

▶ ▶ ▶ ▶ APPLICATION FOR RED JOLBORS

VIDEO

NOT ASHAMED

НОМИНАЦИИ: Socially-oriented videos



NOT ASHAMED VIDEO

TASK:

Living to the fullest in a new reality is defined by number of critical, sometimes **essential** restrictions. We call them "new manners", "new ways of life in the new COVID reality." Those not observing them should be subjected to public condemnation, the very same shame (or uyat in Kazakh). But only because one can die and/or infect others by ignoring safety rules.

Not only did we need to produce high-quality information content, but also demonstrate visual and emotional association of the consequences caused by COVID dissidence.

SOLUTION:

Short videos are one of the key steps in promoting the idea of "new manners". They tell controversial stories about what can happen when people ignore the infection threat and new ways of life during a pandemic.

We decided to create sharp contrasts and wanted to be bold and impactful. We wanted to demonstrate in a very clear way that we often live for the moment, acting too complacent and not being able to critically evaluate the risks of hasty, and, as evidenced by experience, dangerous decisions.



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SYNOPSIS:

We are accustomed to honoring heroes regularly making personal and professional sacrifices. Many of us strive to be that tough guy or girl, a role model. But what is everyday heroics and what can it lead to? Medal, award, praise from the boss or hospitalization? What if in the world of pandemic and totally rearranged daily routine, fearless heroes are the ones posing a threat to the life and health of others?



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The video was released at the end of August 2020.
Soon it will be circulated on nationwide TV channels and social networks.