

Help



Now!!

A JOINT ACTIVATION DURING COVID-19

05.22.2020



DJUSA

ACTIVATION MARKET

QUEENS, NY



DJUSA

HELP QUEENS NOW - 05.22.2020

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.





DJUSA



**“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



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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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