

HATCH AWARD
ROXBURY VIDEO
WRITE-UP FOR SUBMISSION
2.17.22

HATCH AWARD GUIDELINES FOR EQUITY

The creative communications industry has the power to influence culture to become more equitable and inclusive. Any form of advertising that allows historically marginalized people to see themselves reflected authentically in the stories, or works to correct a misperception, including, but not limited to: ageism, gender, LGBTQ+, racial, social or equity for persons with disabilities.

Required:

Written explanation of the big idea and how it was executed, including its purpose, and how it worked to influence culture to be more equitable.

At least 1 but no more than 10 JPEG or PNG stills that best represent your campaign.

OUR SUBMISSION:

The Greater Boston Convention and Visitors Bureau asked us to create a video that would showcase Roxbury as an integral neighborhood and make it a sought-after destination for residents and visitors to our city.

As we started interviewing Roxbury opinion leaders, business owners, artists, and restaurateurs we heard them speak about Roxbury Love. That became the Big Idea for our video. It translated into stories about this historic center, or “beating heart” of Black Culture in Boston.

We filmed at Black Market Nubian Square, a hub for creativity. We featured locally owned establishments, like a bookstore, a jazz café and concert venue, a sustainable community kitchen- on-wheels and Hibernian Hall, a gathering place for entertainment since 1913.

Every person featured in our video expressed what Roxbury Love meant to them: it was home, it was a beacon of light, it was life, it was unity. For Fuseideas, it was a privilege and an honor to bring these stories to a wider audience and to celebrate this authentic, local gem of a neighborhood.