



**GREY SKY FILMS**  
VIDEO PRODUCTION AGENCY

# CASE STUDY

## Giving a Voice to the Tourette Community Through Video



Long-time client **New Jersey Center for Tourette Syndrome (NJCTS)** is a beacon of hope, offering resources not just for individuals with Tourette Syndrome, but also for families, peers, and healthcare professionals.

In recent years, however, a troubling social trend emerged: kids and young adults posting fake “tics” on social media. This behavior spread harmful stereotypes, disrespected those truly living with Tourette, and made it harder for people to receive the compassion and support they need. NJCTS knew they had to take action — and partnered with Grey Sky Films to produce a series of **powerful PSAs**.

**Industry:** Nonprofit, Advocacy, Education

**Content Type:** PSA Campaign

**Result:** Awareness Growth, Community Engagement

**Highlight:** Real stories from young ambassadors countered harmful social trends, with over 400K views and powerful community impact.

### THE CHALLENGE

The objective was clear: highlight the real stories of people with Tourette Syndrome to combat misinformation and raise awareness. NJCTS assembled a team of young ambassadors — **Jenna, Dominic, Paige, and Mateo** — each ready to speak out and share their authentic experiences.

### THE APPROACH

We kicked things off with a discovery session over Zoom, getting to know each ambassador, their backgrounds, and the specific issues they wanted to address. This guided our interview strategy and ensured each video had a personal, authentic voice.

On set, Grey Sky Films worked to create a safe, welcoming environment, knowing these young people were bravely putting themselves in front of cameras to confront a difficult social issue. In the end, it was clear they were more fearless than we were nervous.

### THE RESULTS

The campaign struck a chord:

- **400,000+ combined views across platforms**
- **Jenna’s PSA alone earned 330,000 views, 23,000 likes, and nearly 1,000 comments on YouTube**
- Videos continue to be used across **social media, the NJCTS website, and live presentations**

By putting real stories front and center, Grey Sky Films helped NJCTS turn awareness into impact, giving a stronger voice to the Tourette community.

Grey Sky Films won “Best Video” for this campaign at the New Jersey Ad Club Awards for its superior storytelling and social impact.

Jenna  
<https://www.youtube.com/watch?v=HQVKCMBOMuE>

Dominic  
<https://www.youtube.com/watch?v=d3rrHmixUS8>

Paige  
<https://www.youtube.com/watch?v=lmNxF5VwCcs>

Mateo  
<https://www.youtube.com/watch?v=ZdzapQ6kmsM>

