

DEAF WEST  
THEATRE



Apple TV+

# CASE STUDY 1

## THE CHALLENGE

Create an innovative accessible music video expressing the mood and tone of the song through story and camera movement.

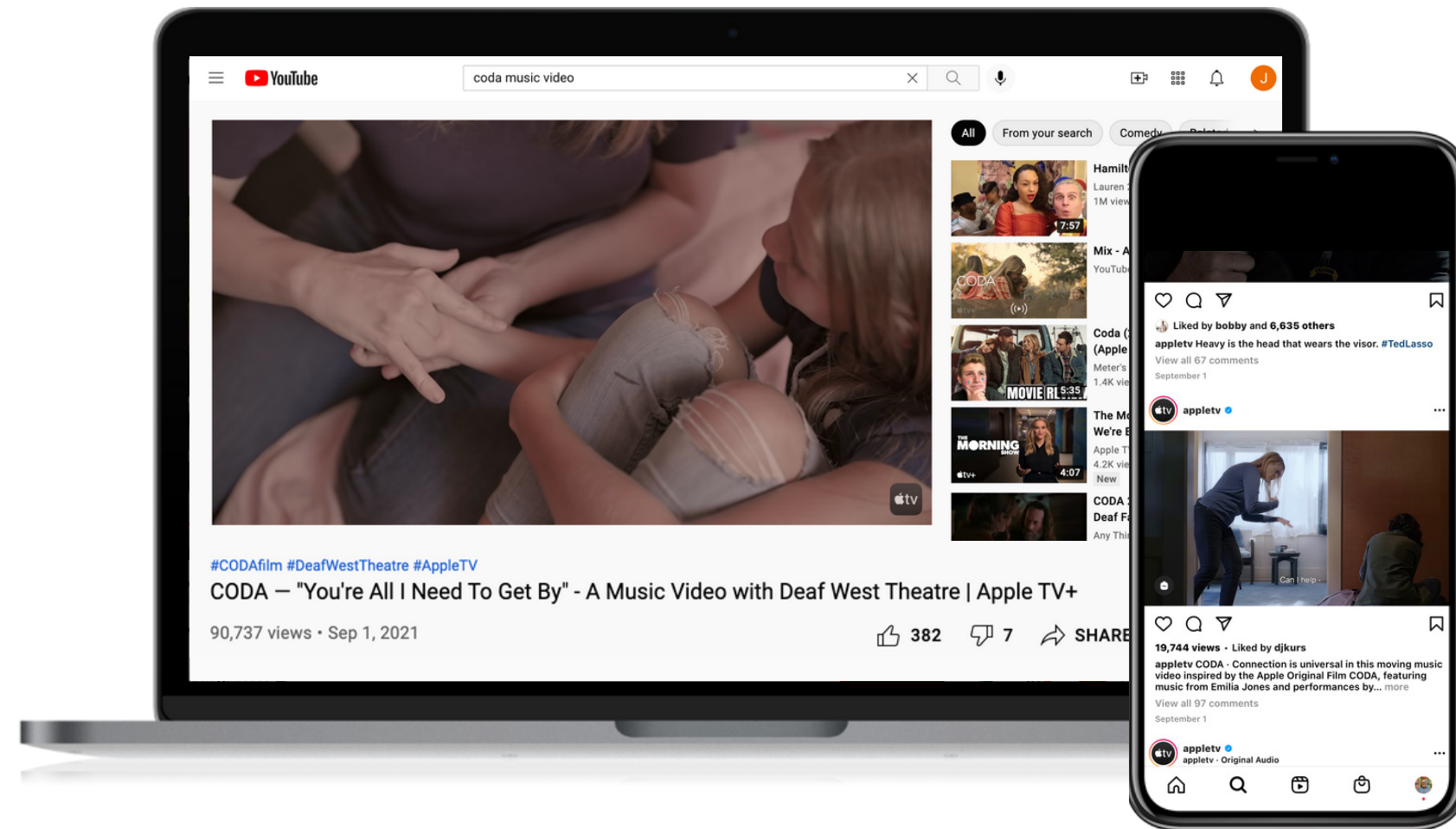
## THE SOLUTION

Bring Deaf and hearing artists together to create a cohesive music video that engages audiences in a Deaf-first experience. Express connection through visual storytelling that is not reliant on music, but inspired by it.

## THE RESULT

A powerful promo video that explores human connection while engaging a new audience for Apple TV+ and increasing awareness of the Apple TV+ original film, CODA. The video generated 200k+ digital impressions and continues to gain.

A subsequent TikTok campaign engaged Deaf TikTok creators to create ASL translations of the song's lyrics.



Views/Likes

YouTube 112k

Facebook 6k

Twitter 11k

Instagram 28k

TikTok 38.2mil



**Services rendered:** Casting, Creative Consulting, On-site Production