

#WeAreMightyMA

Submitted by Allen & Gerritsen

If there's one thing Massachusetts does best, it's show up for each other when it matters most. We rose as a collective above the marathon bombings standing "Boston Strong", and needed to gather ourselves to do the same in the face of COVID-19. So A&G created a film and a rallying cry for Blue Cross Blue Shield of Massachusetts to salute our state's unwavering pride, resilience and indomitable attitude in the face of yet another crisis. Leaning towards motivation, aspiration and solidarity, we called for individual and collective action. Reminding our community when we work together, there's nothing we can't overcome. Our message? Together, We Are Mighty, Massachusetts.

Made entirely of found and *donated* partner footage, we worked around the clock in just 2 weeks to craft a :60 video for TV and social, with an accompanying social call to action - to share acts of kindness with #WeAreMightyMA. We launched the campaign on April 20th -- the day of the cancelled Boston Marathon, amid a state-mandated shutdown -- when the desire to unify and rally together was greater than ever.

And everyone showed up. Within days our campaign ignited conversation with shout outs from state officials, our beloved Red Sox and The Boston Ad Club community, among others. In the first week, positive sentiment on BCBSMA social increased by 71% and over the course of the campaign we reached over 3 million people. And we created a live hub with the Boston Globe to aggregate everyone's stories and encourage others to keep the momentum going all year long.

And for Blue Cross Blue Shield of Massachusetts, this is just the beginning. Because as this campaign proved — even in the worst of times -- as a community of fighters and leaders, it's amazing what the #Mighty can do.

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