

Massachusetts Department of Public Health (DPH)

Together We're Ready

Building statewide preparedness through integrated, evergreen communications

Video Production

Digital & Social

Statewide Media Buy

Insights: The campaign was designed to increase emergency preparedness among individuals, families, and communities across Massachusetts through a cost-effective, targeted, integrated effort that drove audiences to practical web resources and created content that could remain useful beyond a single awareness period.

Impact: LaVoie delivered a first-of-its-kind statewide EPB campaign that generated 9.6M impressions, made videos available to 130+ cities and towns and aired in at least 30 communities via local access cable, and drove 29,232 visits, 23,925 unique visitors, and 111,235 pageviews. Post-campaign feedback also showed 62.7% partner participation and 66.8% use of campaign materials.



Social Media



Get Ready: Individual/Family Preparedness



We're all in this Together: Considerations for Individuals with Access and Functional Needs

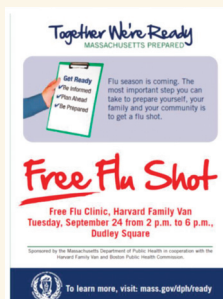
REGIONAL TRANSIT: 8.488,000



Transit Media



DOT Board



Community Flyer



Get Involved



Get Vaccinated Video Series