

LIVESTREAMING & GRAPHIC DESIGN

TOO YOUNG TO WED

ABOUT

Too Young to Wed is a New York-based secular organization with the mission to empower girls and end child marriage globally. TYTW works with some of the most difficult-to-reach, vulnerable girls in the world, and partners with grassroots organizations to provide direct relief to those communities.

CLIENT EXPECTATIONS

Too Young to Wed was planning for its holiday fundraiser in-person, but had to pivot due to the pandemic. ASH Interactive was brought on to livestream TYTW's Virtual Holiday Event to End Child Marriage.

Before the livestream, ASH was tasked with creating custom graphics for the beginning and end of the broadcast as well as a matching frame/border for the video window. During the event, ASH incorporated pre-recorded videos into the broadcast and streamed in two presenters via Zoom while simultaneously broadcasting the livestream to multiple platforms (Facebook, Instagram and YouTube).

SERVICES

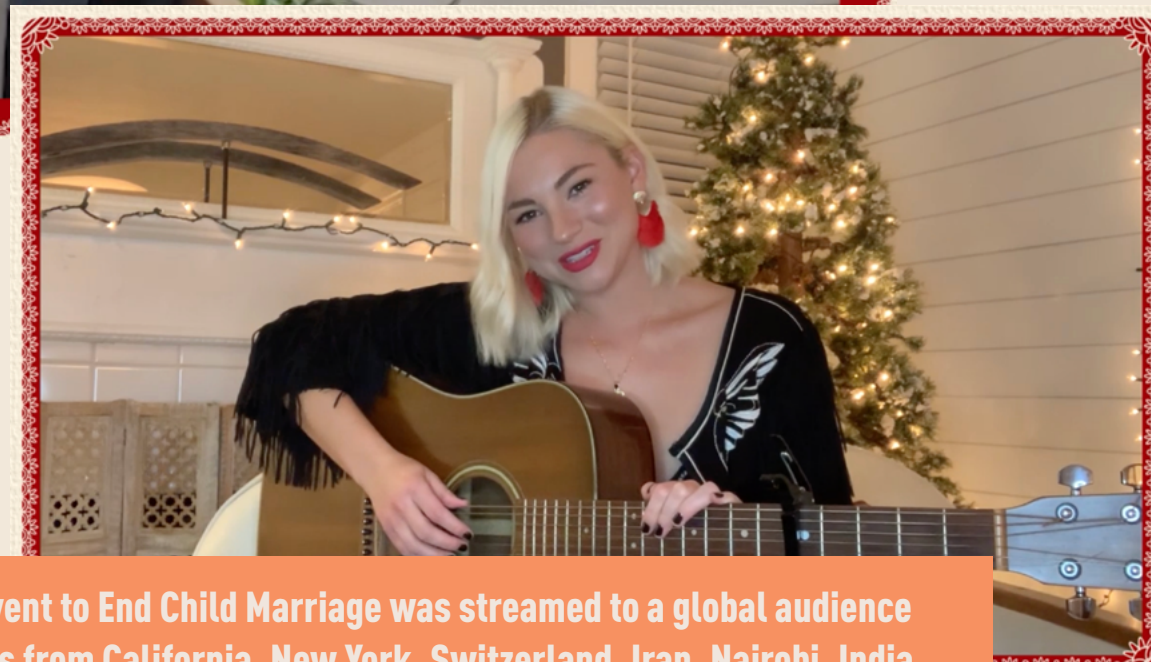
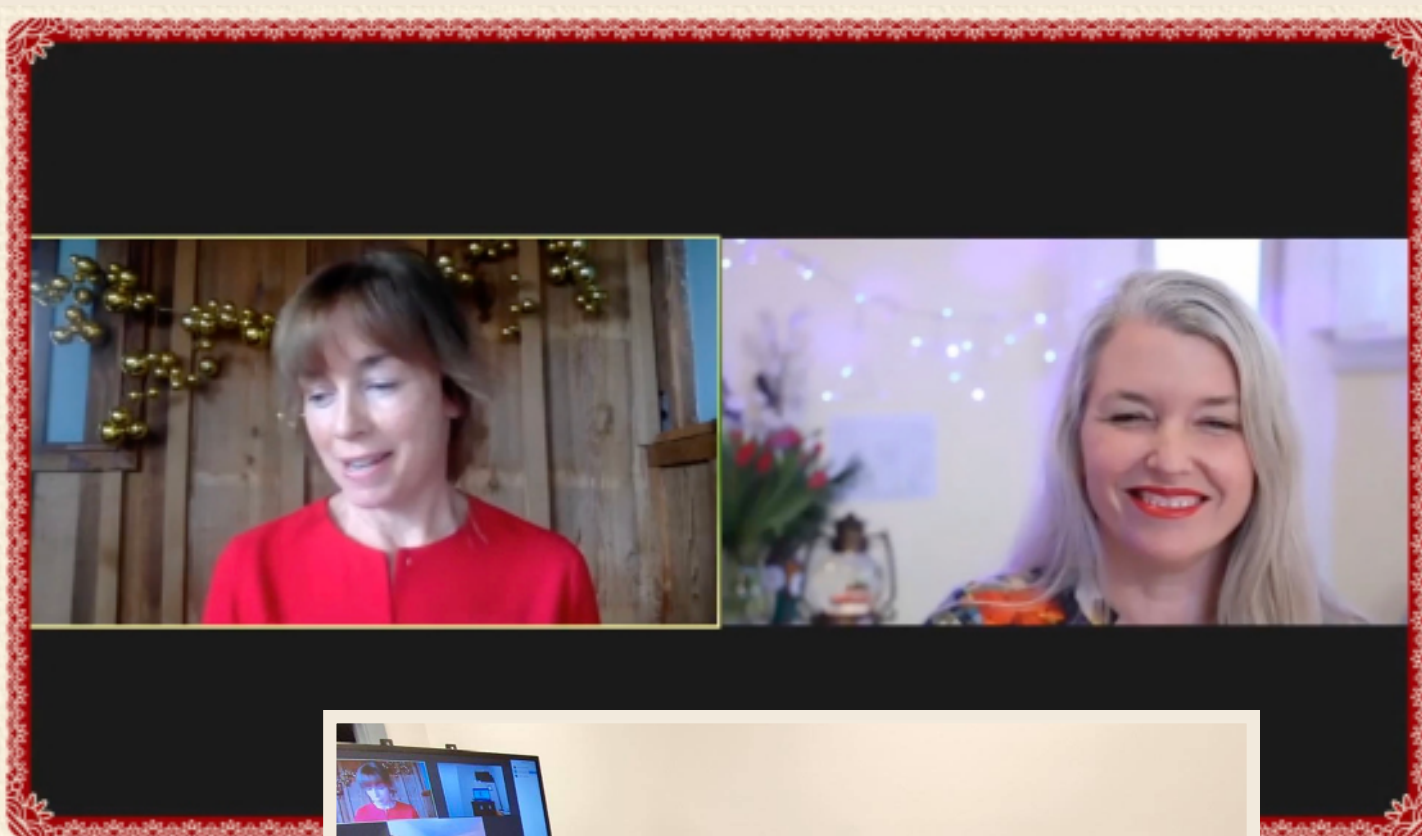
- Livestreaming
- Graphic design

GOALS

- Create custom intro/outro slides and a frame for the video window.
- Participate in a test run of the livestream the day before the event.
- Run a successful livestream on multiple platforms and seamlessly incorporate pre-recorded content and live presenters via Zoom.

[VIEW LIVESTREAM](#)

DIGITAL ELEMENTS



The Virtual Holiday Event to End Child Marriage was streamed to a global audience and reached attendees from California, New York, Switzerland, Iran, Nairobi, India and Australia.