

Express Scripts By Evernorth – B2B Campaign

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

Managing prescription drugs is complex, personal and rapidly evolving. Express Scripts by Evernorth needed a new and refreshed story that better demonstrated our unique ability in today's landscape to deliver pharmacy benefit services that meet the dynamic needs of today's workforce and tomorrow's challenges. The Prom Night video demonstrates the essence of our new message – bringing a fun, playful tone to the conversation. Without the right partner, costs and utilization can quickly get out of control, with Express Scripts by Evernorth, we are right for today, right for tomorrow, right by your side.

