

Normaalne

Film craft driven by the perfect harmony of copy craft, sound craft and video production craft.

A long format script written in rhythm and rhyme

Delivered by YASMYN through melodic narration and rap

Thumping beats and high-contrast variations to hold attention

Film direction merged the worlds of documentary and fiction taking audiences on a believable journey of life in Estonia.

Film direction merged the worlds of advertising and music video.

The film turned "Normaalne" into a slogan that audiences began using online to praise Estonia

