



### Anti-Human Trafficking: **Closer**



In his new PSA, titled 'Closer', director Jorn Threlfall of Outsider juxtaposes two domestic scenes: one in which a middle class British high school girl of about 14 prepares for her day, and another in which an Eastern-European girl of a similar age, confined to her stark bedroom,

dresses after being forced into sex with one of many men who will pay for that privilege this day.

Client : Anti-Human Trafficking

Product : Anti-Human Trafficking

Agency : Direct

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Seen and noted UPDATED DAILY BY CAMPAIGN BRIEF/BESTADS



Guest judge: **Joel Clement, deputy ECD, Saatchi & Saatchi Asia**  
[GUEST JUDGE /BEST AD OF THE WEEK ASIA](#)

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This week's guest judge is Joel Clement, regional head of art and deputy regional ECD of Saatchi & Saatchi Asia.

From the rural mountains of New Hampshire, to art school in NYC, to Carmichael Lynch in Minneapolis, to Goodby Silverstein in San

Francisco, Joel Clement just kept heading west.

Standing at the edge of the Pacific Ocean, Joel realized he'd have to board a plane to continue this journey and so he bought a one-way ticket to Singapore, ironically ending up in the 'East'.

After several enlightening gigs throughout Asia, he settled into a very rewarding role as Saatchi's regional head of art, working closely with Andy Greenaway to raise the creative standard across their offices.

In his spare time, which there isn't much of really, he and his wife can be found in the rural mountains of north Thailand where they are designing and building their dream house.

Roots at last.

You can see what else Joel has been up to by visiting <http://joelclement.blogspot.com/>

### **BEST TV**

This morning a rooster on my balcony woke me up. Not that a rooster yelling at 6 a.m. is so strange, but the fact that I live in the central business district of Bangkok- an overwhelmingly concrete city of 10 million people- makes it strange. Not to mention, my condo is on the 8th floor. I've stopped trying to figure it out. Anyway, what I am getting at is: today I am of the mind to be wowed.

A lot of work went into the pieces here this week, and I apologize if I fail to mention your efforts. The stronger work was in the TV arena and the INTERACTIVE space, with PRINT and OUTDOOR lacking any urban roosters.

**In the TV, there were two that called out to me.**

**BEST: One is for an [Anti-Human Trafficking](#) effort. A decent strategy here led to a story whose ending I didn't see coming. I believe this spot will be effective in forcing people in more developed nations than my own to realize that the problem is in their backyard as well, and desperately needs dealing with. Well-shot and well-paced film.**