

CASE STUDY

I'M RIGHT HERE: CULTURAL & COMMUNITY EXTENSION



CONTEXT

"I'M RIGHT HERE" had launched as a brand platform, but its second phase was scheduled for April 2020, just as COVID-19 reshaped what the brand needed to say and how associates needed to be recognized.

ACTION

I adapted the IRH2 launch in real time, shifting messaging to reassurance, continuity of care, and frontline presence so the platform read as a promise during uncertainty rather than a scheduled campaign beat. I then expanded the platform into Healthcare Heroes, introducing healthcare-hero storytelling and symbolic recognition that culminated in a large-scale public mural honoring healers, helpers, and heroes.

RESULT

Reinforced "I'M RIGHT HERE" as a lived promise through the pandemic and delivered a lasting public tribute (the Healthcare Heroes mural), extending the brand platform's relevance beyond its original campaign cycle.