

Evernorth Shoulder2Shoulder Opening Video

CLIENT: Evernorth Health Services | **AGENCY:** The Cigna Group Internal Agency

Shoulder2Shoulder is Evernorth Health Services' annual employee sales meeting. This year, the event would be used to train the sales teams to articulate our new value story and "master the moment." To kick off the event, we created a video to grab the sales teams' attention, empathize with their challenges and prep them for what was to come over the next couple of days.

