

69th Annual Advertising Club of CT Awards Show

Project Description: ASD Lost in Translation Emergency Room Video

You can't walk in someone else's shoes without...walking in their shoes. To help ASD raise awareness of communication inaccessibility challenges within the d/Deaf community, we created a video that immerses viewers in the struggle. We go beyond removing sound for a visceral lesson in empathy and understanding. Through POV footage, SFX...and lack of SFX, we show the panic and frustration of being the subject of conversation, but invisible. In crowd of people, yet utterly alone. Of being lost in translation. The campaign's success garnered additional federal funding and the interest of activist/actress, Marlee Matlin!