

幹！

Porra!

傻逼！

ไอหี๋ย!

ばかやろう!

クズ

Putain!

चूतिया

FUCK

死ね!

แม่่ง!

靠北！

씨팔

CUNT!

DAMN!

كس امك

But what if some were born to be 'rude'?

**For up to 1% of people,  
being “rude” isn’t a choice—  
it’s part of who they are.**



# TOURETTE

Tourette's is a condition where people experience involuntary movements or sounds. One symptom, called coprolalia, involves saying cursing words without meaning to.



MISUNDERSTOOD AND OVERLOOKED,  
ESPECIALLY IN APAC.

**“SHUT UP!”**

In APAC, kids with Tourette’s are often wrongly accused  
of naughtiness or bad manners,  
missing opportunities for understanding and care.

# Travel: An Essential Lesson for Every Kid

## Travel is essential to kids

Educators believe travel has a profound impact on personal development, education, and future careers for kids.

## MISS-OUT FOR TOURETTE KIDS

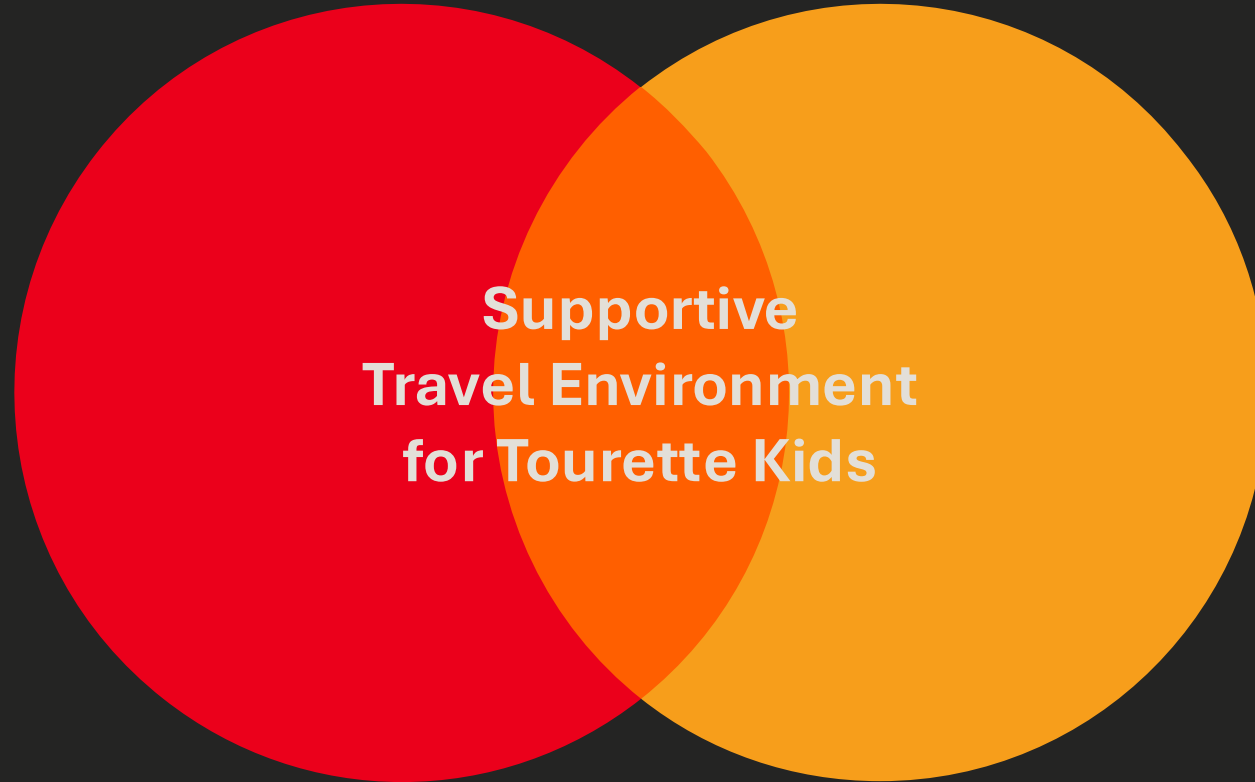
While other kids explore the world through travel, Tourette kids often miss out due to the lack of supportive environment.

## Supportive Environment for Tourette

Studies show that positive support can help improve the symptoms of kids and teens with Tourette's.

But for Tourette kids, their involuntary symptoms—like cursing—lead to judgment and misunderstanding, making travel stressful instead of enriching.

# Mastercard: Making Travel Easy for Everyone



It's time to break down these barriers and make travel accessible for everyone. By leveraging its extensive retail network, Mastercard is committed to making travel easy and inclusive for kids with Tourette.



ENTRY POINT

*Football!!*





## *Where “cursing” is supporting*

Football matches are places where cursing is part of the culture —the more you curse, sometimes means the more you care.

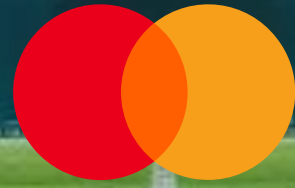


Opportunity



Mastercard has been a proud partner of UEFA for years, connecting fans to priceless moments on and off the pitch.

With the UEFA Champions League Final happening this May, Mastercard is ready to create a priceless experience for kids with Tourette's.



# A "CURSED" TRIP

This May, Mastercard will curate a priceless cross-border travel experience for Lucas, a kid with Tourette's in APAC.



Start form the flight

**TURN THE CABIN INTO A FOOTBALL PUB**

Mastercard will organize a group of football enthusiasts on the flight, transforming it into a UEFA football pub.

We'll play football matches on in-flight TVs, creating an atmosphere where cursing becomes the most normal language.

From takeoff to touchdown, Lucas will feel just like the others.





Continues at the stadium: Immerse Lucas in the game

**For the first time,  
he won't feel judged,  
he'll feel included.**

It's a priceless moment in a judgment-free area,  
proving that travel and connection can be accessible to everyone.

A man and a young boy are shown in profile, facing right, cheering enthusiastically at a stadium. They are wearing red shirts. The boy is in the foreground, with his arms raised in a fist pump. The man is behind him, also cheering. The background shows a large stadium with bright lights and a green field.

Turning  
**Every Curse**  
into **Support**

for kids like Lucas

# EVERY CURSE COUNTS

**TURN EVERY  
CURSE  
INTO SUPPORT**  
Support for Tourette

During the final, our cameras will auto-capture people at their cursing moments.

For every curse detected, Mastercard will make a donation to organizations supporting kids with Tourette.





*"HOLY S\*\*! What a goal!"*

@marco\_1718

*"F\*\*! How did he miss that?"*

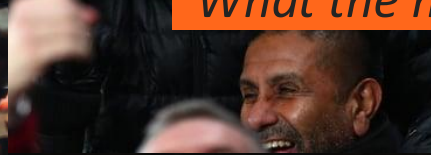


*"Dumb ass!"*



*"WTF was that defense?! Bloody hell"*

@xingchang99



*"What the hell was that call?!"*

@felixkim



@1823\_\_noman

During the game, Mastercard will conduct a social audit for cursing content online.

But this time, every curse counts for something priceless.

For every curse during the UEFA, Mastercard makes a donation,

make it becomes a way to empower kids like Lucas to travel.

# UEFA IS JUST A START

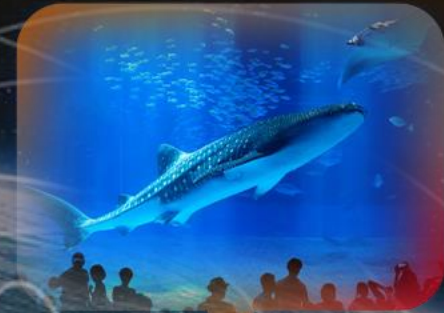


# W.T.F

Worldwide Tourette's Faculty

WTF, A Label of Inclusion for Tourette Community.

Mastercard will leverage its massive retailer network, from museums to zoos to cultural landmarks, aim to make the world a Tourette-friendly space for kids to explore.



**Tatiana Le**

Copywriter @Ogilvy HK



**Emily Yip**

Art Director @Ogilvy HK

Thank you

Vote for this f\*\*king idea!

