**YOUNG CANNES LIONS**

**TEAM BERLIN**

**Film available**

[https://youtu.be/Af0FU8bXN5k](https://youtu.be/Af0FU8bXN5k?fbclid=IwAR1MnmSIOAhDmwehMhRwvabxItZeMCIX7RiF131uZLtXjJz3mRMlE0zDQLg)

*(Subtitles available)*

**Desc. of the film**

Mom, I know!

After processing the brief, the first thing that came to our mind was how little we know about internet safety, and all the bad things that go on there – and to highlight: we are 24 + 25 years old, not even between 50-60, like our parents, then how would they know?

We did a little digging, and the most common thing that came up was the lack of information our parents have about the matter (rather that they should be worried about anything at all), which could be derived from the fact that they are more under educated digitally than we are.

The story is about a relationship between a mother and her daughter – the mother is a bit overprotective, still giving out advices that her daughter had probably already heard a thousand times, but we can feel that they love each other and have a good relationship, since the girl does not release her teenage angst on her mother. Rather she notes all lectures as a kindful advice with her facial expression, but on the other hand she says out loud: “Mom, I know” – like leave me alone, but also do not. As the story advances, we see that there are certain situations in which she does not know everything, and then she immediately calls for her mother, however she feels that her mother may now know the answer to all questions.

The key message that we’d like to be conveyed towards parents: “Your kids may think they know everything, even in digital, but they still need your support – be there for them!”

**Summary of the film**

The plot kicks off with a ferial situation – a young girl getting ready to leave for a movie with her dad, while her mother is working in the dining room. Whilst she does so, her mother lectures her on all the things, we assume she does all the time – “Mom, I know.” This continues when she gets home, and goes to bed. Mom enters the room, making sure her girl is fine. She leaves the room acknowledging that her daughter is safe and sound. Just when the girl goes to sleep, she gets a message from an unknown sender, stating that he saw her pictures, and want to get some pics. We see the horrified facial expression of the girl caused by the message. She calls for her mom, but this time for real help.

The story ends with a super: “She still needs you!”

**Cultural context**

Parents take care of their children. They try to teach them as much as possible, and they warn them when they tend to do something reckless, or dangerous.

But are parents aware of all the perils their kids might have to tackle? Are they capable of keeping up with the pace of the changing world, including one of the most important elements: digitalization. The digital era brings not only advancements to our lives, but new sources of dangers as well. The problem is two-folded:

-Kids may not recognize all the hazards instantly, just after a while, when they are so involved in the issue they are afraid to talk about it.

-Parents do not even know about these hazards, since they are not digitally-educated enough thus not able to help their children, or the youngsters.