

MV Masquerade



Martha's Vineyard had a problem as it started out the 2020 summer season. MV counts on tourism for the great majority of it's economy. Most stores and restaurants make most if not all of their income in these 4 short months but they needed to open safely. The quaint old towns of the island have narrow sidewalks that can get quite congested. The problem was that not enough people were wearing their masks. That's when the local Business Association turned to us to create a campaign to encourage mask wearing.

We decided to flip the script.

We knew that if the signage was too clinical or negative it could get ignored.

So we turned it into a celebration and created the MV Masquerade.



We worked with the town to designate the entire business district and most visited sightseeing spots as Mask Zones. They closed the streets to cars on weekends allowing more space for people to stroll and be safe. And gave out free masks and awards for creative masks.

All of this was supported by a poster campaign heralding mask-wearers as the true superheroes that they are. It was such a success that Martha's Vineyard has one of the lowest Covid-19 rates in the state despite the large influx of tourists.

