

TBWA and Fort create a piece for MTN for Deaf Awareness Month

To mark Deaf Awareness Month, MTN enlisted TBWA and Fort to work on a special piece aimed at highlighting the *130*3272*29# emergency number. TBWA and Fort then produced a special track with Lazarusman, which is only in sign language and has a beat that was produced specifically for deaf people. To add to the visual aesthetics, TBWA and Fort also commissioned well-known photographer Lee Roy Jason, who photographed the photo stills that was attached to the campaign as a whole. The video is part of MTN's effort at spreading awareness around Deaf Awareness Month as well as their emergency number, *130*3272*29#, aimed at assisting both people of hearing and the deaf community. The song came with a beat that was produced specifically for deaf people, using production techniques that allow the deaf community to feel the beat in the absence of hearing it.





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