

Category: Brands Amplified

# Campaign: The Great Recovery

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We partnered with The Boston Globe, Boston Consulting Group, Vertex, Microsoft, Santander, Mass General Brigham, MilliporeSigma, Solomon McCown & Cence, and OnShape to create The Great Recovery, a virtual conference that convened the conversation about our post-pandemic future across four verticals — the economy, health, innovation, and sustainability.

We worked to unite our partners' brand mission and goals with the high-impact conversations happening at the summit, offering sponsorship opportunities and brand placement, including appearances from key stakeholders on virtual panels alongside thought leaders from the Greater Boston community and beyond.

Panelists included more than 60 leaders in business, healthcare, innovation, public policy, racial justice, and technology participated in our conversations, including Directors of the CDC and NIAID, Dr. Rochelle Walensky and Dr. Anthony Fauci; Co-Founder of The Emancipator and Founding Director of the BU Center for Antiracist Research, Dr. Ibram X. Kendi; Special Envoy for Climate, John Kerry; actress, comedian, author (and Massachusetts native), Jenny Slate; and Massachusetts Attorney General Maura Healey. We hosted more than 30 virtual sessions over three full days, giving viewers a front-row seat to hear directly on some of the most important issues that our country and the world are facing today.

In addition to engagement during the virtual summit, which attracted over 14,000 people from around the world and resulted in 24.7 million marketing impressions for our partners, we created custom content for Santander and Boston Consulting Group that extended to Globe.com, amplifying their presence at the event and supporting additional marketing campaigns.

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