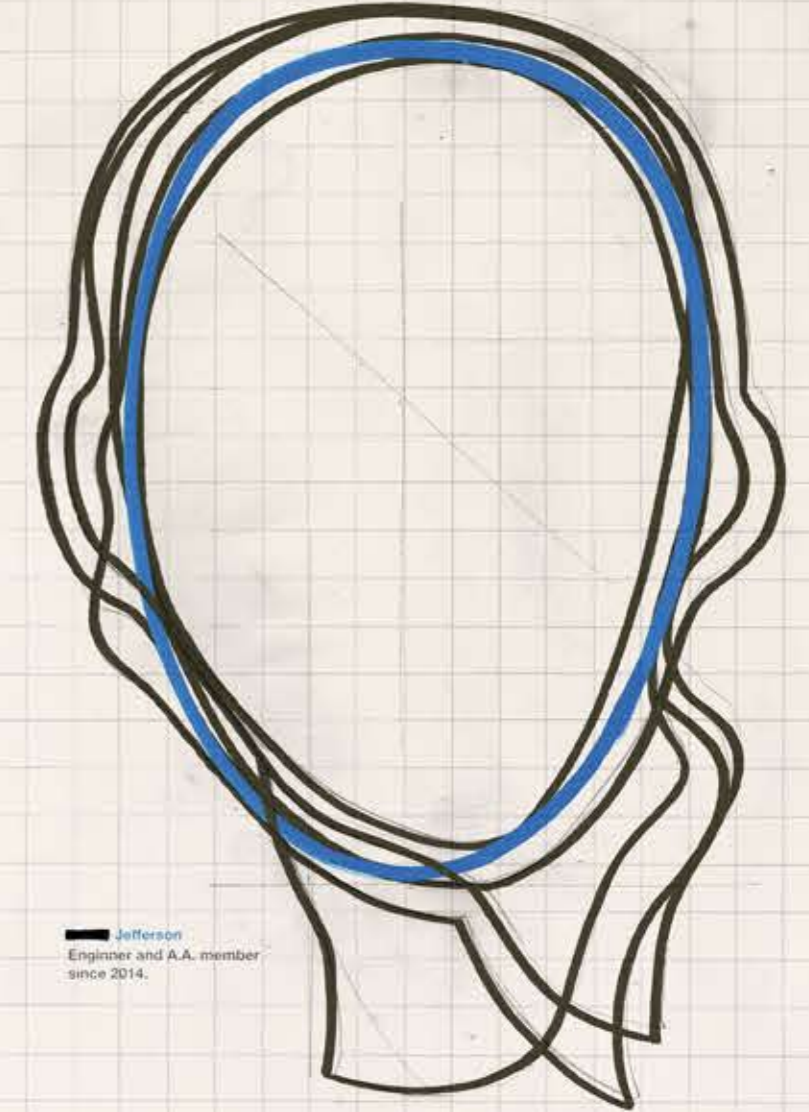
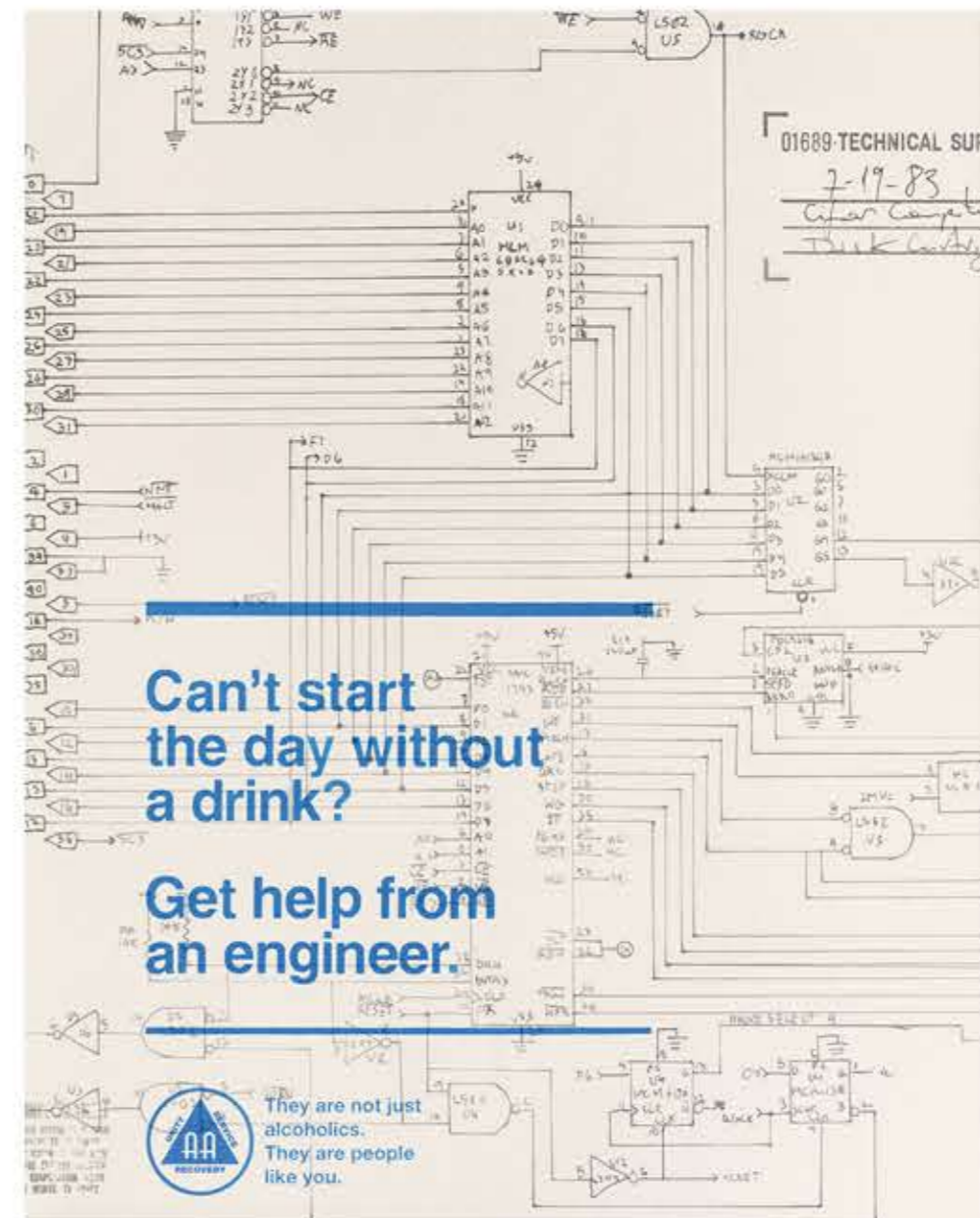
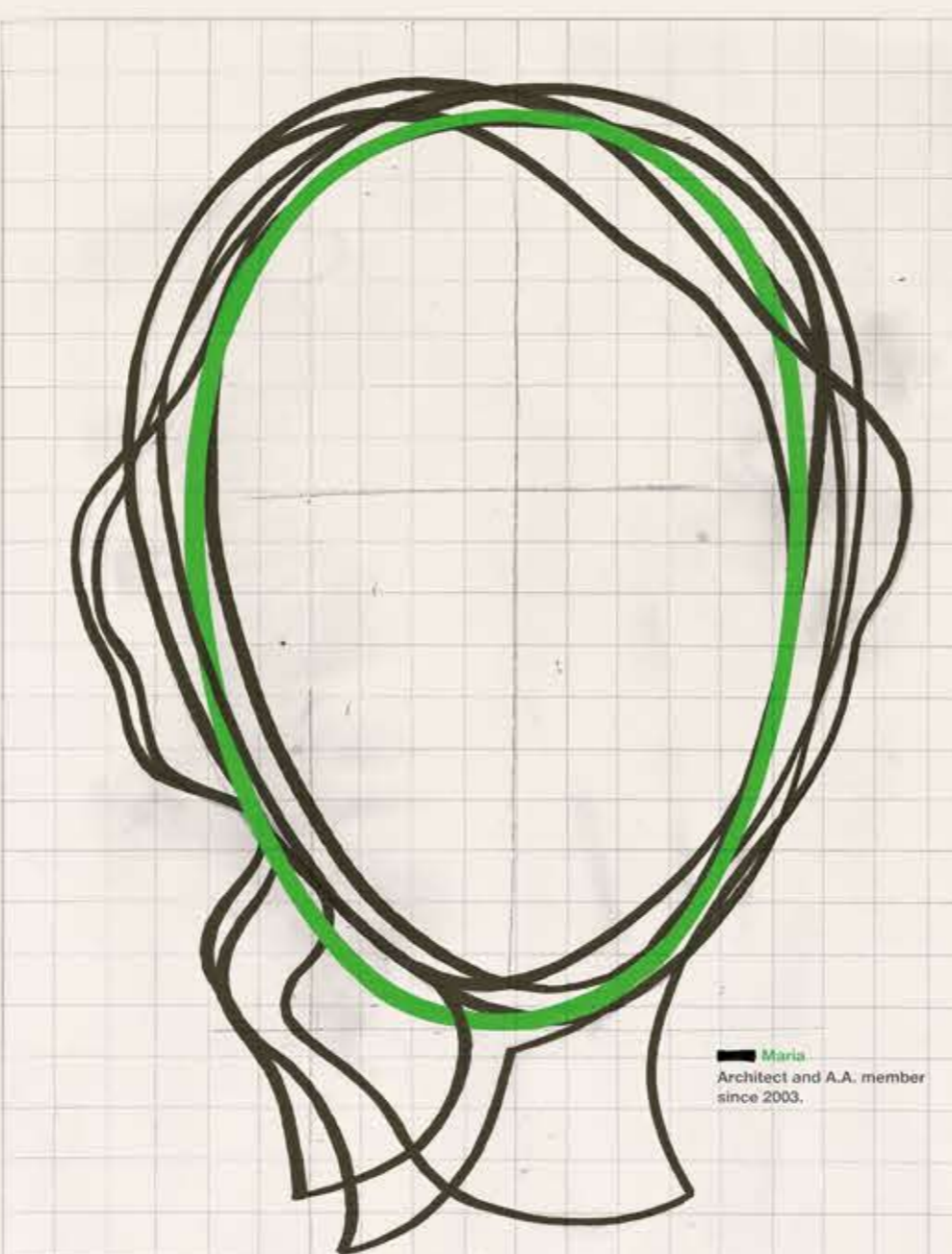


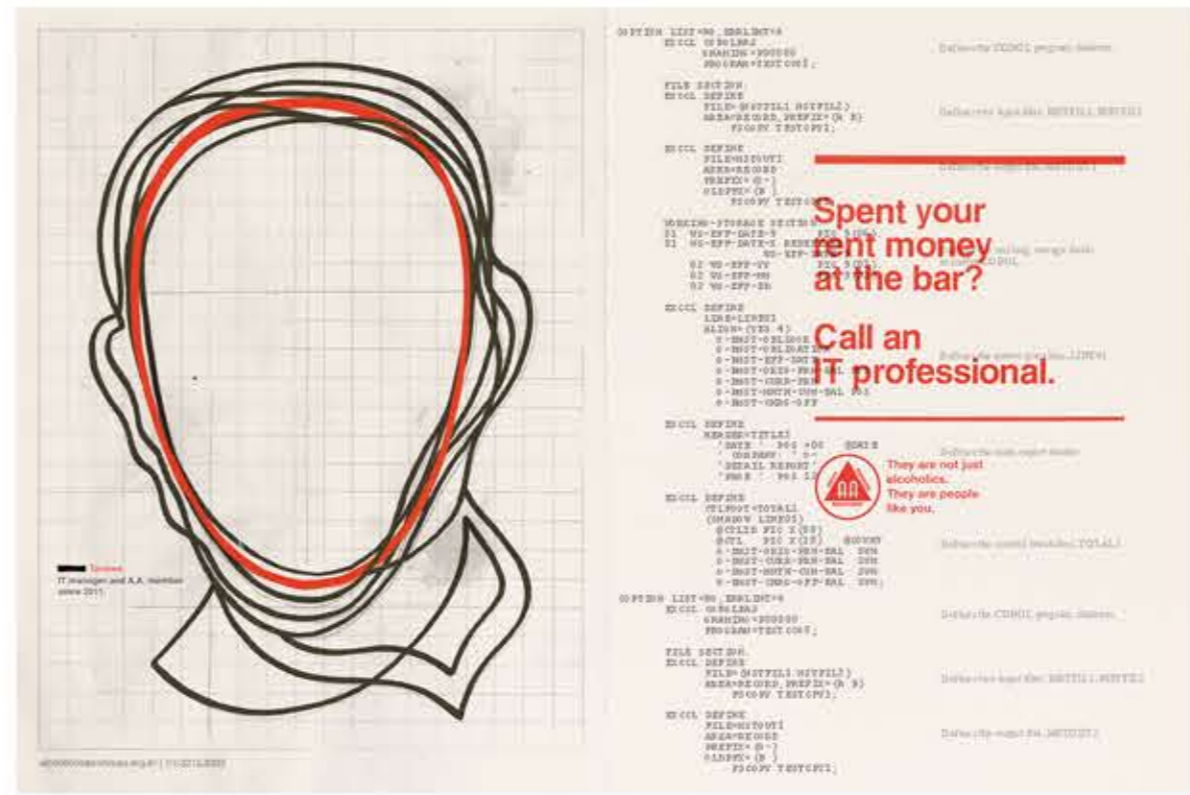
David  
Stockbroker and A.A. member  
since 1998.



Jefferson  
Engineer and A.A. member  
since 2014.



Maria  
Architect and A.A. member  
since 2003.



“How can I be an alcoholic? I have 2 college degrees I speak 3 languages. Alcoholics are those who live on the streets. Unemployed bums.”

This testimonial was taken from an interview with an alcoholic who thought she didn't have a disease just because of her own prejudice against A.A. members.

Inspired by that, the campaign aims to overturn the stereotype created around alcoholics, showing that they're more than just alcoholics—they have a profession, a family and they're people like you. And no matter how far this disease has taken you, A.A. and its members are always there to help.

To illustrate the campaign, we put the outlines of different head shapes together to form a single face in order to reflect the plurality of people found in the Alcoholics Anonymous and to complement the posters we used icons of each individual profession in the background.

