



**Q&A with Simon Goff, the Executive Director of MTV EXIT
which produced the "All I Need" Music Video
(the winner of the Asia-Pacific Child Rights Award 2009)**

- What inspired you to make this music video?

This music video forms part of the MTV EXIT campaign, an initiative to raise awareness and increase prevention of human trafficking. We use many different television formats and creative ideas as our tools to educate audiences. We are striving to find new and creative ways to reach our audience with these messages. Thus, the idea of fusing a social message into a creative format like a music video was something that we had wanted to experiment with for some time. We felt that by integrating the message into this format we could reach many more people than if we created a standard public service announcement.

- How did you develop the ideas?

The creative concept in the music video was originally thought up by a creative agency in Australia called Colman Rasic Carrasco. With Radiohead on board and willing to donate the use of their music, the final piece of the puzzle was complete and production moved forward. The idea of juxtaposing the story of a young boy from an affluent background with one who is exploited in a sweatshop and then connecting the two stories with the item the exploited child is making was so simple and powerful that we knew that it would make an impactful video. We subsequently worked with the agency to develop the story to ensure that the message and story of child exploitation was accurate.

- How did you find the character whose story you tell?

The characters in the piece are not based on specific case studies. Rather, we researched prevalent forms of human trafficking and selected two scenarios that would play out strongly together. The video can also be seen as an allegory for the disparity of wealth in our society and the unfortunate ignorance with which many of us approach our purchases and our consumption. The stories of the two boys represent and mirror the lives of millions of people, this was the point: for the viewer to relate to one of the stories, and to see on which side of the equation they belong. And we hope that this has inspired people to make a stand against the issue of child trafficking and exploitation. Using a creative medium like a music video rather than a documentary format allows us a greater degree of creative freedom to tell these stories.

- What are your impression when filming and producing the music video?

The production of the video was a collaborative process involving many people including the creative agency and a production company in Australia that was brought on board to bring the idea to life. The production was a heartening experience with many professionals providing their time for free and being moved by the portayls in the video. This act of community and selflessness ensured that a powerful film emerged from the dedication, energy, care, and passion that was put into the production. Our heartfelt thanks goes out to everyone involved.

- What has been the reaction from audiences after watching it?

The reaction of the audience has been extremely positive. It has also created a debate about the issue, a social dialogue, which is incredibly important and demonstrates that the power of the video has motivated people to discuss the issue. This emotional response is an important step in any social marketing communication.

- What are your plans in the future to promote the children's rights?

The video forms part of the MTV EXIT (End Exploitation and Trafficking) campaign, which is a wide reaching educational social marketing initiative that has been running since 2004. The campaign has included multiple on air broadcast elements such as documentary and drama programming as well as music videos and public service announcements. In addition, the campaign is currently producing a pan-Asian concert tour that has been to Cambodia, the Philippines, Nepal, and will soon be visiting Taiwan, Indonesia and Vietnam. MTV EXIT is committed to continue using creative means and the brand and influence of MTV to raise awareness of children's rights.