

### A JOINT ACTIVATION DURING COVID-19

05.22.2020



## **ACTIVATION MARKET**

QUEENS, NY



### **OVERVIEW**

InHouse & DJUSA Events partnered with Queens Bully, Extra Butter, and Help Queens Now for a joint activation dedicated to the frontline healthcare workers battling the COVID-19 crisis at Flushing & Jamaica hospitals in Queens, NY. These hospitals were among the hardest hit with the highest number of COVID-19 cases in the US. The brands joined together to show their appreciation and support to their local Queens community on May 22, 2020.











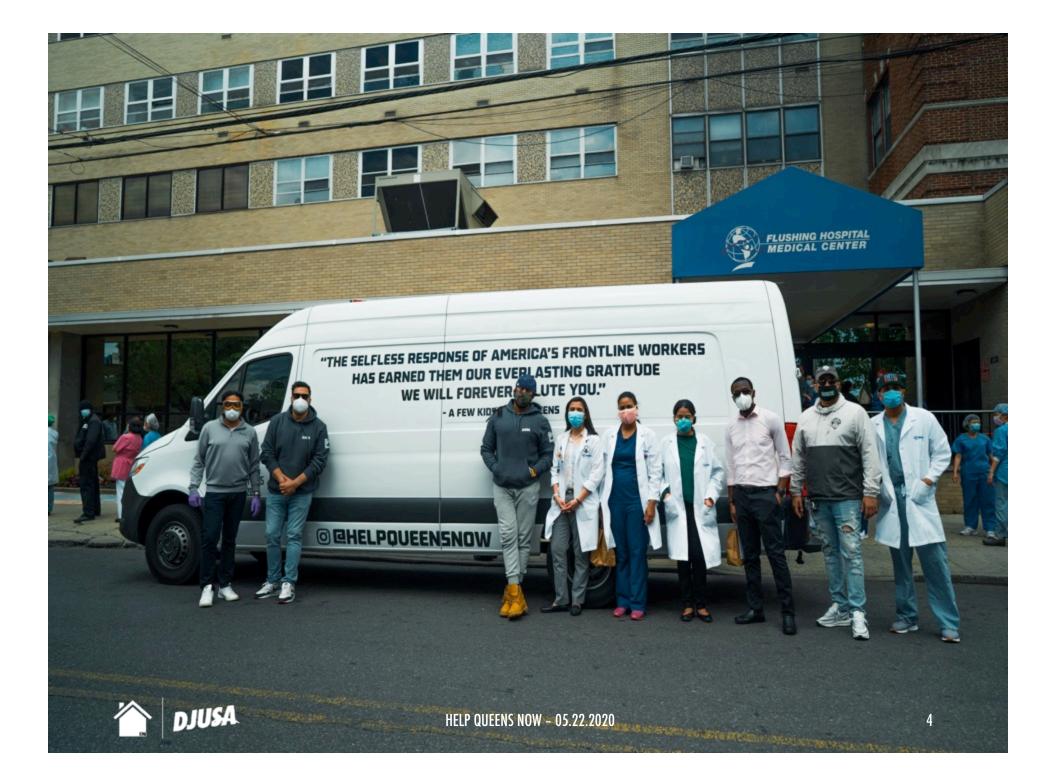


# 'THE SELFLESS RESPONSE OF AMERICA'S FRONTLINE WORKERS HAS EARNED THEM OUR EVERLASTING GRATITUDE. WE WILL FOREVER SALUTE YOU."

- A FEW KIDS FROM QUEENS

**@HELPQUEENSNOW** 





#### **CREATIVE DESIGN CONCEPT**

- 1. VAN CUSTOMIZATION inclusive of large format printing that was designed and installed with a heartfelt message of hope saluting our frontline healthcare workers facing the COVID-19 crisis. Installation also included all logos from each partnering brand.
- 2. SNEAKER GIVEAWAY 300 pairs of Puma Sneakers were provided by Extra Butter and gifted to the frontline healthcare workers during the activation.
- 3. MEAL DISTRIBUTION 300 fresh meals were prepared by Queens Bully and distributed to the frontline healthcare workers the day of the activation.
- 4. ROUTE PLAN InHouse and DJUSA Events managed the route with the complimentary sneaker and meal drop offs to both hospitals in Flushing and Jamaica (Queens, NY).
- 5. STAFFING InHouse and DJUSA Events provided a full staff to ensure safety and good practice across all parts of the activation, social distancing, & proper content capture.
- 6. DIGITAL CONTENT & RECAP captured aerial, still, and cell phone content managed by InHouse and DJUSA Events, and submitted to all partners upon completion. Video can be seen here HELP QUEENS NOW RECAP















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