



care
Egypt[®]

Treatment for: campaign against Child Marriage

Introduction

Child marriage is still a persistent problem in Egypt. Instead of playing, learning and using their imagination, girls as young as 14 years old are forced into marriage and adult responsibilities. This campaign aims to show the stark contrast between how a normal childhood should be and how it really is for some girls.

The Story

The story starts inside a poor Egyptian neighbourhood in an apartment. The focus is on a 14-year-old girl. She looks innocent and happy playing in a toy kitchen. We can see that she is excited and content stirring in pots and holding a toy baby in her hand.

The scene switches, it shows the same girl but this time she looks tired, her appearance seems messier, and her face is filled with concern. She is standing in a real kitchen, stirring real food and is holding an actual baby.

The story ends with an over voice talking about how this girl's childhood like many others has been stolen from her.

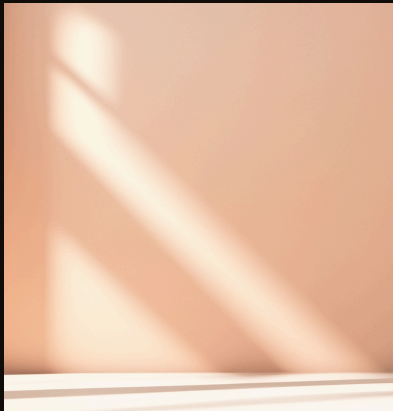
Approach

The idea is to shock the viewers and show them the contrast between an innocent childhood and the reality of child marriage. It is meant to be short, simple and deliver the message that all girls deserve a simple, joyful childhood.

It is meant to be relatable to make viewers feel empathy for young girls whose childhood is stolen from them.

Mood Board

Scene 1



Scene 2



The Shock

Our main goal is to show people the contrast and how the life the girl in the scene is forced into at a young age does not fit her at all. Showing with the first scene how her childhood should be and then switching immediately to the current unfortunate reality a large number of girls in her age must endure.

Characters



Art Direction Sketch

Scene 1



Scene 2



Shotlist

SHOT 1:

Wide establishing slow track in showing the girl, playing peacefully in her toy kitchen.

The room is bright, there is sunlight coming in from the windows, the girl is busy stirring in plastic pots with a smile on her face while holding a plastic toy baby.

SHOT 2:

Close up on the plastic cooking pot.

We hear an adult voice (male) asking whether lunch is ready (الأكل جاهز؟) and then the scene is cut here.

Shotlist

SHOT 3:

Close up on the cooking pot only this time it is a real cooking pot on a real stove.

Track out to see the whole scene where it is the same girl only this time, she looks exhausted, concerned and her appearance overall is messy.

She is stirring real food, standing in a real kitchen with a real crying baby next to her.

SHOT 4:

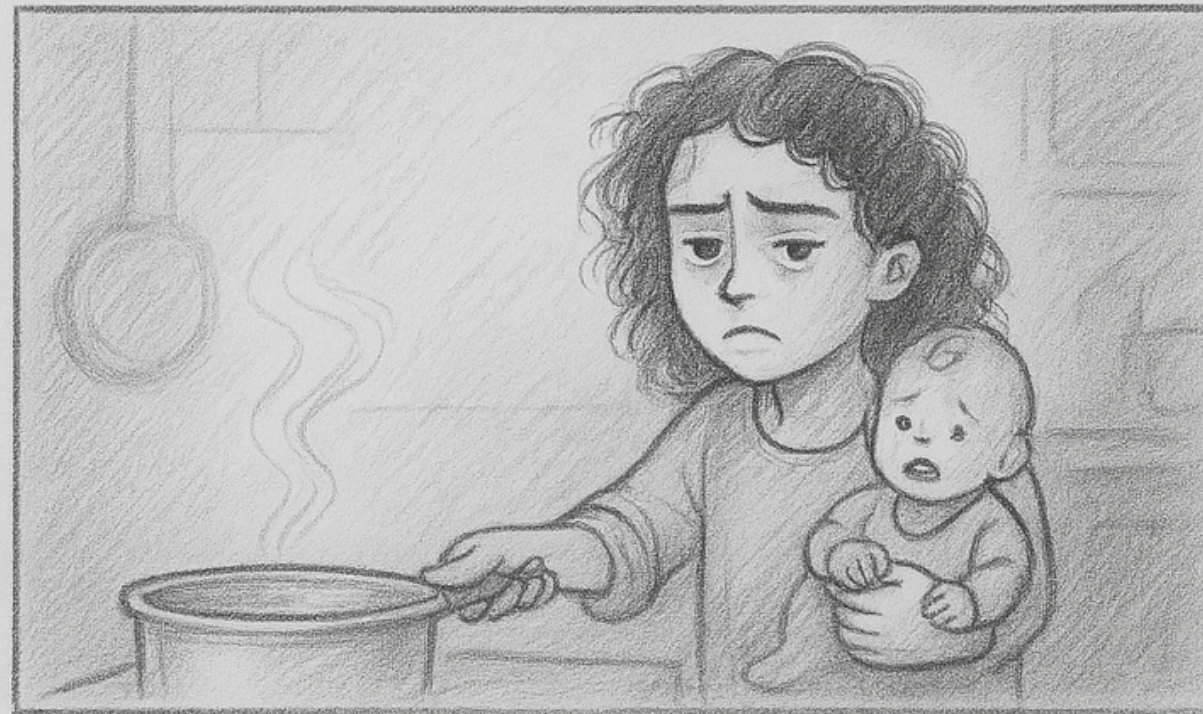
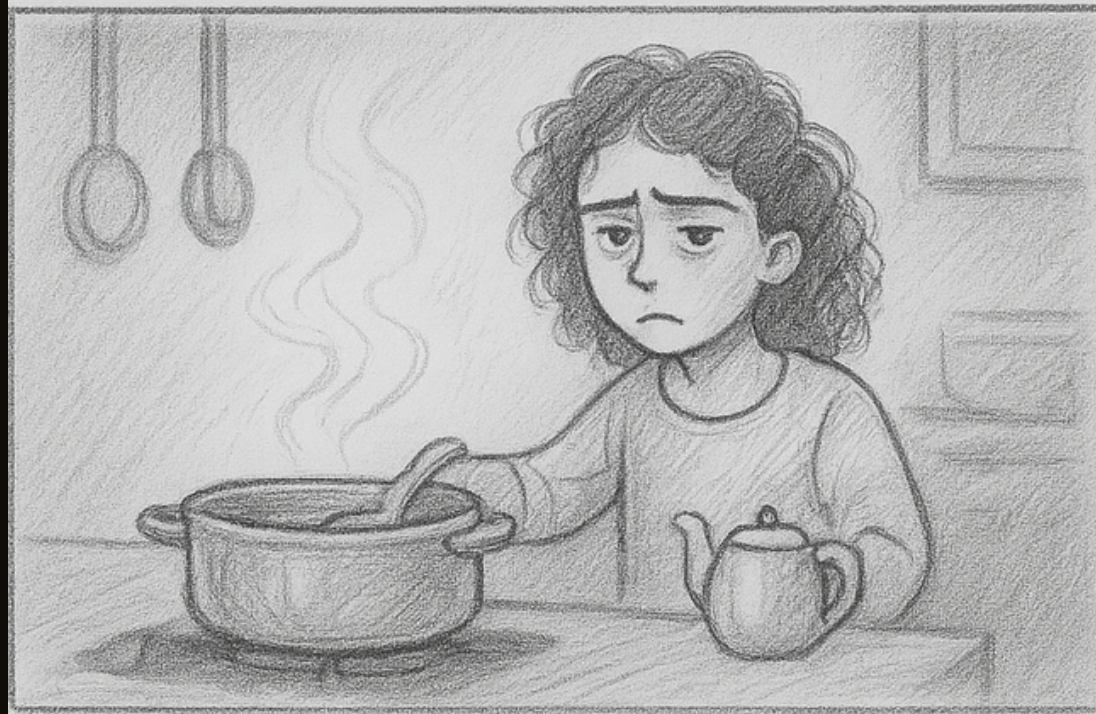
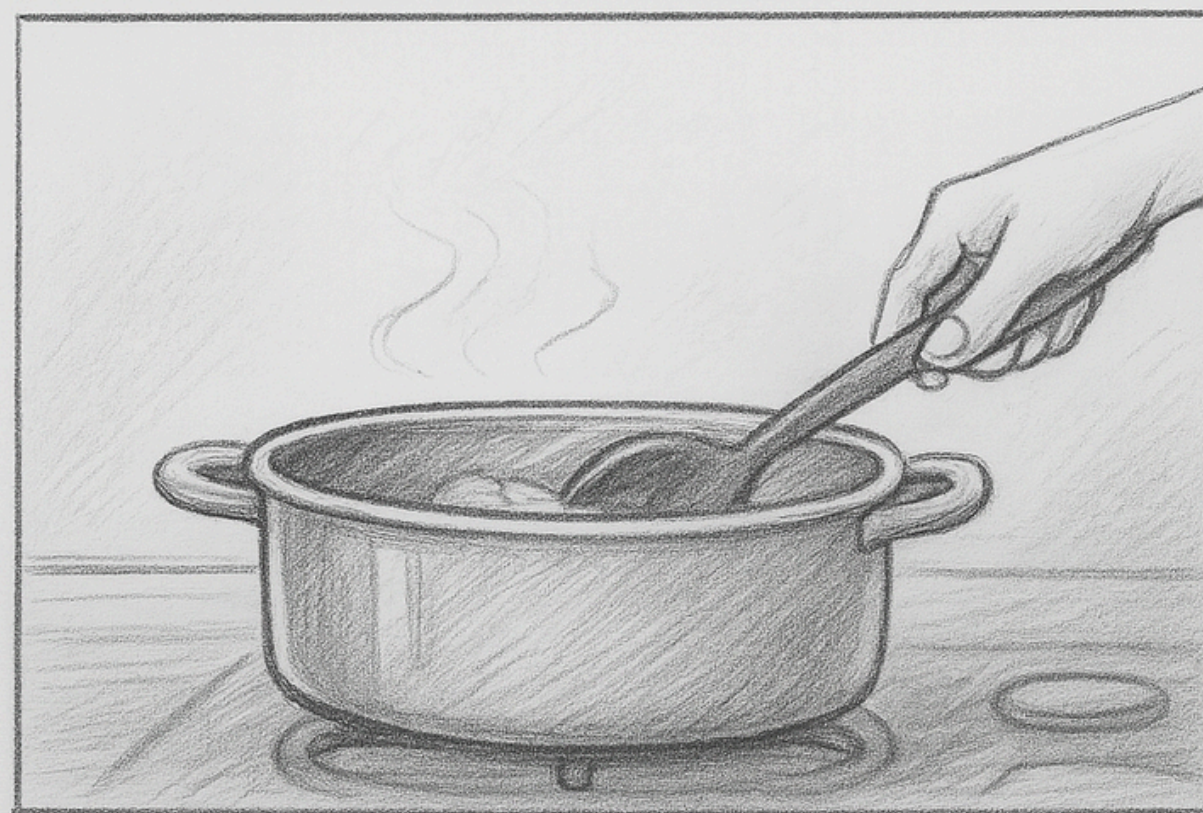
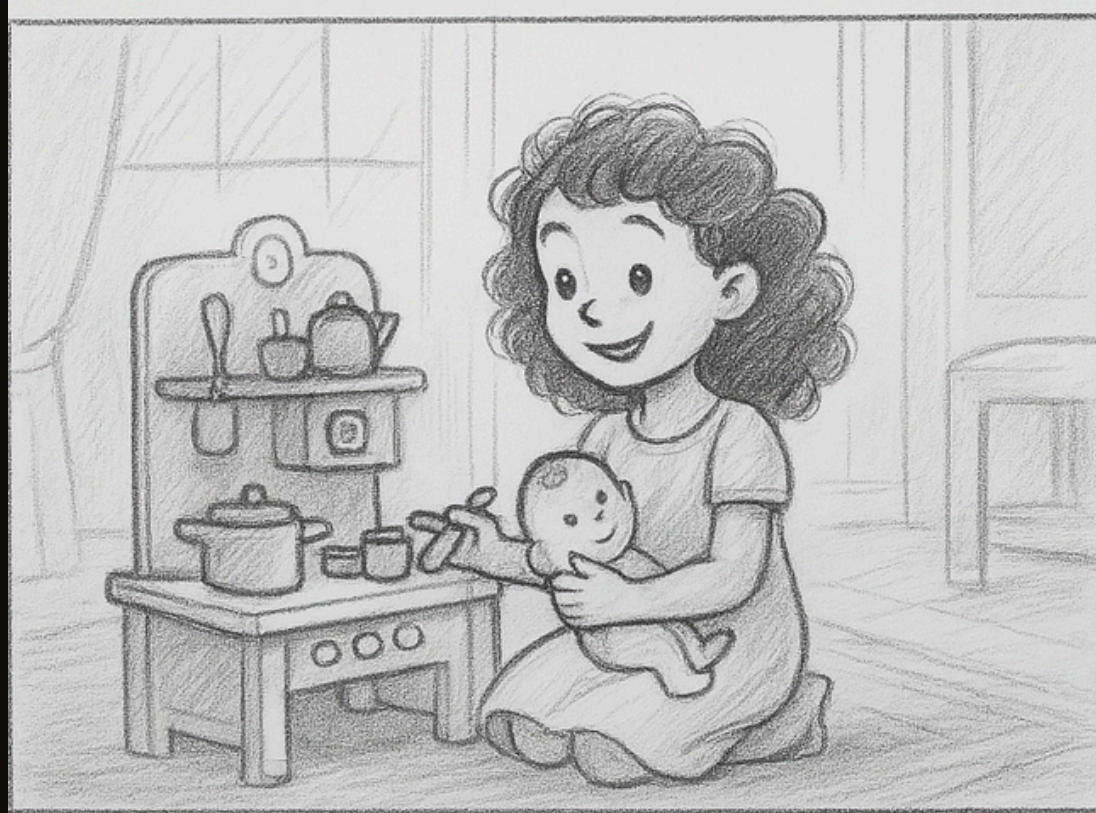
Wide shot showing her trying to juggle between different tasks responding: حالا، بجهزه:

ما تحملوهاش مسؤولية هي مش قدها VO:

Written below on the screen (suggestion)

حوالي واحدة من كل ست بنات اتجوزت قبل ما تتم 18 سنة

Shooting Board Sequence





care Egypt®

THANK YOU