



THE MUSEUM OF CARE

STORIES OF CARE. TURNED INTO WORKS OF ART.



PROBLEM

There are invisible barriers that prevent underserved populations from accessing necessary care. Despite over a century of service, Judson Center struggled to communicate the availability and breadth of its services to those in need. With rising numbers of people unsure where to find help, there was a pressing need to raise awareness about the organization's mission to provide unwavering care, to show that no matter how unique your situation is, the care you need can be found here.

IDEA

We leveraged the power of art to effectively communicate Judson Center's mission and services. We partnered with local artists who transformed powerful client stories into uniquely personal works of art – promoted across video, digital, social media and an experiential exhibition.



QR codes offered visitors an in-depth look into each story.

RESULTS

240%

Increased awareness of services

186%

Increase in brand awareness

125%

Increase in web traffic