

How do you design a corporate video that not only spreads awareness for a social cause but also evokes an emotional reaction from the viewers?



Atma, an NGO from Mumbai, partners with NGOs in the education industry in India, helping them grow in size by providing a structured roadmap for growth and sustainability. Atma's aim is to provide quality education to impoverished children around the country by equipping local NGOs with solutions and by facilitating them with the right practices that would assist in improving their scalability.

Atma needed a communications and advertising agency to not only help explain who they were and what they did to sponsors and key players in the education reform space, but also demonstrate why and how Atma went about providing assistance to other NGOs, helping them reach their respective goals.

SingylStroke devised a plan that would personalize and carry an emotional message that people could connect with, knowing full well that Atma needed a simplistic idea that would create widespread awareness.

To create a feasible approach that would last in the minds of potential sponsors and volunteers, SingylStroke came up with "Tara", an animated character from a low-income and opportunity deprived environment, much like the children Atma works with. Tara was also conceptualised because she symbolised every child, irrespective of region, religion, caste, etc. She was applicable to every divisive community. By allowing her to be so universally applicable within the Indian context, SingylStroke ensured that "Tara" appealed to all demographic groups. The script was written and the corporate-video was designed to revolve around "Tara". Infographic illustrations were utilised to show how Atma functions. The animated video showed how Atma uses its expertise to aid in the growth of NGOs and essentially help "Tara" receive an education.

<http://www.youtube.com/watch?v=9pQF49SPAgA>