



Condoms No Laughing Matter

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BRIEF REPORT

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Abstract

This multimedia project was as a beer commercial, a lad's night in, an environment that can be used to target the relevant audience. The goal was to deploy a familiar atmosphere and recognisable characters whilst delivering a serious message with humour in a very short space of time.

Key Words

Video, technology, condoms, advertisement, youth

Why did you choose this topic?

I chose this topic because I was required to produce a community service announcement, and as this means the commercial had to be for a not-for-profit organisation, I thought the topic of sexual health would be one that I could be creative with.

How did you make this video? How long did it take? How did you come up with the idea?

I made the commercial as part of my film and television degree, shooting took less than four hours, and editing took place for a couple of days after. I came up with the idea the same way I come up with a lot of my ideas, in the shower.

Why did you choose this approach to your topic? Have you seen something similar?

The subject matter is an awkward one for young men. I knew I had to present a serious message effectively, and the use of comedy was my answer. Comedy can be used as a mask, nobody feels like they're being lectured to if they are laughing.

Can a similar topic be used in other health promotion messages? Such as what?

I think a mistake people can make is assuming that comedy can't be serious, and that by using it you're trivialising or being light-hearted. Making a commercial is about getting your audience to remember your message, and you often find the ones you remember have little to do with the product.

Why do you think it will appeal to young men?

I designed it to feel like a beer commercial, a lad's night in, an environment that can be used to target that audience. The ad does not try to make light of the subject, it attempts to present its message in an entertaining fashion. As a young man I cansay we don't like to be preached at, it's completely ineffective.

What were the challenges in making this video?

As is always the case, the most challenging part of this whole process is coming up with the initial idea. The technical details are irrelevant if your idea is poor.

Why do you think it will be effective?

I hope it is effective. My goal was to create a familiar atmosphere and recognisable characters whilst delivering a message with humour in a very short space of time.

How do you think the film should be used?

It should be used to promote the message it is championing. Use protection.

PEER REVIEW

Not commissioned. Externally peer reviewed.

CONFLICTS OF INTEREST

The authors declare that they have no competing interests

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