

TBWA enlists Lazarusman for MTN's Deaf Awareness Month with Fort

TBWA and Fort recently produced a music video for MTN and Lazarusman's "Defbars" – a song that only uses sign-language. The video is part of MTN's campaign for Deaf Awareness Month, which is aimed at spreading awareness of the emergency number *130*3272*29# .

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.

“ I wrote a piece, got it translated into sign language and then learnt how to sign and shot this video to celebrate [#DeafAwarenessMonth](#).

The message is clear "Your word does need to be loud to be heard". pic.twitter.com/BlhXheUEDp— LazarusMan (@HouseOfLazarus) [September 27, 2019](#) ”

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