

VIDEO CAMPAIGN: 3RD PLACE -

AFRO - AMERICAN NEWSPAPER (BALTIMORE)

2021 Editorial Theme, "We're Still Here" Promotional Video

Following the 2020 tragic murder of George Floyd and the ensuing protests, The AFRO made a clarion call to its advertising partners to stand in solidarity with the call to end racial injustice and police brutality. The resulting special editions, entitled "We're Still Here" resonated with readers and advertisers alike and became the catalyst for The AFRO's 2021 editorial calendar.

The entire AFRO team, from the front desk receptionist to the publisher and CEO, broke into smaller interdepartmental teams to come up with monthly topics to coincide with the "We're Still Here" theme. Instead of just producing a standard editorial calendar, one of the team members suggested that we produce a video to capture the meaning and significance of this theme. Additionally, another team member wrote a poem that would become the narrative of the video.

In September 2020, the video and calendar were presented to an invited group of advertisers and agencies in a 'virtual' breakfast meeting. The impact of the video was clear and visible. This creative promotional tool has already resulted in new business and incremental sponsorship revenue.

LINK:

[https://www.youtube.com/watch?v=FRxj7Pwq\\_b0](https://www.youtube.com/watch?v=FRxj7Pwq_b0)