

A sweet TV spot that shows potential of development

by Ashlee Betteridge
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My colleague Jonathan flicked me a link to this video and I'm sharing it here because:

1. I think it is really sweet and the kid is adorable.
2. It is Friday.
3. I think it is an innovative piece of communications that shows development is about opportunities and potential.

Wronging Rights has done some nice analysis of it [here](#). One of the things I like most about this ad is that it focuses on a shared human experience — it's not about 'us and them', like so much fundraising communications often is. It's about kids everywhere having dreams and the feeling you get when you are doing or seeing something amazing for the first time. So it reminds us that we are all the same on a human level, and then uses this to bring home the message on inequality.

Author/s:

Ashlee Betteridge

Ashlee Betteridge was the Manager of the Development Policy Centre until April 2021. She was previously a Research Officer at the centre from 2013-2017. A former journalist, she holds a Master of Public Policy (Development Policy) from ANU and has development experience in Indonesia and Timor-Leste. She now has her own consultancy, Better Things Consulting, and works across several large projects with managing contractors.

Link: <https://devpolicy.org/a-sweet-tv-spot-that-shows-the-potential-of-development/>