

thonik (Nikki Gonnissen & Thomas Widdershoven)

HOME CARE (SP)

2008

She looks fragile as she walks with her frame, but the look in 80-year-old Mieke Mink's eyes is so frank and penetrating that it is impossible to look away. As she removes one item of clothing after another, she explains in the voice-over how her regular carer has been cut in a cost-saving exercise, and she is now washed by a different person every day. "I might as well strip off in front of the entire country", she says, before ending up completely naked.

The Dutch Socialist Party broadcast this ad in 2008, in response to plans announced by the government. The confrontational film elicited a lot of response. And it was effective. A new home care law was passed giving clients a say in their care.

Home Care won Thonik the Dutch award for best commercial of the year.