

# Blue Cross Blue Shield

Animated PSA



## The challenge:

The stats are humbling. Every 40 seconds someone has a stroke. It's the leading cause of disability in the United States. And 1 in 6 people will suffer from a stroke. Blue Cross wanted to bring visibility to the topic, and specifically, to the F.A.S.T. acronym, which helps people identify the signs of a stroke.

## The solution:

With such a fragile topic, we wanted to find a way to clearly convey the 4 warning signs, while connecting them to the warning signs we see and hear around us on a daily basis. We came up with the "Etch A Sketch" idea, using continuous lines to connect objects and scenes. The muted color palette connotes the seriousness of the topics, and helps the red used for the F.A.S.T. acronym to pop out.

**Client:**  
Blue Cross Blue Shield

**Style:**  
Animation

**Length:**  
1:22