

Set Product



Cultural Context

It is presumed that the audience for the advert would be familiar with codes and conventions of both audio-visual adverts and those for charitable organisations due to the global efforts following the 1984's Do They Know It's Christmas? single for Band Aid and 1985's Live Aid being the first global charity event.

Audience

Product Context

Charity	WaterAid
Established	1981
Royal Patron	Prince Charles (1991)
Advert created by	Atomic London
Made in	October 2016
Entitled	Rain For Good

Representation

Industry



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