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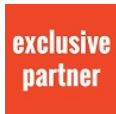
ad agency VAYNER MEDIA

production company UNIT9

# UNICEF

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NEWS

## Tom Brown directs Reimagine The World Like A Gamer for Unicef with UNIT9



by SHOTS on 18<sup>TH</sup> SEPTEMBER 2020

Together, they have created a campaign which aims to change the UK public's perception of migrants, turning refugees into heroes.

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he Visionaries and [UNIT9](#) Director [Tom Brown](#) has directed a poignant ad for [VaynerMedia London's](#) collaboration with Unicef.

Together, they have created a [campaign](#) which aims to change the UK public's perception of migrants, turning refugees into heroes.

Told through the eyes of three refugee children, Nora, Sama and Pouya, the one-minute campaign film follows their experience as they 'unlock' skills in the style of a video game and work towards their dream futures - becoming a doctor, an author and a pilot, respectively. The ad calls on the audience to help them reach their goals with the headline: 'Your New Mission: Unlock Their Potential'.

Here's what Tom had to say about working on the campaign: "I'd always wanted to work with Unicef so I was super excited to bring this project to life. The main hurdle was the shoot - we were still deep in lockdown, so the whole process was entirely remote. It was my first time directing across continents but thanks to the amazing team on the ground and Vayner's beautiful work with the design of the graphics, I think the final spot ended up looking great."

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[See the video](#)

