



Virginia Dept. of Emergency Management  
**IMPACTFUL VIRGINIA  
CAMPAIGN PROMOTES  
COVID-19 MITIGATION**

**OUR CHALLENGE**

The COVID-19 pandemic required everyone to adopt entirely new behaviors for the most basic daily tasks to save lives. Suddenly, a trip to the grocery store required entirely new protocols. The **Virginia Department of Emergency Management** sought a full turnkey communications and marketing plan, including strategy, content development, media planning, and more. VDEM engaged Greene Street to develop messaging, collateral and media strategy to encourage Virginians to wear masks, wash hands and distance socially.

**Outreach materials were expertly created and disseminated to reach marginalized communities.**

**OUR VISION**

Greene Street envisioned a multimedia approach to reach populations across the Commonwealth, with an emphasis on disenfranchised communities. We developed a myriad of materials that displayed COVID-mitigation tactics in a positive light to encourage mitigation behaviors.



**OUR WORK**

In the late summer, fall and winter of 2020, Greene Street's **#FaceltVirginia** campaign encouraged social distancing, handwashing and mask wearing. Greene Street created collateral, including print and radio ads, signage, animated videos and more. The firm acquired key demographic data from partners at Deloitte, the University of Virginia and the Rand Corporation, allowing us to maximize the effectiveness of our media-planning strategy.

**OUR RESULTS**

Greene Street's responsiveness and collaboration with clients, as well as our comprehensive graphics package, contributed to the contract's success.

- Messaging shared on strategically selected billboards across the Commonwealth
- Radio advertisements reaching more than 2 million listeners
- Digital ads reaching more than 2 million targeted users

[Click here to view the entire project!](#)

*On the strength of this performance, the Virginia Department of Health engaged us to provide collateral in its push to encourage vaccinations among Virginia residents.*

