

69th Annual Advertising Club of CT Awards Show

Project Description: Connecticut Children's 100% Kids TV

Walking into Connecticut Children's is like entering an otherworldly place designed just for kids – because it is! From the mini motor cars kids drive to surgery to the advanced therapies formulated for growing bodies, everything Connecticut Children's does revolves around kids. So, we created a TV spot that invites viewers into that one-of-a kind world, 100% about kids. Fresh, kawaii-style illustrations, a playful voice over with unexpected “statistics,” and custom music work together to convey all the reasons why Connecticut Children's is the number one authority in broken baby hearts, brain tumors, and breakthroughs—100% here for kids.