

M INDRESANOSTUDIOS

CASE STUDY
NOELLE LAMBERT:

THE RESILIENT FIGHTER

A woman with a prosthetic leg is sitting on a gym bench, looking down at her hands. She is wearing a white and blue striped tank top and black shorts. The background is a bright, hazy gym setting with various pieces of equipment visible.

NOELLE'S STORY

Noelle lost her leg in a moped accident at only 19 years old.

She quickly adapted to her new circumstances, and trained tirelessly to become the Team USA Paralympic athlete that she is today.

Noelle has founded the *Born to Run* foundation that provides young amputees with specialized prosthetics for athletics.

Noelle was also named the 2020 L'Oreal Paris Women of Worth National Honoree.



THE CONCEPT

Noelle Lambert's story is a remarkable one. Our team saw inspiration in her bravery, heart, and resilience.

Our goal was to convey Noelle raw and real as possible. To show the world what it means to fight and to keep moving forward.

We created this video to share with the rest of the world Noelle's journey. The hope is to inspire others, and young amputees.



THE PROCESS

While filming Noelle training in the gym, our video production team was challenged to capture the best possible angles in the cramped, dark environment.

Creative lighting was utilized, with help of a fog machine, setting the scene to pull out all of the raw emotion and strength that lives within Noelle.



M INDRESANO STUDIOS





We filmed Noelle in places where she felt the strongest; the gym and the track.

She puts in work daily being the best version of herself, with both her body and mind.

Not only did her work ethic impress us, but her physical strength blew us away.

We also made time to schedule an interview with Noelle's running coach, Coach Sherry Hart. We felt like there was no better person to evaluate Noelle's overall persona than him, who is such an important person in her life.

Our team thought this interview was vital with Coach Hart, as a coach is able to see what others may not see on surface level. They see an athlete's work ethic, toughness, and how far they're willing to go to reach their goal. A coach sees the dynamic layers that make up an athlete, arguably the most vulnerable states they can ever be in.

Listening to Coach Hart helped us understand Noelle's training process. At the time of the shoot, Noelle was training for the 2021 Paralympics, representing Team USA in Tokyo.



THE RESULT





Noelle's bravery brings awareness to her foundation, *Born to Run*, allowing young amputees opportunities to compete in athletics.

Noelle defines the emotional strength that comes with any level of physical strength. She brings forth the confidence and mentality that you can do anything you set your mind to. It's not about the set back, it's about how you react and come back from it.

Our emotional video aims to bring communities together. No matter who you are you can feel inspired from watching Noelle.



L'ORÉAL
PARIS
WOMEN
of WORTH

2020 NATIONAL HONOREE

Noelle Lambert

The Born to Run Foundation
Health-Disability

Manchester, NH; Founder, Born to Run: provides young amputees with specialized prosthetics that allow them to lead fulfilling lives and pursue their athletic dreams.