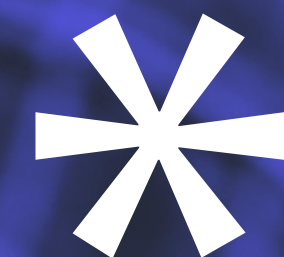


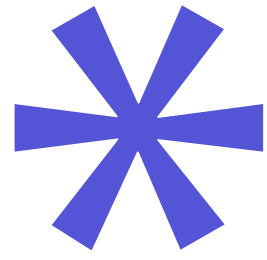


WOUNDED WARRIOR
PROJECT®

Wounded Warrior Project 20 Years of Possible

CASE STUDY





Wounded Warrior Project 20 Years of Possible

PROJECT SCOPE

Social, streaming audio, custom ads, broadcast, landing page, OTT and CTV

SERVICES

Creative Development

Production

Post-Production

SITUATION

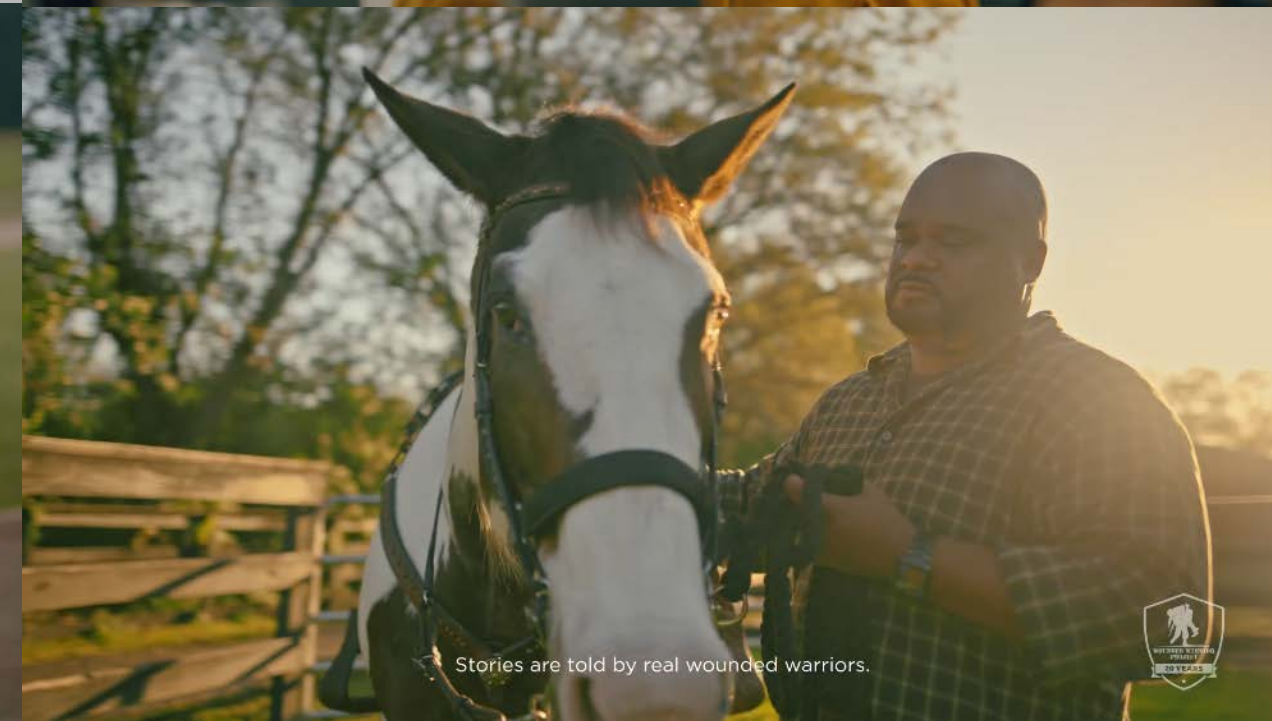
To celebrate 20 years of serving veterans and their families, the Wounded Warrior Project wanted to bring awareness to the organization and the helpful programs it offers to veterans through the lens of the warriors themselves. They needed a comprehensive multimedia campaign to bring attention to WWP accomplishing “20 Years of Possible,” and we were honored to be asked to conceptualize and produce it.

SOLUTION

We worked closely with Wounded Warrior Project in capturing and highlighting inspirational stories that brought the campaign strategy to life. Television ads, social placements, and online advertising featured the true stories of 7 veterans who had been helped by WWP’s various programs. Their real-life successes shined the spotlight on the benefits of WWP’s peer support groups, Soldier Rides®, adaptive sports, career counseling, and mental wellness support. By demonstrating the power of getting help, we hoped to inspire other veterans to discover their “Possible.”



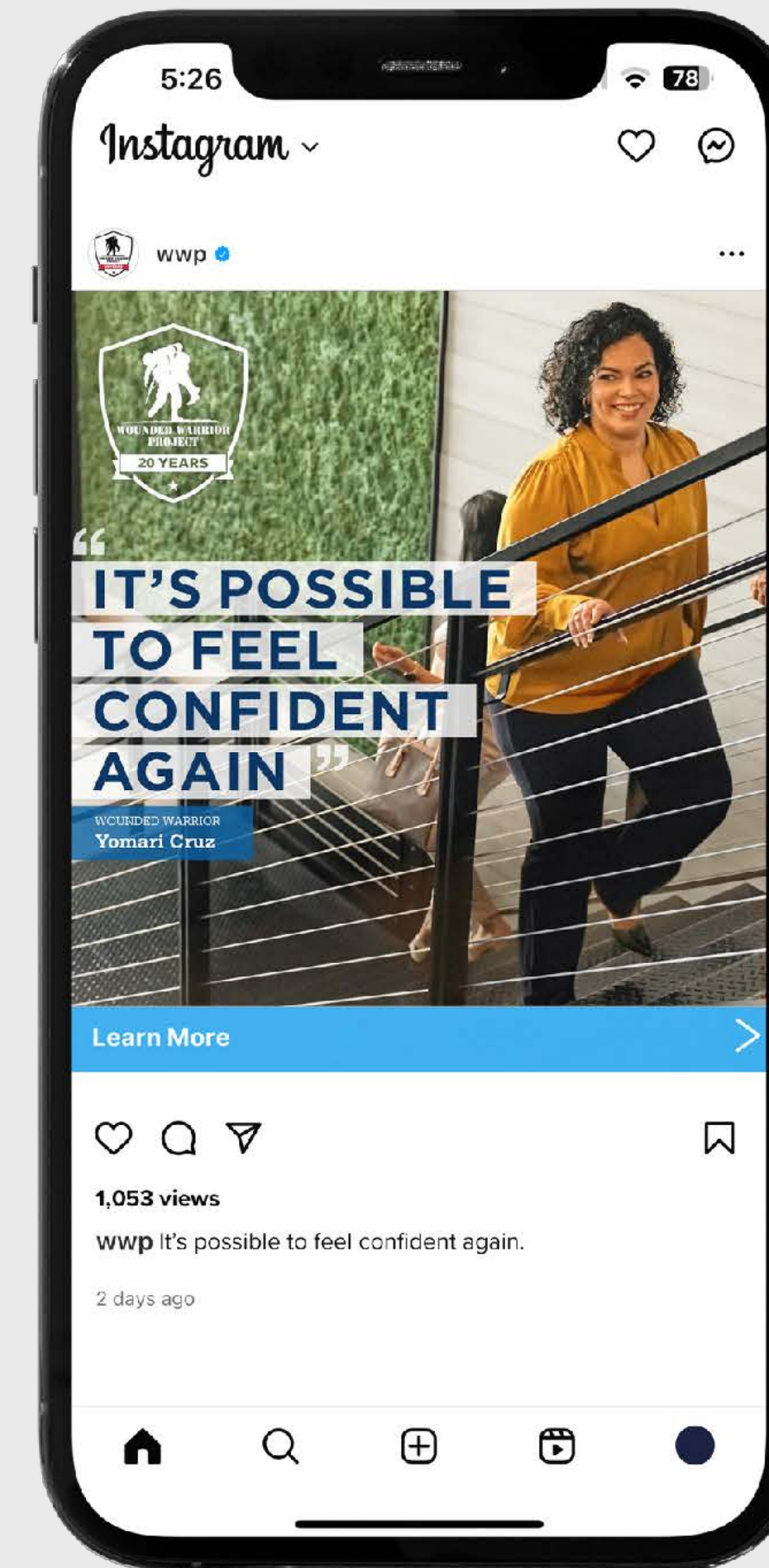
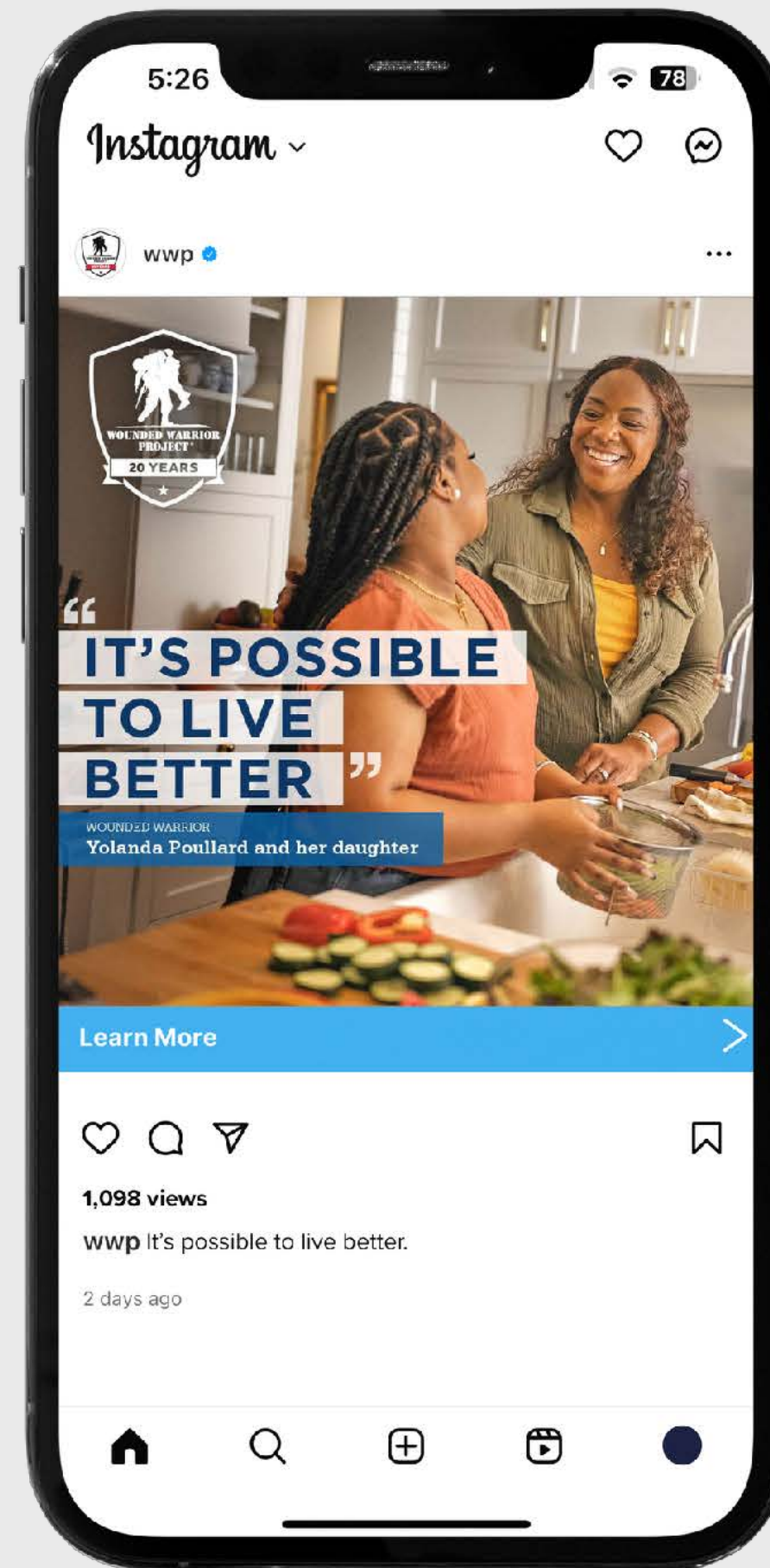
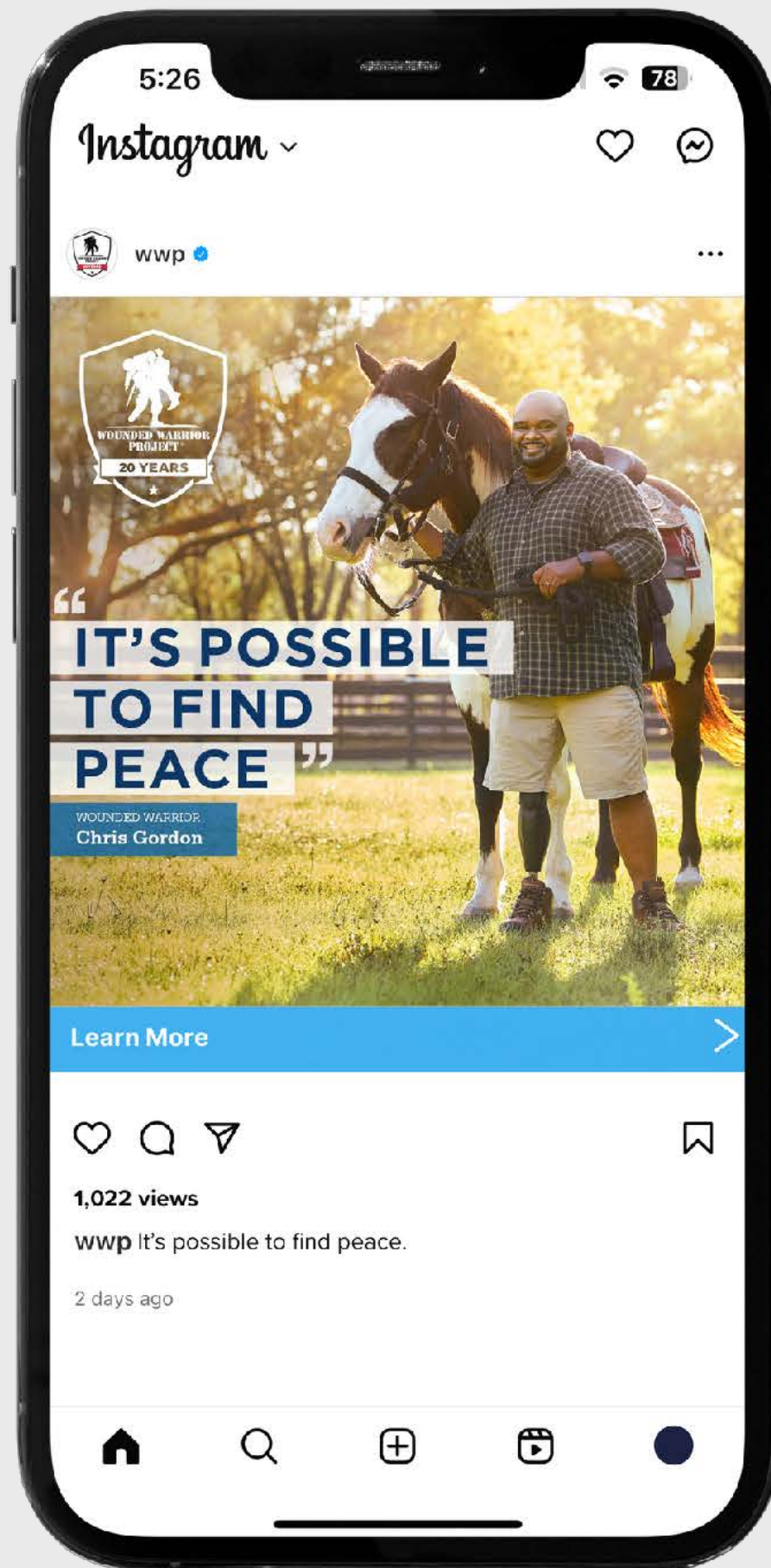
EMPOWERING THE JOURNEYS OF
POST-9/11 WOUNDED VETERANS,
SERVICE MEMBERS, AND
THEIR FAMILIES SINCE 2003.

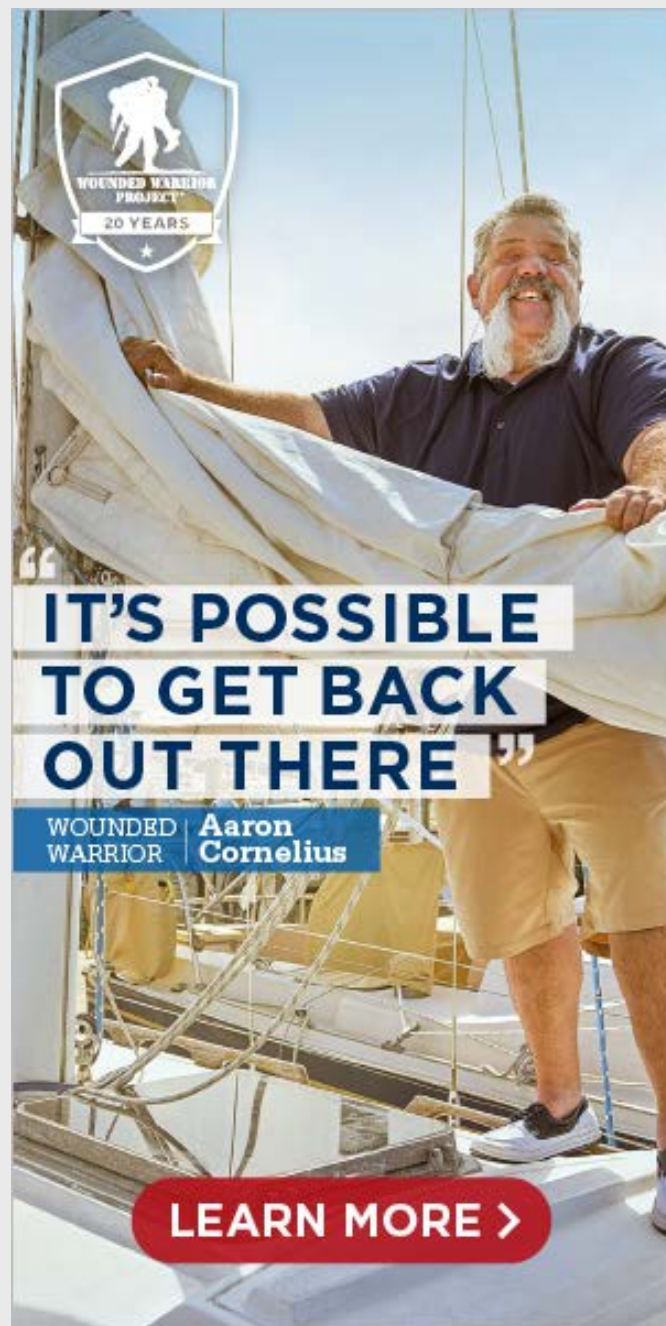


WOUNDED WARRIOR PROJECT
20 YEARS

JOIN * SUPPORT * ADVOCATE

© 2023 Wounded Warrior Project





WOUNDED WARRIOR PROJECT 20 YEARS

IT'S POSSIBLE TO GET BACK OUT THERE

WOUNDED WARRIOR **Aaron Cornelius**

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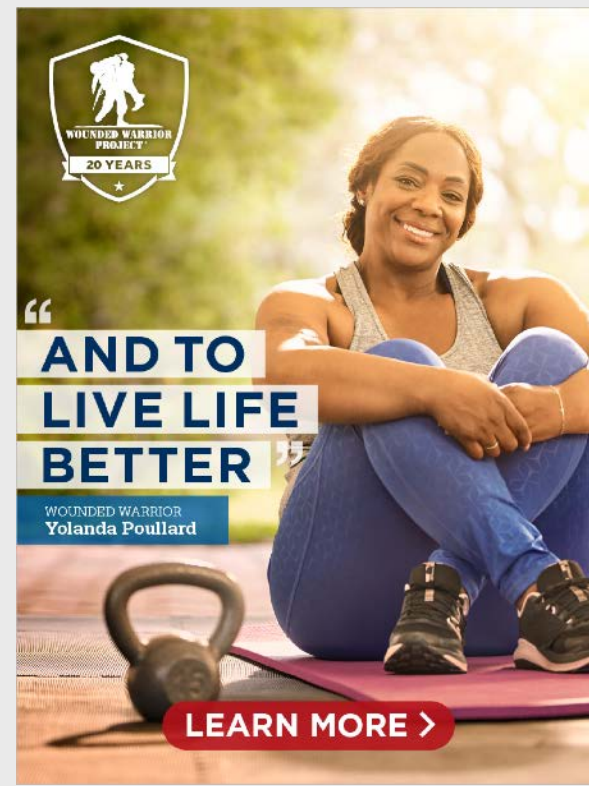


WOUNDED WARRIOR PROJECT 20 YEARS

IT'S POSSIBLE TO BEGIN HEALING

WOUNDED WARRIOR **Both King**

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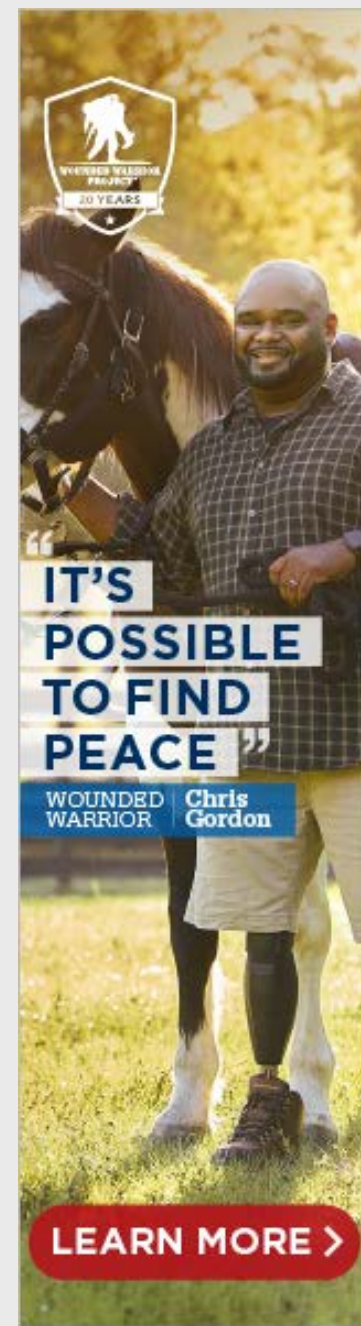


WOUNDED WARRIOR PROJECT 20 YEARS

AND TO LIVE LIFE BETTER

WOUNDED WARRIOR **Yolanda Poullard**

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WOUNDED WARRIOR PROJECT 20 YEARS

IT'S POSSIBLE TO FIND PEACE

WOUNDED WARRIOR **Chris Gordon**

[LEARN MORE >](#)

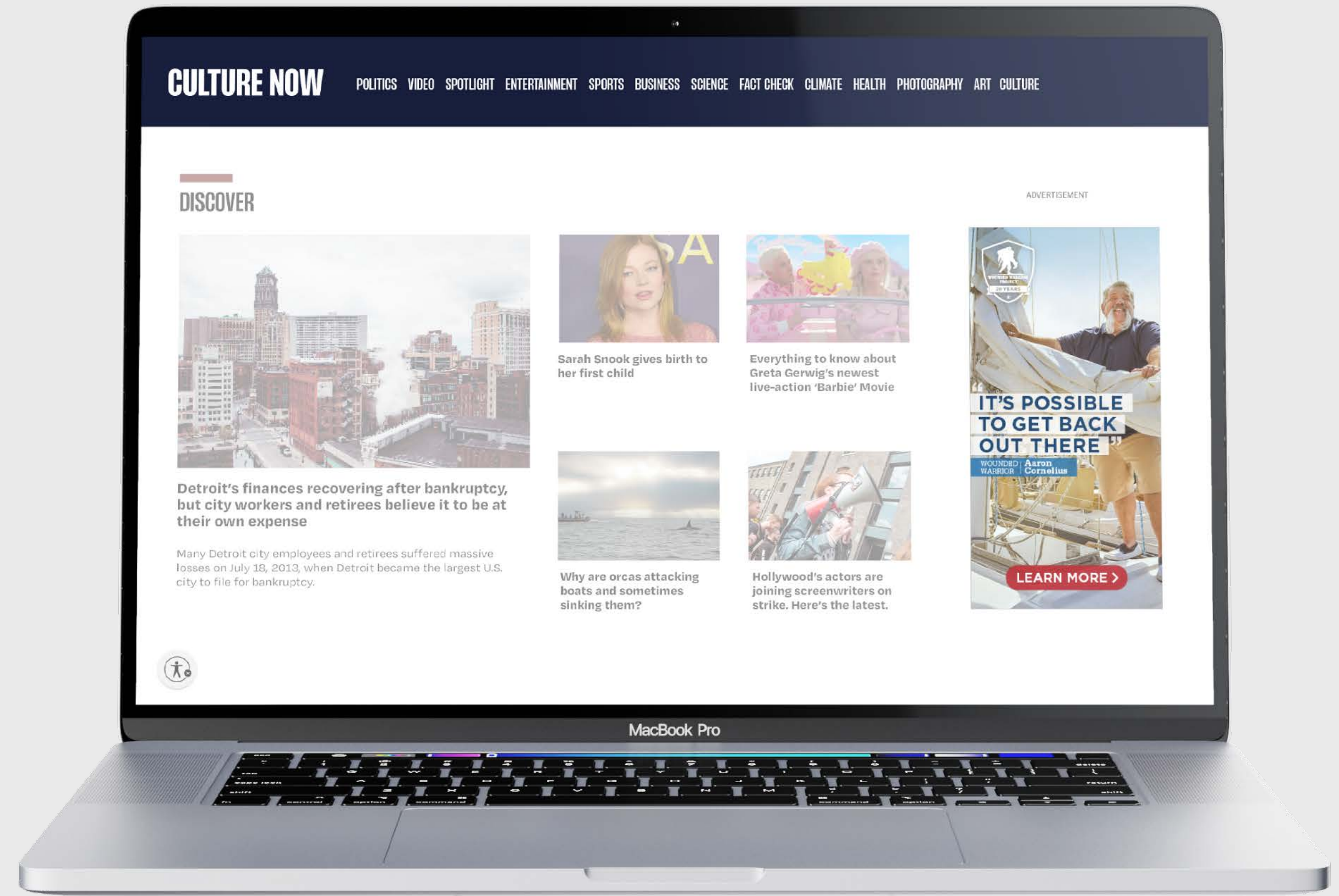


AND TO THRIVE AGAIN

WOUNDED WARRIOR **Yomari Cruz**

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WOUNDED WARRIOR PROJECT 20 YEARS



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DISCOVER

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IT'S POSSIBLE TO GET BACK OUT THERE

WOUNDED WARRIOR **Aaron Cornelius**

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WOUNDED WARRIOR PROJECT

WOUNDED WARRIOR PROJECT
20 YEARS

“IT'S POSSIBLE TO HEAL AS A FAMILY”

WOUNDED WARRIOR
Bill Geiger with his daughter

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