



# Treatment for the British Tinnitus Association

James Bone

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**British Tinnitus  
Association**

# INTRODUCTION

Before we begin the creative journey, I'd firstly like to thank all at the British Tinnitus Association for asking me to present my ideas to promote such a worthwhile cause.

Tinnitus can be such a debilitating ailment for many, and so I commend the unbelievable work you guys at the BTA are doing to support people and raise awareness in the wider world.

What an exciting time then... as now is our chance to educate people about tinnitus in a way that truly captures the audiences' attention.

**Let's lead the way and make that happen!**



# MY APPROACH

By presenting a series of over the top, comedic 'fixes' and reactions to clearly show **"how not to deal with tinnitus"**, I want to encourage people with tinnitus to get the support they need by contacting the British Tinnitus Association.

Using a set of props, an unrealistic character and ear-grabbing sound design, we'll see our comedic actor's failed attempts to alleviate some of the all-too familiar noises we associate with tinnitus, until with the help of a voiceover - she and we realise contacting the BTA is by far the best route for anyone struggling with the condition.

Everything in our commercial is centred on the relationship between the actor and audience. Their failed attempts almost have an air of slapstick about them, yet their genuine struggle and OTT reactions only endear them to us - and we share their relief when they too discover BTA is available to provide support.



# OUTLINE



Using a minimalist set with plain white backdrop, our comedic actor Alice looks directly to camera in a jovial, happy-go-lucky fashion.



Suddenly she hears a slight buzzing noise. Alice's facial reaction is one of confusion. She puts her finger in her ear.  
**(Sound design: funny squeak for finger in ear as if picking wax)**



The buzzing remains to her humorous annoyance. But she has another bright idea - next she tries a bicycle horn, but this only makes the buzzing worse.



As Alice is becoming more frustrated with comical OTT facial reactions and gesturing, her eyes light up as she believes she's finally found the solution...



Cut to Alice with a ridiculously oversized industrial fan... but as she feels the full effects of G-force like wind the buzzing still continues. In a final fit of defeatist comical rage, Alice blows a loud raspberry to camera.

# OUTLINE



As she blows the hair from her face in a way that says 'I don't know what else to do', the buzzing subsides slightly and a voiceover speaks to the viewer.

**V/O: "This is rather annoying isn't it?"**



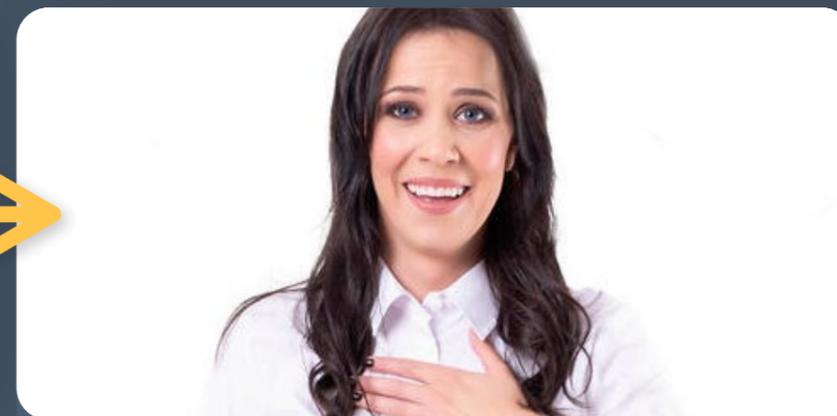
Alice nods in sullen agreement.

***"On the bright side, there are far better ways to deal with tinnitus than Alice does."***



She perks up with interest.

***"Like speak to the British Tinnitus Association. We help over one million people every year."***



Alice lets a out big smile of relief.

**END CARD V/O:**  
***"Contact the British Tinnitus Association to get the support you need."***

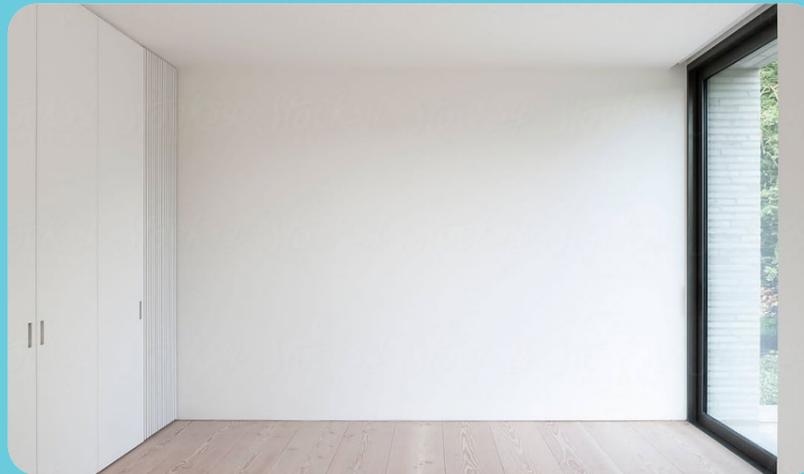
# LOOK & FEEL

I want nothing to distract from the actor/viewer relationship I've touched upon in the approach. Our set will therefore be a minimalistic white space, with minimal if any lighting changes as we progress through their actions.

The props we use will also play a part, going from one extreme to the other with a handheld bicycle horn to a ridiculously oversized industrial fan.

In terms of shots, we'll rely on a series of close-ups and medium close-ups for our character's reactions, with medium wides for establishing.

I can't emphasise enough, the USP of this commercial is in the actor's performance - maintaining a simplistic feel to the other aspects of the set will only serve to enhance this.

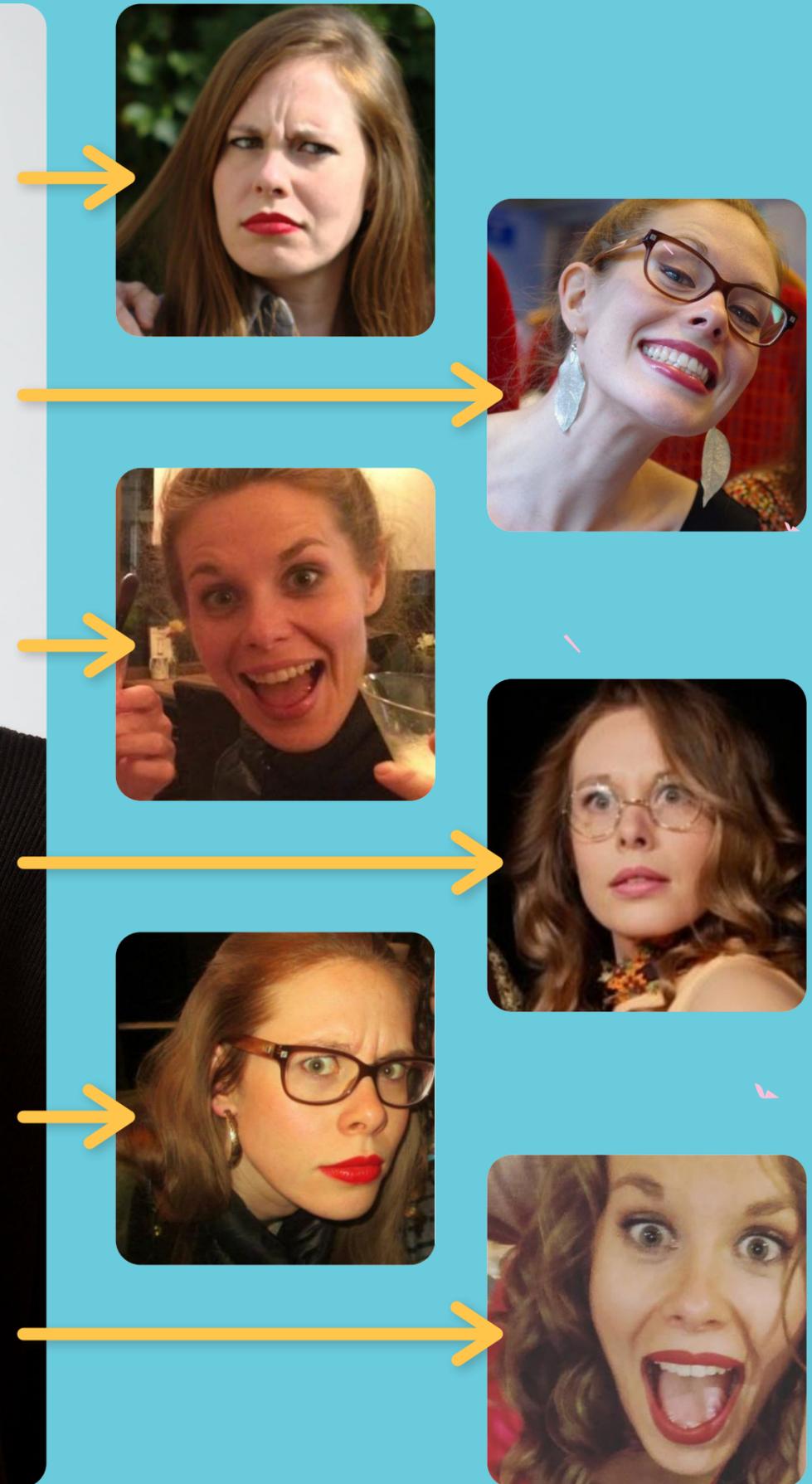


# CAST

To help raise awareness about tinnitus across a wider range of demographics, I'd like to use a younger thirty-something actor rather than perhaps the obvious older choice.

Our actor is an incredibly talented character comedian. An expressive face and comic sensibilities are vital to ensure that however random they are, we really empathise with them as they struggle to cope with their tinnitus, particularly as they they still maintain the everyman/everywoman vibe.

With stats showing up to 20% of people under 30 are affected in some way by tinnitus, now seems the perfect opportunity to **SHOUT** about the very real dangers of the condition, no matter what your age.



# SOUND & MUSIC

Sound plays a vital role in all films [except for the silent ones] - but in a film about tinnitus it's right up there with the main character!

The disjointed **buzzing** sound we hear will be familiar to many with tinnitus, and our aim is that those who don't will quickly associate it with the condition after seeing this commercial.

The **buzzing**, the **voiceover** and those the **actor** produces with the props will be the **ONLY** sounds required - I feel additional music would counteract the character reactions and minimalistic approach.



# OUTRO

**Just a final word from me to say a huge thanks for considering my treatment.**

Tinnitus can have such an adverse effect on people's lives, and I've seen this first-hand with people very close to me living with the condition, so I celebrate the great work the British Tinnitus Association are doing - and it would be a great pleasure to help promote that even more to the masses.

Please remember what you've seen in the previous slides is just a starting point...if you have any questions at all then please do get in touch at any time.

Thanks!

**James**

