



Care Journey Video Campaign



96 Videos, 1 Mission: Raising Awareness for High-Risk COVID-19 Patients

Ada Health's mission is to make healthcare guidance accessible worldwide through their AI-powered app. In 2022, they developed an **Eligibility Questionnaire** to assess risk of progression to severe COVID-19 and connect high-risk individuals with treatment options via telehealth. To raise awareness in the U.S., they partnered with Grey Sky Films for a **large-scale video campaign**.

Industry: Healthcare, Digital Health, Technology
Content Type: Commercial Vignettes / Omni-Channel Campaign
Result: Awareness Growth, Market Visibility, Inclusive Reach
Highlight: Massive production of 96 deliverables across multiple formats and languages; campaign became cornerstone of Ada's U.S. awareness strategy.

THE CREATIVE APPROACH

Inspired by Ada Lovelace — the pioneering mathematician and namesake of the brand — we brought “Ada” to life as a warm, compassionate guide. In each vignette, she appears to support individuals at risk: someone with diabetes, a senior, someone with COPD, and a caregiver for her elderly parent. She introduces them to the Eligibility Questionnaire and shows how it can help them access treatment quickly.

THE CHALLENGE

- Reach high-risk individuals with timely healthcare guidance
- Execute a **large-scale campaign under a tight deadline**
- Ensure cultural and language inclusivity

THE PRODUCTION

This was one of the largest campaigns Grey Sky Films has executed:

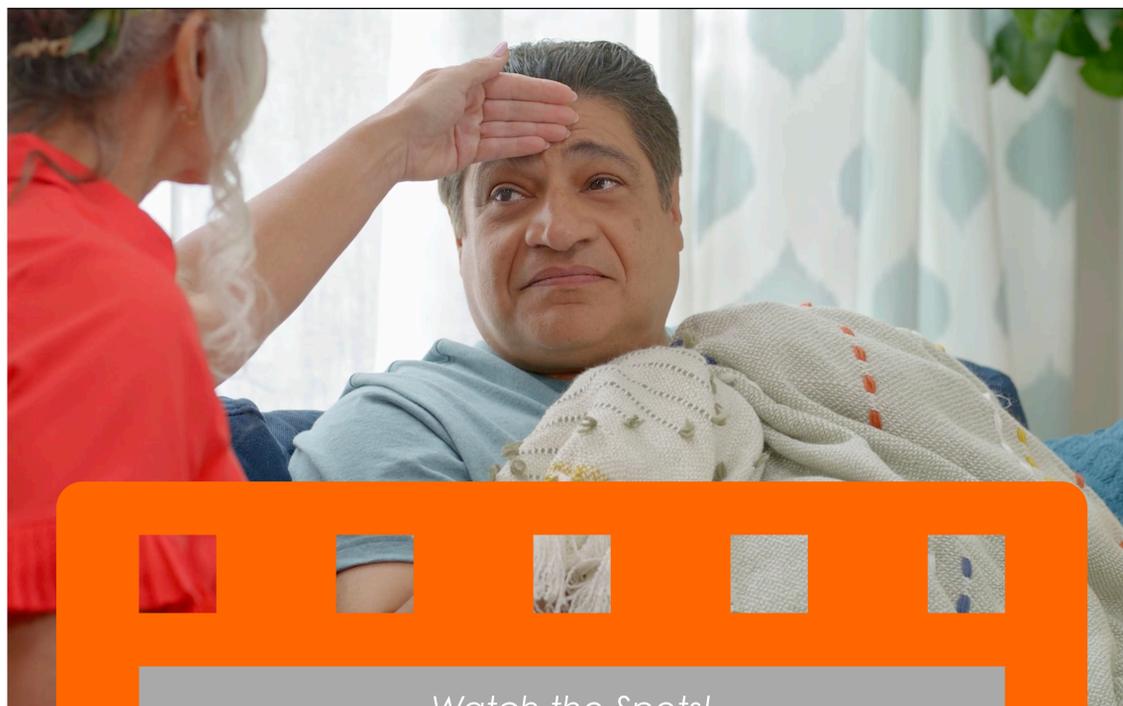
- **96 video deliverables** including :30s, :15s, A/B CTA versions, Spanish-language adaptations, and social-first edits
- **5 production days**, with four custom-built sets designed to represent unique life scenarios
- Distinct wardrobe and styling for “Ada,” tied closely to brand identity
- Remote voiceover sessions in multiple languages
- Fast-track editing with rough cuts delivered during production week

THE RESULTS

The campaign became the **cornerstone of Ada Health's omni-channel awareness strategy**:

- Videos ran on **CTV, social, and digital platforms**, ensuring wide reach
- **Spanish-language versions broadened impact** with diverse audiences
- **A/B CTA testing** provided actionable insights for future marketing
- Helped Ada **strengthen visibility in the U.S. healthcare market** and connect high-risk patients with timely support

Grey Sky Films delivered high-volume, high-quality content under intense deadlines — ensuring Ada's innovation reached those who needed it most.



Watch the Spots!

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