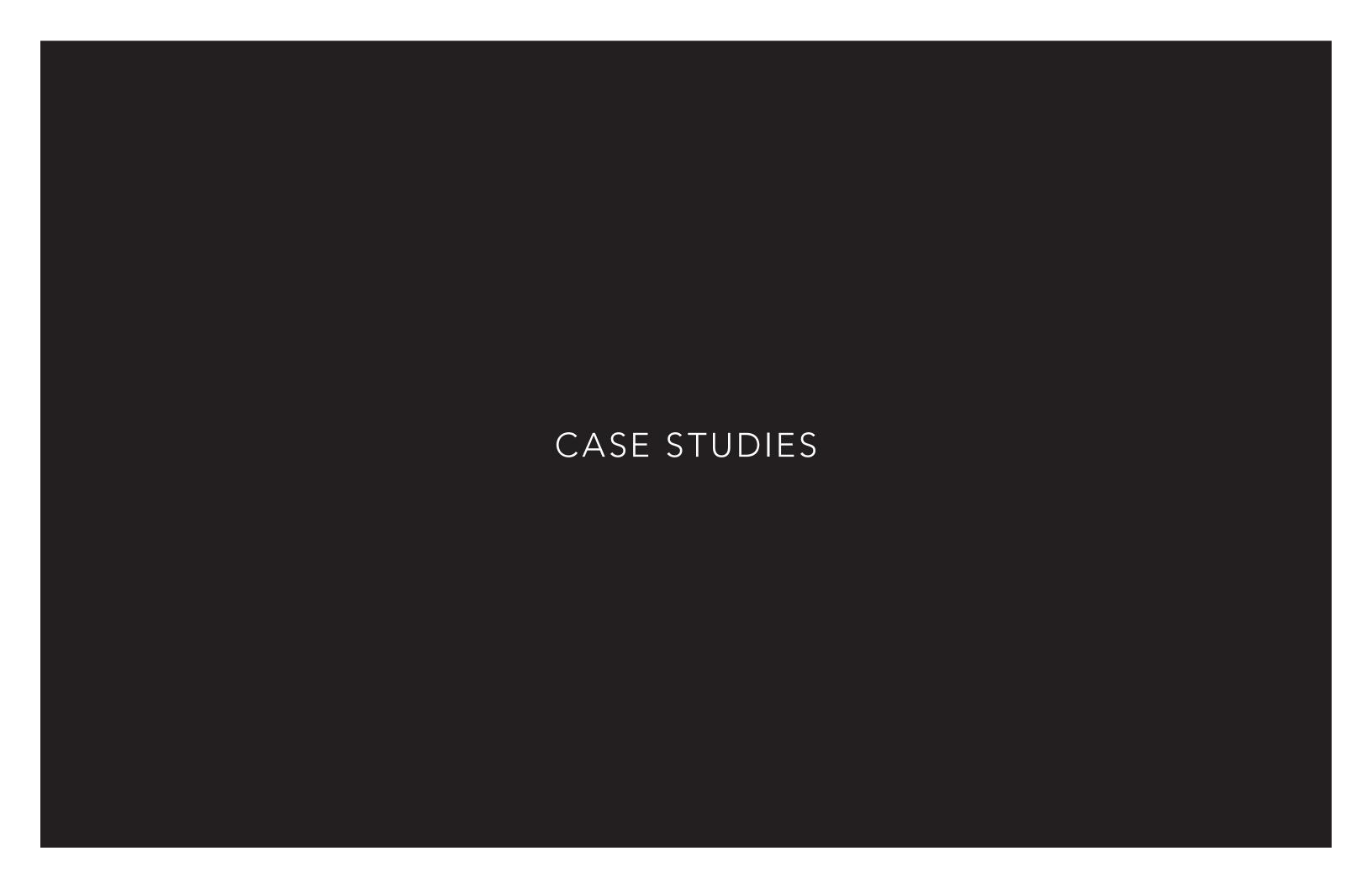
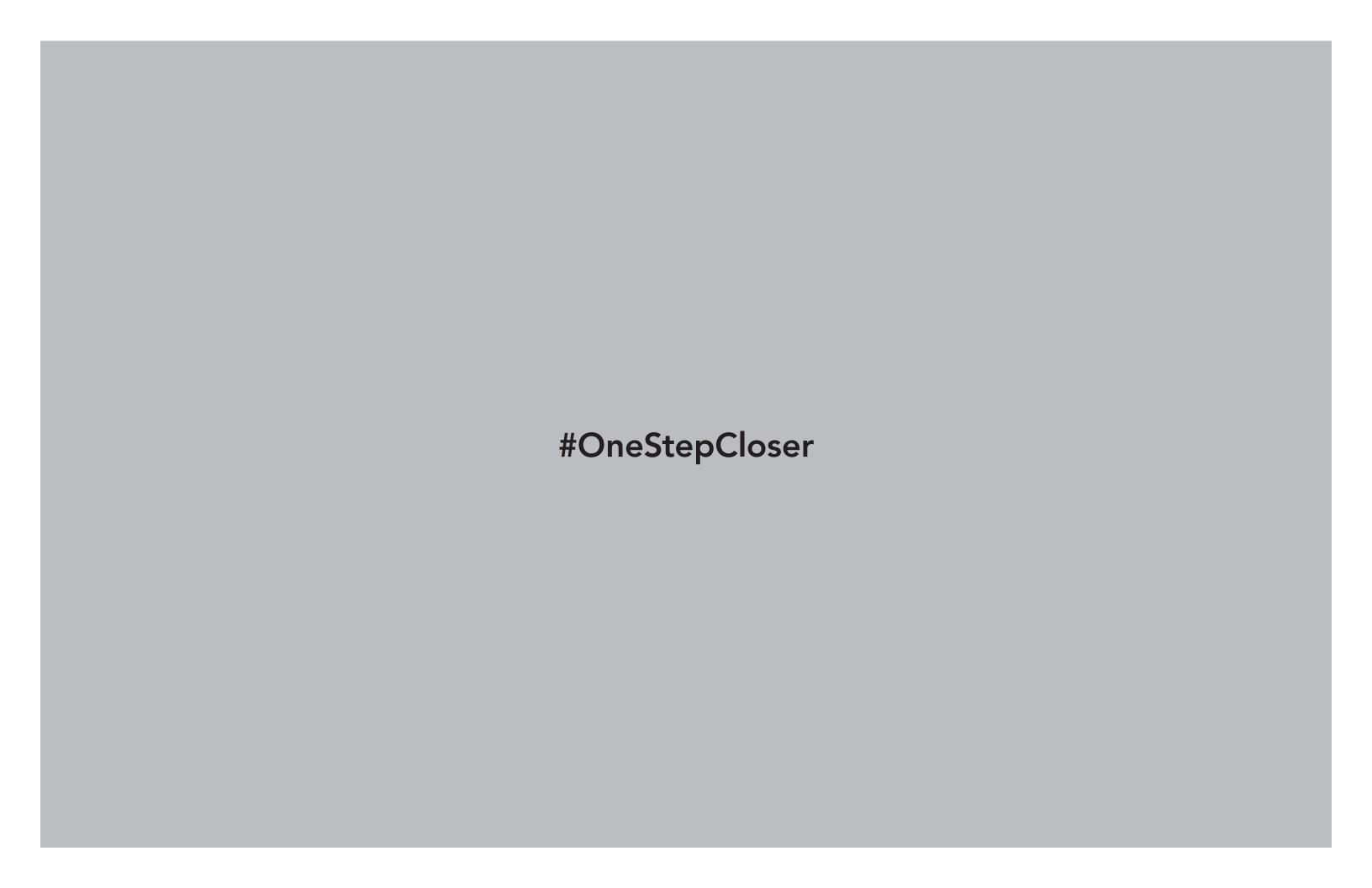


CASE STUDIES

Creative Director with 15+ years of experience translating business goals into powerful creative strategies. Proven track record of developing and executing results-driven omni-channel campaigns that elevate brand visibility, strengthen consumer engagement, and drive measurable growth. Adept at fusing storytelling, data insights, and design innovation to deliver award-winning creative that achieves business objectives. Recognized for building and leading high-performing teams, inspiring creative excellence, and aligning creative vision with corporate strategy. Specialized in Direct-to-Consumer (DTC) pharmaceutical advertising with deep expertise in regulatory-compliant, results-focused creative.





SITUATION

Building on the momentum of our successful COVID testing initiatives and with the vaccine nearing release, it was critical to remain front and center in the public's mind. Our goal was to reinforce CVS Health's role as a trusted healthcare partner throughout the pandemic.

TASK

Develop a hopeful, omni-channel campaign that would inspire a nationwide movement anchored by the hashtag #OneStepCloser, symbolizing progress, unity, and the path toward recovery.

ACTION

Led and oversaw the end-to-end development of the campaign, ensuring strategic alignment and execution across all major touch-points, from broadcast and digital to in-store and social media.

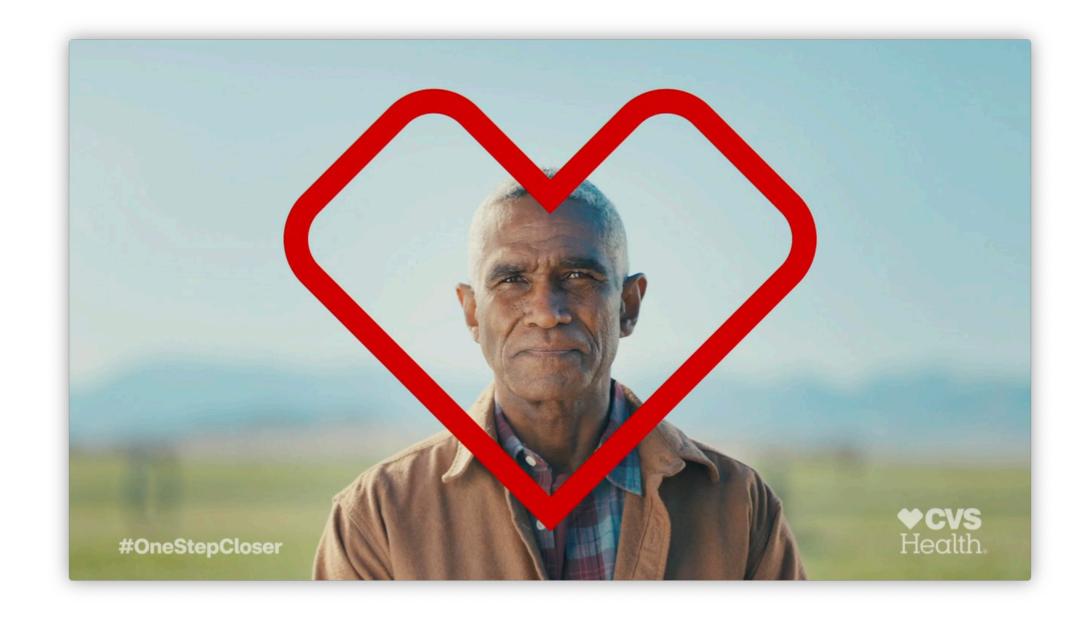
RESULTS

- Over 30 million vaccines administered and counting
- Campaign spot achieved a 73/100 persuasion score, driving intent to visit CVS Pharmacy for their vaccinations
- Scored 87/100 on meaningfulness, resonating deeply with audiences nationwide
- Earned a 90/100 enjoyment score, reflecting strong emotional engagement
- Successfully delivered a message of hope and compassion, with heartfelt storytelling that continues to inspire



#OneStepCloser

A platform and a movement that helps share the stories and experiences which celebrate the sense of hope across the nation and further positions CVS Health as a trusted healthcare partner.

















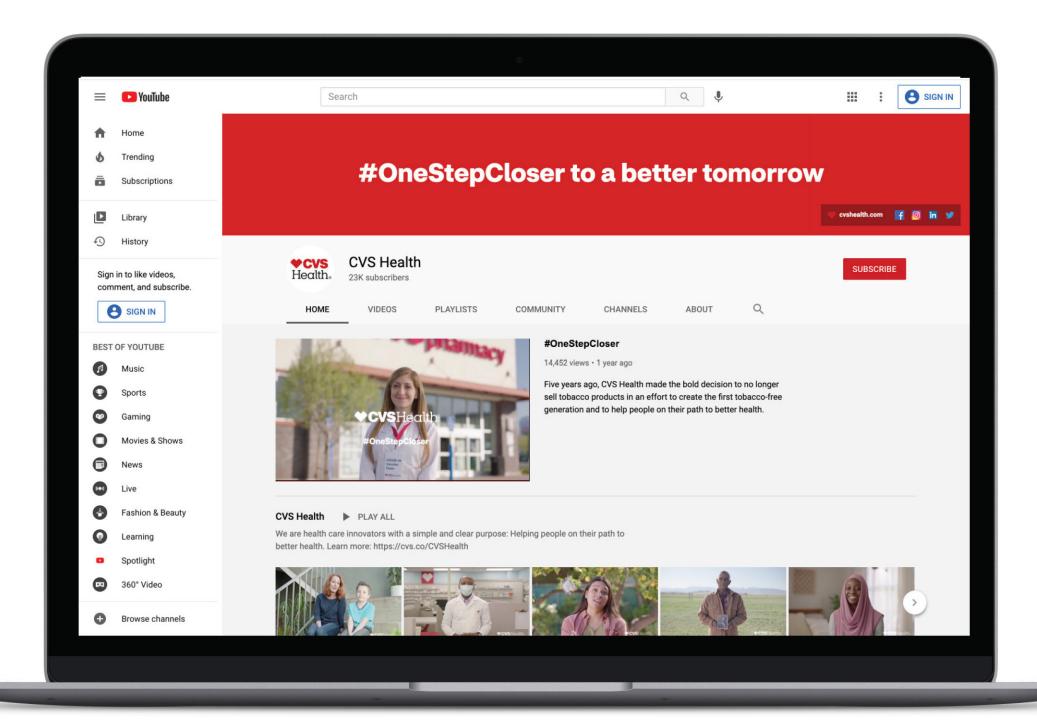








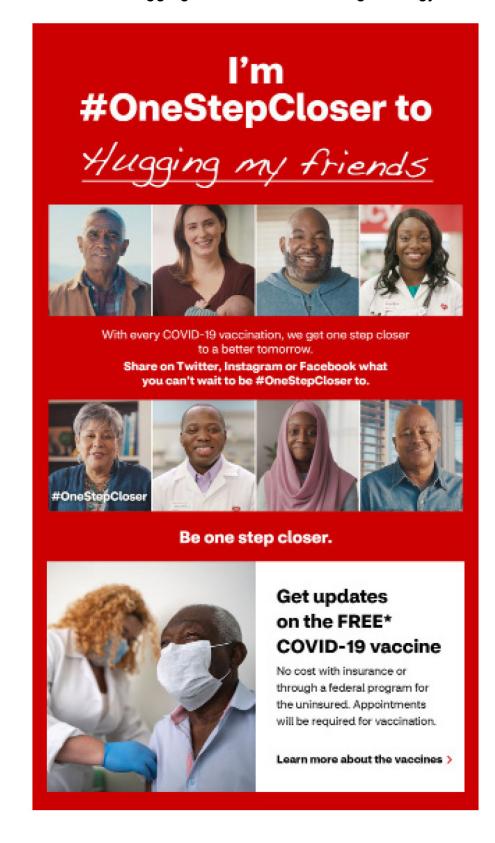






Subject Line: Tell Us What You're #OneStepCloser To.

Preheader: Hugging loved ones? Returning to the gym? Going to a movie?



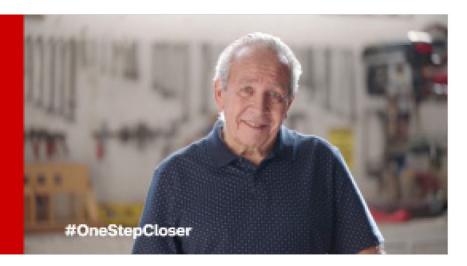




I'm one step closer to hugging my grandchild.

With every COVID-19 vaccination, we get one step closer to a better tomorrow. Share on social media what you can't wait to be #OneStepCloser to.

Learn more about the vaccine >



Tell us what you can't wait to be #OneStepCloser to.

Seeing family again? Hosting a BBQ? Every day, with every COVID-19 vaccination, we get one step closer. Share on social media what you can't wait to be #OneStepCloser to.

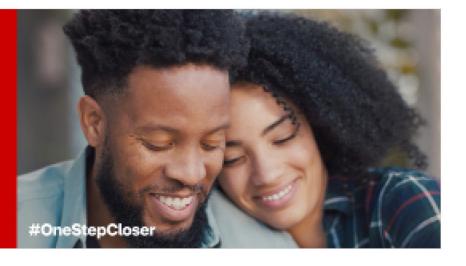
Learn more about the vaccine >



Tell us what you can't wait to be #OneStepCloser to.

Seeing your flancé again? Planning a wedding? Every day, with every COVID-19 vaccination, we get one step closer. Share on social media what you can't wait to be #OneStepCloser to.

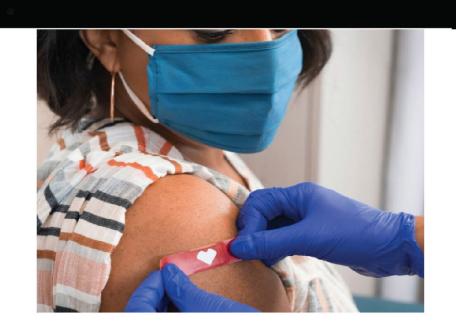
Learn more about the vaccine >





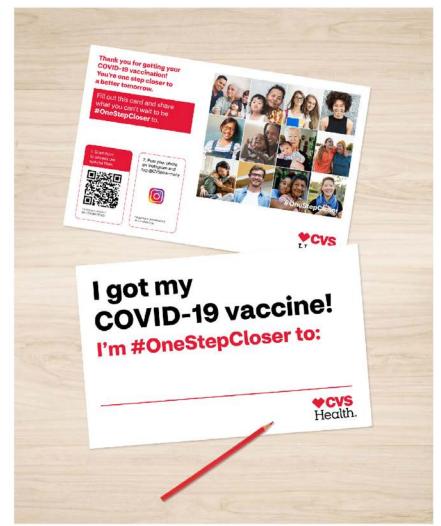


No cost with insurance or through federal program for the uninsured.

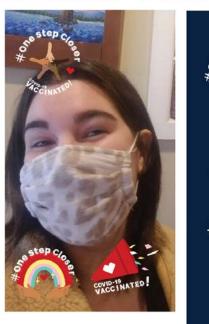


































You're now one step closer to a better tomorrow.

Vaccinated for COVID-19

Here's 20% off.*

See, things are better already.

*Exclusions apply.

See reverse for details.



Now that you've been vaccinated...

What is it you are one step closer to?

Post your answer to Twitter, Instagram or Facebook
with #OneStepCloser

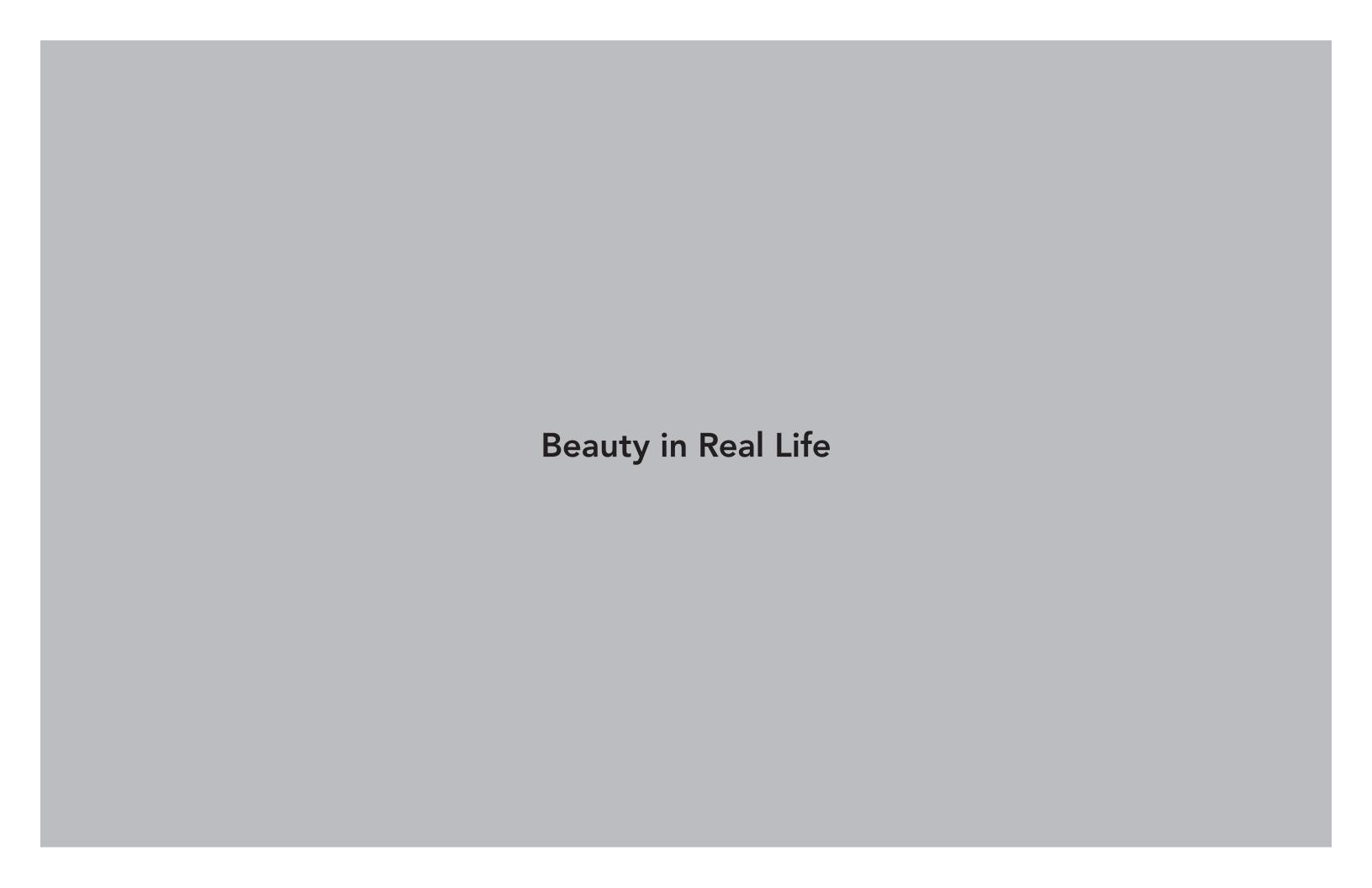


'Maximum \$15 value. Redeemable in store at CVS Pharmacy° and Longs Drugs° for one-time use only between 3/15/21-7/31/21. Reward cannot be earned in AR, NJ or NY. Coupon is void if copied or transferred and where prohibited by law. Internet printed or counterfeit coupons prohibited. Original must be relinquished with purchase. ExtraCare° card required to receive savings. Coupon cannot be combined with any other CVS Pharmacy coupon. Coupon excludes alcohol, lottery, money orders, prescriptions and copays, pseudoephedrine/ephedrine products, postage stamps, prepaid cards, gift cards, newspapers and magazines, milk (where required by law or regulation), sale/promotional merchandise, bottle deposits, bus passes, hunting and fishing licenses and any imposed governmental fees or items reimbursed by a government health plan. Savings applied to total purchase (excluding ineligible items) where applicable by law. Tax charged on precoupon price where required. No cash back. Retailer's coupon. Bearer assumes all sales/ use tax liability. Not valid at MinuteClinic°.



D20920EC21 C19_SHPPNGPASS_ENG_RMK 3/15/21-7/31/21





SITUATION

As social media, filters, and photo editing tools became more pervasive, their impact on women's self-image grew increasingly harmful. Research revealed that 80% of U.S. women were dissatisfied with their appearance, and two-thirds believed social media promotes unrealistic beauty standards. The American Medical Association even classified these distorted portrayals as a public health concern. In a beauty industry that often excludes the very people it serves, CVS saw an opportunity to live its values, leading with heart and redefine what beauty means.

TASK

Develop an omni-channel campaign that celebrates authentic beauty and empowers women to embrace it on their own terms. In a space long dominated by brands dictating how women should look and feel, our goal was to shift the narrative and make beauty more inclusive, relatable, and real.

ACTION

Led and managed the full development of the campaign across all major touchpoints, from digital and broadcast to in-store experiences and social platforms, ensuring a cohesive and emotionally resonant message throughout.

RESULTS

- Achieved a strong return on ad spend, with incremental sales growth extending beyond the beauty category
- Over 50% of campaign sales came from new customers joining the BeautyClub
- BeautyClub saw a 156% year-over-year growth at relaunch
- Social following tripled, amplifying brand reach and engagement
- With the debut of the new BIRL store format, 90% of customers said they would return to shop again



Beauty in Real Life

To launch the campaign, we created a 30 second broadcast spot that embodied the idea of Beauty in Real Life, both in it's message and in the approach used to create it.



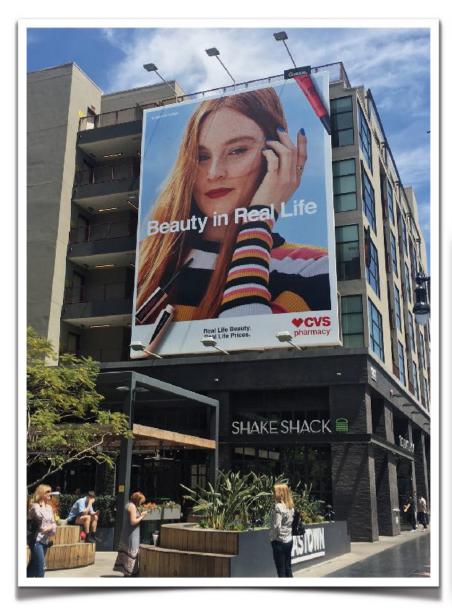




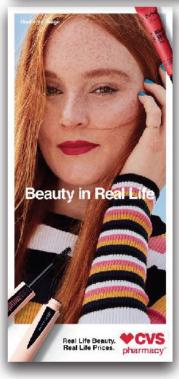


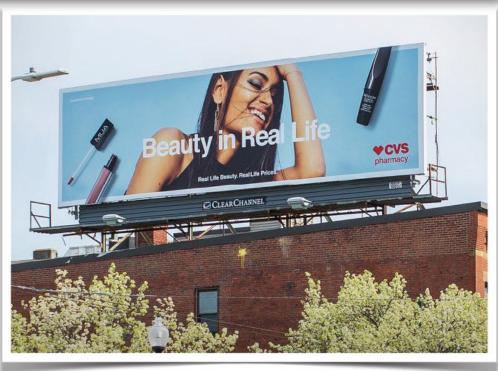












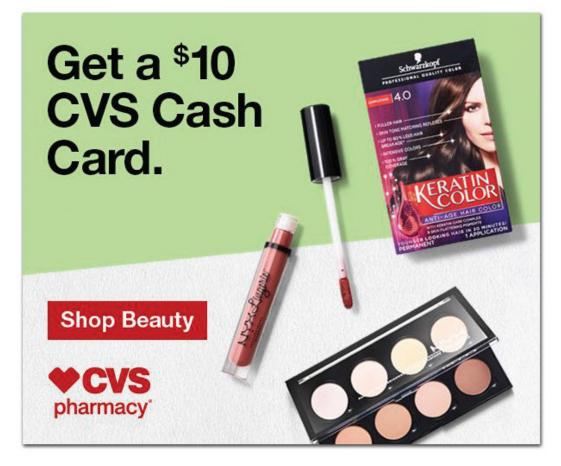












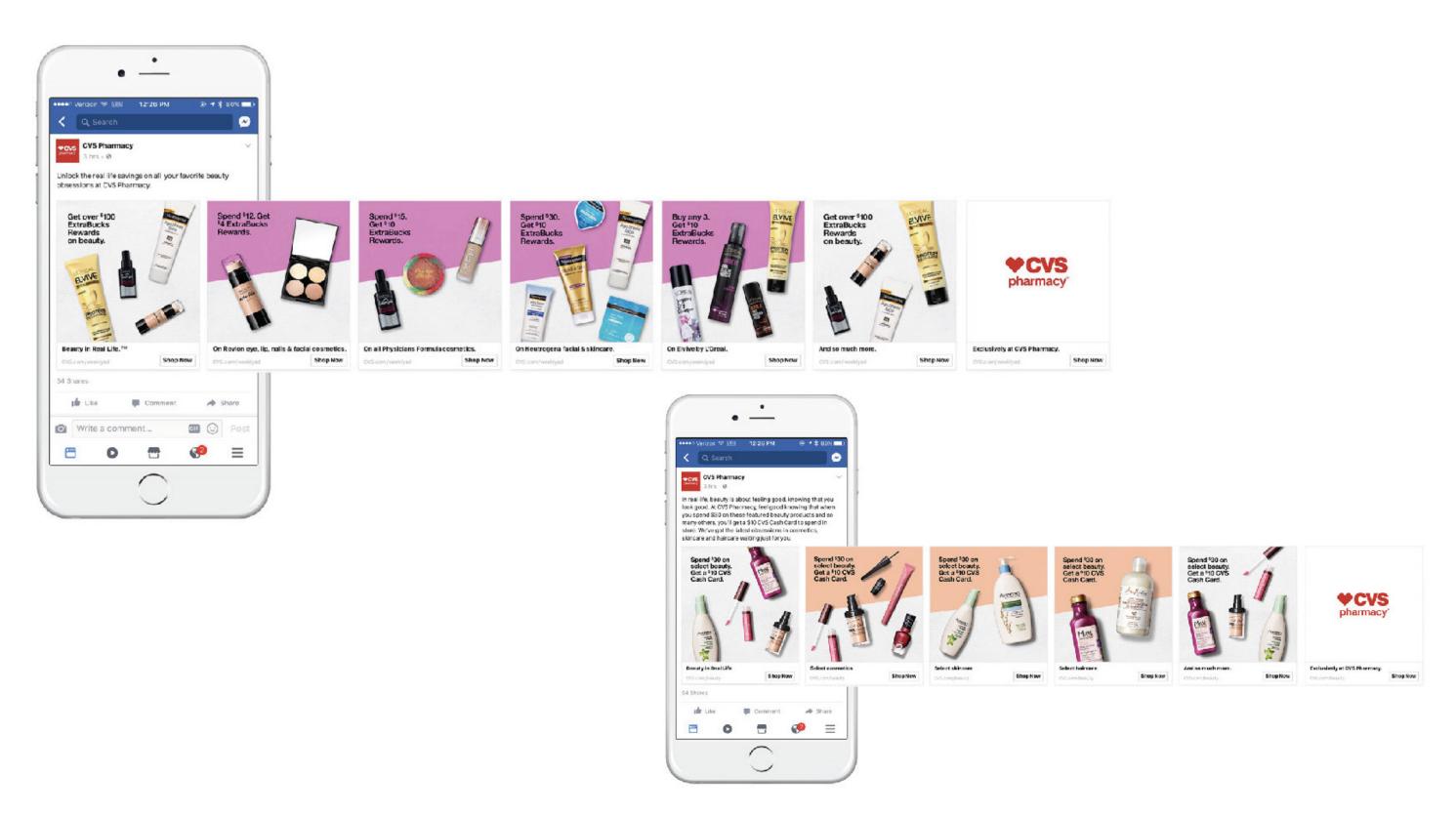




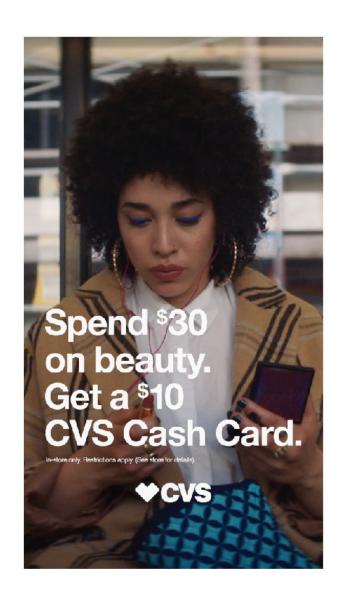


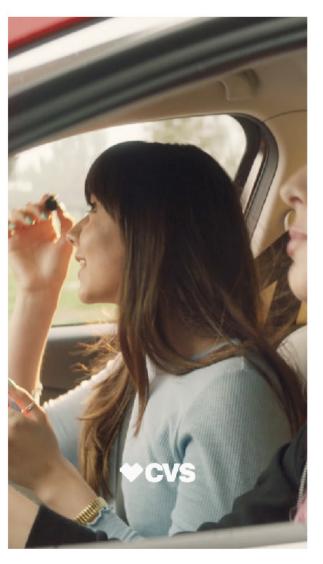




















SITUATION

With newspaper distribution on the decline, CVS needed to rethink its approach to the weekly circular. As our internal tech team developed a new personalized digital version, we faced the challenge of educating customers on how it worked and why it mattered.

TASK

Design a fun, engaging omni-channel campaign to showcase the features and benefits of the personalized online circular, making it easy to understand, accessible, and relevant to shoppers' everyday lives.

ACTION

Led and managed the campaign's development across all major touchpoints, including broadcast, digital, social, and in-store channels, ensuring consistent messaging and a seamless customer experience.

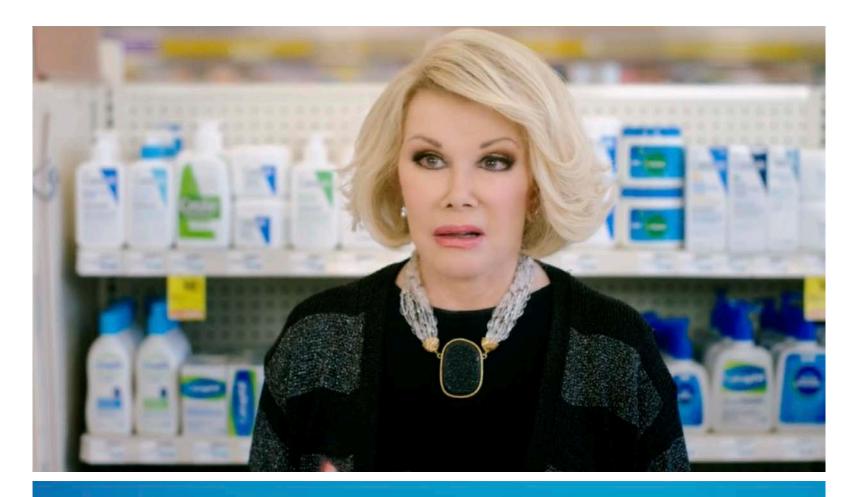
RESULTS

- Despite limited adoption of the new technology, the campaign drove a measurable increase in sales and in-store traffic
- The national broadcast spot, CVS's first in years, boosted brand awareness, contributing to the uptick in foot traffic
- The initiative validated our hypothesis: strategic storytelling and renewed visibility can reignite customer engagement, even in evolving retail landscapes



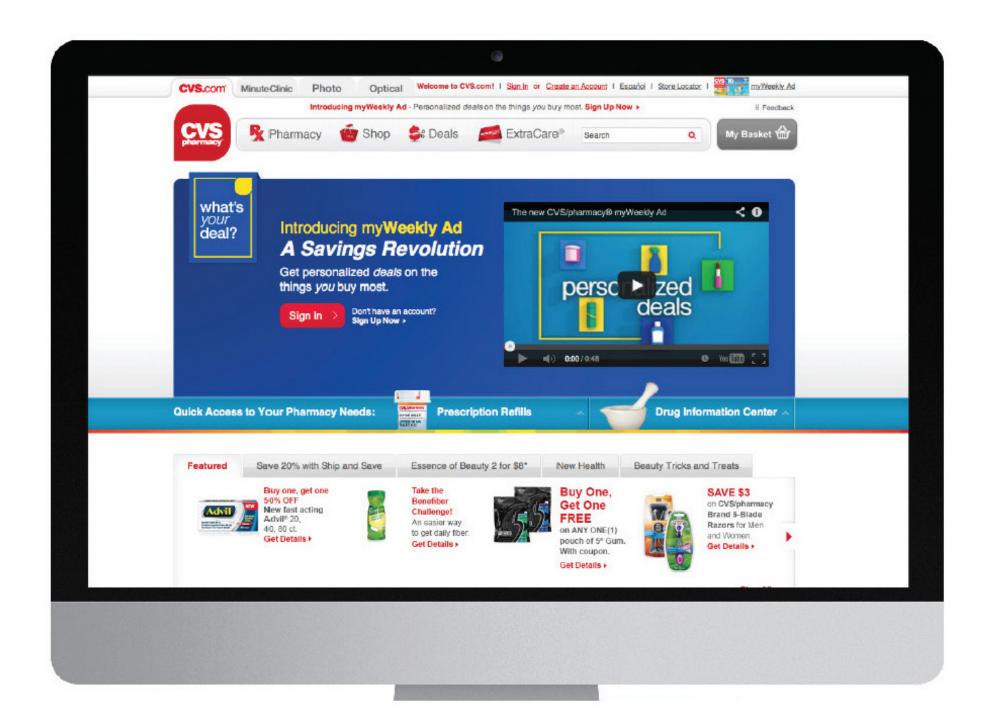
What's Your Deal?

What's your deal was a humorous play on each customer's unique shopping experience. Giving funny persona's to a cast of characters we were able to explain the new online circular shopping experience and features. Boasting personalized deals specifically for each customer, we took the static everyday circular to a new dimension.

















JOAN RIVERS

"With this face, I need all the deals I can get" – Joan Rivers. Get your personalized deals with myWeekly Ad http://bit.ly/173Emv cproduct creative card including image>



NICK CANNON

Post on CVS/pharmacy Page and on Nick Cannon's page "Crayons for the twins. Aspirin for me. Romantic card for you know who... CVS/ pharmacy has my deal! Find yours at http://bit.ly/173EmvS" <image of Nick from video>



GEORGE HAMILTON

"Even George Hamilton gets personalized deals like 2-for-1 bronzer with my-Weekly Ad. Sign up for your deals at http://bit.ly/173EmvS" <image of George from video>































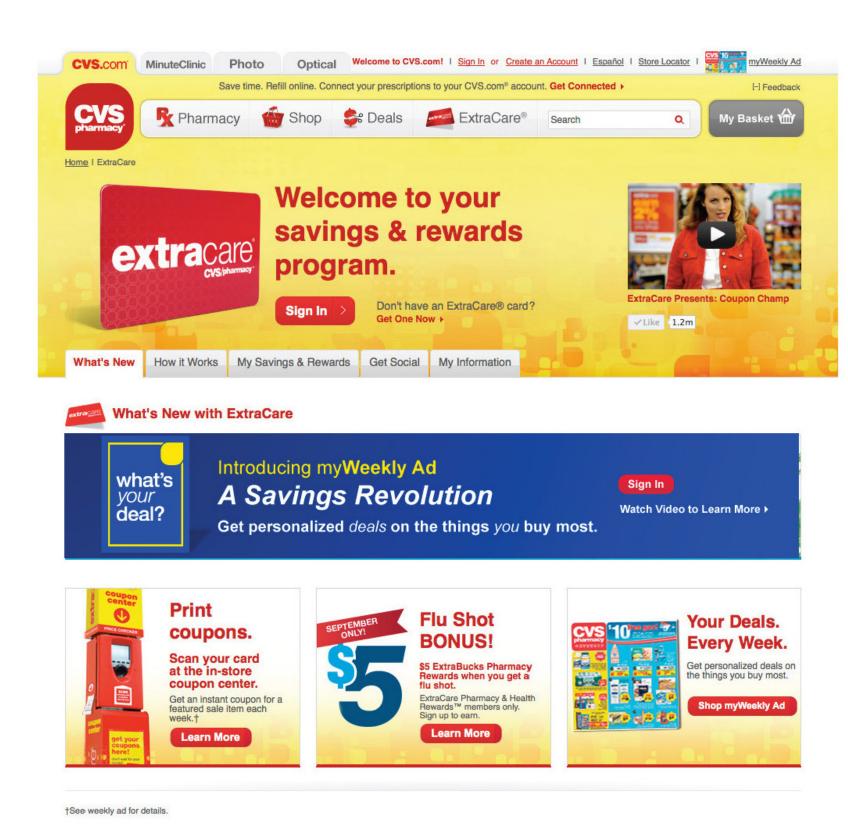














THANK YOU

additional portfolio items: chadsenecal.com