

1 PSA (Public Service Advertisement)

GENDER INEQUALITY

Unequal treatment or perceptions of individuals based on their gender. wikipedia

**'One moment she is with you; the next she
can be gone'**

Child and especially girl trafficking for sexual exploitation

INTRODUCTION

This social advertisement is influenced by the important cultural issue of trafficking and especially girl trafficking around the world and to my current location in India.

Girl trafficking for sexual exploitation is a gender issue, as this business would not be as profitable as it is would men not be the ones who use the service.

She is a little girl who has a happy life. Her family loves her and she enjoys her childhood. She loves to be outside, playing hide and seek with her sister and parents. She loves to spend time on the playground; she loves dancing, laughing and singing. The family wants to keep the moments in memory in the way of filming those nice moments on a family camera. However, at the end, the girl is gone. There are no nice memories to film anymore; the playground is empty; no one is laughing (the end of the story/filming).

...She has been taken from the family; she has been trafficked. This is the moment where a nice life of the girl ends, as she is gone and not with her family anymore.

The final advertisement will showcase different short cuts of the girl, with shacking camera movements and sharp and un-sharp images, like it would look like when a family member would have filmed her with a family camera. Only scenes of a happy child will be portrayed. A text (Statistics and information) will support the film, to give a better understanding of what the film/scenes is about.

TARGET AUDIENCE

Target audience is families all around the world. It is addressing the love of parents to their children. How bad the financial situation might be, family should always come on the first place. There should be found other solutions for own survival, rather than giving up the own child for money. Also parents shall think about their living situation before the child is welcomed; a better living situation can lower the risk of a child to be taken away by strangers.

STYLING

The girl is wearing comfortable, colourful clothes; preferably Indian style.

ACTOR

The actress is a girl that has an appearance/look of a 8-12year old Indian girl.

LOCATION

National Institute of Design, Paldi, Ahmedabad Campus

DRESSING

There is no location dressing needed, as it will be filmed in real life locations, playground, park, between trees, bushes,...

FILMING DAY

Sunday, the 22nd of February. Daytime, to be confirmed.