



## Virginia Department of Health VIDEOS ENCOURAGE VIRGINIANS TO STAY SAFE

### OUR CHALLENGE

Of all mediums, video is among the most impressive for its ability to convey a message and spur the viewer to action. The **Virginia Department of Health** sought videos to promote vaccination and other COVID-19 mitigation techniques to residents of the Commonwealth, however, the status of the pandemic made in-person video production inadvisable.

*This effort sought to make the most impact in underserved communities.*

### OUR VISION

Animated videos are one of our favorite types of content at Greene Street. The colorful visuals of animation attract the viewer's eye, while the format retains the benefits of video content, making them an effective means of delivering a message. The fact that videos can be produced without having to engage large groups of crew and cast members makes them both practical when distancing is necessary and cost-effective.

### OUR WORK

For this series, Greene Street created brief animation sequences underscoring the importance of vaccination in returning to normalcy. The videos are the product of transcreation—our process to create content for multicultural audiences, and utilize multiple languages to make them understandable by many demographics. These videos are a warm, friendly reminder that vaccination is the best way to safely reunite with loved ones.

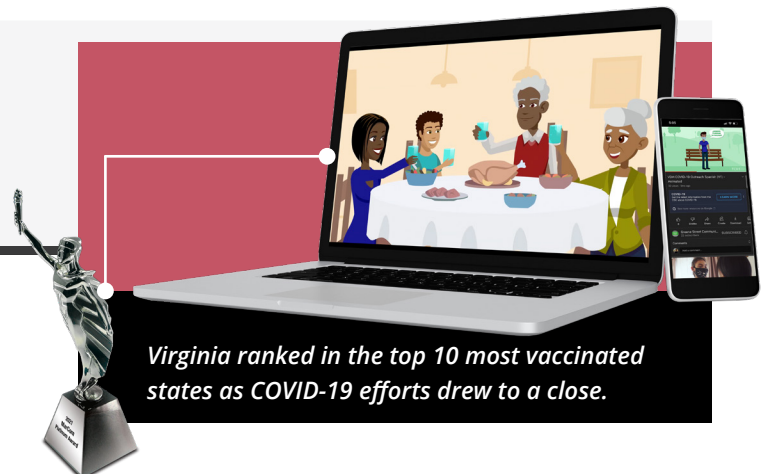
### OUR RESULTS

These videos received more than 2 million views, and were part of our Platinum Awards package from the MarCom Awards.

Click the links below to view videos.

-  [Video #1](#)
-  [Video #2\\*](#)
-  [Video #3\\*](#)

*\*Spanish translation and subtitles*



*Virginia ranked in the top 10 most vaccinated states as COVID-19 efforts drew to a close.*