

UNICEF BORN INTO DANGER VIDEO

Creative and Content -

The video's focus was to showcase the extremes 2 parents might go through when identifying a place to give birth to their future child. We wanted the viewer to empathize with what the characters were going through, but also feel connected to the story.

- 55,000 shares, 124,000 likes, 1,600 comments.
- 33,349,158 users reached.
- Almost 12 million video views.
- More than 6 million watched the video longer than 30 seconds.
- To have almost 50 countries engage with this ad and watch our video.