for human beings. And in advertising speak—a win-win is a beautiful thing.

THE TEAM

Photographer	Priscilla Gragg	Copywriter	Montana Cheal
Art Director	Danielle Moore	Video	Ken Brown
Producer	Katie Patterson	Equipment	DIC
Wardrobe	Amy Soderlind	Set Teacher	Tim Weeg, provided by LuLu Artists Collective
Hair	Tricia Turner	Kid Wrangler	Tracie Marquez , provided by LuLu Artists Collective