



I feel like a
spectacle.

Most people with Parkinson's disease (PD) will experience dyskinesia (erratic movements), yet 78% of them don't fully understand what it is.

To address this, Dycuss Dyskinesia was launched on beiconicwithpd.com, a site created by Supernus to help educate and support people with PD. This fully integrated campaign uses intentional misspellings to mirror the disruptive nature of dyskinesia and features deeply moving videos of real people who experience it. It depicts the many ways dyskinesia can present itself, shares personal stories of how distressing it can be, and leaves viewers with one simple request: Go dycuss dyskinesia with your doctor.

