



Seriously optimistic

A charity campaign that strikes the right balance

How do you present a hard-hitting global message in a way that entices viewers to watch, while doing justice to the serious subject matter? This was the creative conundrum design agency Antidote faced when Diesel founder Renzo Rosso asked the team to create a call-to-arms for the world's youth to join Only The Brave Foundation (www.otbfoundation.org).

OTB Foundation is a not-for-profit organisation working to tackle extreme poverty in support of the UN Millennium Development Goals. "While the subject matter is very serious, we wanted the brand to have a sense of optimism," explains Jonathan Notaro, founder and executive creative director of studio Brand New School (www.brandnewschool.com), who was brought in to direct the two-and-a-half-minute short. Armed with a manifesto penned by Antidote's creatives, he devised a visual storytelling approach that strikes a balance between attractive, almost whimsical imagery and the serious message being delivered.

Cause-driven adverts are all too often of a type, explains Notaro. "Whereas for this we tried to use symbols as much as possible and come up with fun metaphors for interpreting the message. I had this idea that people are different shapes, which are different colours. With a film this long, you need a character to follow." www.antidote.co.uk



Antidote and Brand New School's animated short film introduces the aims of **Only The Brave Foundation**, which supports a variety of projects in Africa

QUEEN

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