

Over the last two years the pandemic has widened some of the cracks in our societal fabric. One of the largest gaps is access to technology and the information, learning and opportunities that sometimes only technology can reach. Throughout the world, school children and adults alike suffer by not having access to devices or the internet. This digital divide has become more severe and more consequential since the Covid-19 pandemic emerged.

In 2021, our agency was asked by Dell Technologies to create and produce a holiday activation program centering on the issue of digital inclusion and highlighting Dell's efforts to bridge the digital divide. Two charitable organizations were chosen by Dell to benefit from this program and showcase the work they do: NPower (US) and Computer Aid (Europe, Africa and other regions). This underlined the client's action-first approach to change and helped Dell's sales teams and partners support and engage in community-driven digital inclusion programs and efforts.

The video we produced was the central element of the company's 2021 holiday activation program and helped significantly increase donations to these organizations.