

Academy of Educational Development

PROJECT	Social Marketing Programs
PROBLEM	The Academy of Educational Development sought engaging ways to communicate the success of a program in postwar Afghanistan to rebuild the educational infrastructure and announce the imminent release of a national study on Health Literacy.
SOLUTION	<p>Nine Yards Media leveraged the power of video to create an emotionally compelling music video that not only told the story of the effort in Afghanistan, but also engaged audiences on human level and encouraged continued support of the initiative.</p> <p>The success of this project led AED to engage 9YM for other projects, including a CD-ROM highlighting the key findings of a soon-to-be-released report on Health Literacy in America. The CD-ROM utilized video, a custom graphic interface and effective storytelling to motivate physicians and other health care professionals to read the report and implement its critical findings.</p>
COMPONENTS	Video, CD, Multi-lingual

