



Can you believe it?

An experiment with "subjective AD" for children

The old battle: Objective vs. Subjective AD

Most Guidelines demand objectivity

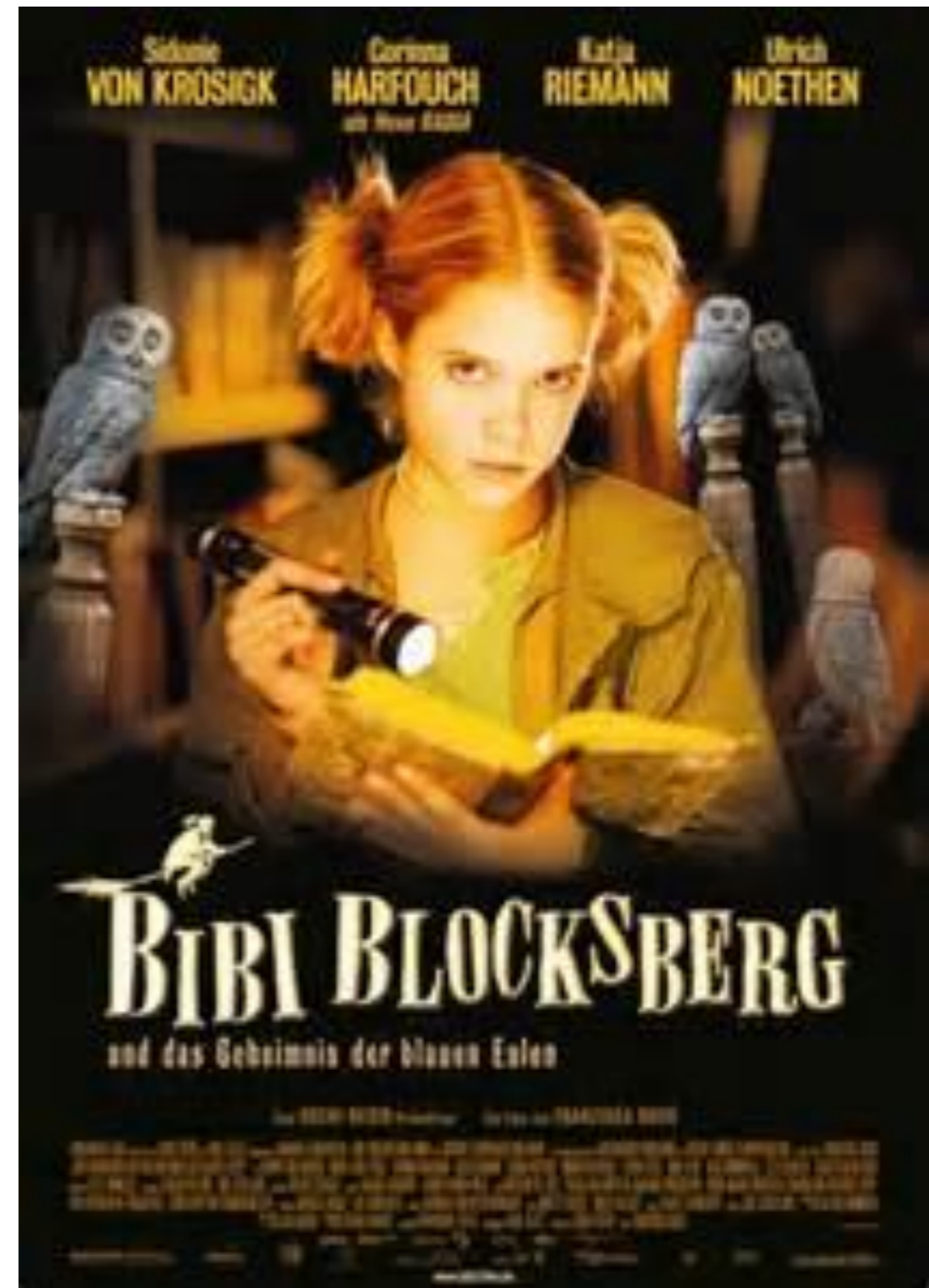
Existing ADs show a lot of subjectivity...
(eg. when AD aims to be more narrative)

BR stands mainly for Objective AD...

...but participated in a successful experiment
with subjective AD for children!

WHY???

It happened while describing the AD for these films:





German actor Ulrich Noethen plays Bibi's father...



...and offered to voice the AD at BR

How could this be done?

He describes through the eyes of his character
He is Bibi's father...

- Showing empathy for what happens to his girl
- Using "I" in the description
- Showing fear, anger or joy
- Giving comments or advice

Let's have a look:

Example of „subjective“ AD:

I am Bernhard Blocksberg and stand in our garden at the BBQ. **My daughter** Bibi and her friend Florian run towards me. **My wife** Barbara comes with a large cake out of the house.

Barbara puts her finger on her mouth, pointing at me – **I don't see it, because I'm standing with my back to her.**

Let's watch a short clip with more examples...

Before watching – some infos about:

The Blocksberg World:

Bibi and her mother Barbara are witches

Only females can do magic

Boys and men are just... boys and men

Bibi's enemy is another witch called Rabia

Let's have a look at the AD again:

I am Bernhard Blocksberg and stand in our garden at the BBQ. **My daughter** Bibi and her friend Florian run towards me. **My wife** Barbara comes with a large cake out of the house.

Barbara puts her finger on her mouth, pointing at me - **I don't see it, because I'm standing with my back to her.**

"Be quiet up there."

The bowl rolls off the bed **and ends up where?**

Of course, on my toe. I jump up and hop on one leg back and forth.

"These three million ..."

"But I told you I've never seen this money!"

"But three million can not simply be overlooked. You can trust me, maybe you took this money just ... "

"Stop it, Mom."

Unbelievable! My own wife!

Outraged, I get up and go into the living room.

"Then we are divorced people now or what?"

"But you can not be divorced from your daughter"

Bibi looks at me with big eyes.

In the evening I sit in my car, drive through the streets.

I am very sad.

Barbara opens her eyes.

"We will no longer be witches."

I am very touched and almost going to cry.

"Now that I'm not a witch anymore I do not know where the Blocksberg is."

"But you have a rough idea?"

"I believe: the north"

"North? And nothing else?"

"No."

Now I need time to think.

"You must be very hungry. Help yourself "

"No thanks. Apple pie goes always directly onto my hips "

What?

"Says My Mom"

That's true!

I press the remote control. The doors and the tailgate open. Rabia is thrown over the car, straight into my arms. She wears a green costume and now has blonde hair.

That's why I do not recognize her!

"If you're dizzy a cloth with Balsamic Vinegar and Arnika will help"

"If there is no turning back, you have to go forward without fear, Dad always says"

It is exactly like that!

Rabia goes into the room with the sleeping Bibi. The tray is covered with a cloth. Rabia runs towards Bibi's bed and puts it down. She leans over Bibi.

What is she up to? Bibi, wake up!

"Breakfast in bed? It's like birthday! "

"Try the banana-chocolate milk. I've made it myself."

She hands the cup with the trust-drink to Bibi.

Do not drink!

"You do not get my daughter!"

My chance! I hit Rabia with an owl. She falls to the ground and tears another owl from the base.

I look impressed at my hands.

"I'm sorry Mommy"

"What are you sorry for?"

"Well everything. Our dispute. That I've behaved so stupid "

"My little witch."

Barbara hugs Bibi.

And what about me?

"Subjective AD" for children - Why?

- **Children feel addressed...**
- **They can listen to someone they "know"...**
- **AD might be funnier...**
- **Other reasons?**



Thank you very much!

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