

Boston Children's Hospital in partnership with the Boston Celtics

My Role: Copywriter

Medium: Bus Decal

Option 1a

[Imagery should juxtapose the following: 1) Marcus Smart going up for a rebound among big players (power forwards and centers) during an NBA game; 2) young patients from Boston Children's Hospital playing basketball on a miniature hoop.]

You don't have to be big to make big rebounds.

Help kids like Jeffrey and Max bounce back. Donate today.

[Insert vanity URL for Boston Children's Hospital donation web page]

[Celtics branding] [Boston Children's Hospital branding]

Option 1b

[Imagery should feature a photo from Marcus Smart's recent visit to Boston Children's Hospital—for example, a photo of him and the children playing basketball on a miniature hoop; ideally, Smart is playing basketball on his knees to eliminate his height advantage.]

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[Insert vanity URL for Boston Children's Hospital donation web page]

[Celtics branding] [Boston Children's Hospital branding]

Option 2

[Imagery should juxtapose Marcus Smart about to make a pass in a real NBA game with a smiling young child (old enough to have good hand-eye coordination) from her/his hospital bed with hands open, looking ready to catch the pass.]

Look to make the assist.

Donate to Boston Children's Hospital today.

[Insert vanity URL for Boston Children's Hospital donation web page]

[Celtics branding] [Boston Children's Hospital branding]