

COURAGE was charged with creating a campaign for Boston Children's Rare and Complex division to share the incredible stories that happen there every day. We researched real patient stories and their successful outcomes to create online videos of each child's journey. Photos were generously provided by the families. After the launch on a variety of digital platforms, the response from potential patients was the highest the hospital had ever experienced. The tagline "Where the world comes for answers" then became the overarching theme for the entire hospital.

**VIDEO 1**

He grew up to be someone he never thought he could:



Himself.



**VIDEO 2**

How do you mend a broken heart?

Of a two year old?



Very carefully.

**VIDEO 3**



It took one of the world's best teams to help Matty do something truly remarkable:



Make mischief.