



# 2023 We Journey Together Campaign





**We journey together.** That's our pledge.

Our promise. Our goal. And that's clear—you are not alone in your journey. We—the Arthritis Foundation—are in it with you. As are our community, our scientists, your peers, your family... it's a together thing. We are in this together.

But what about the journey part? What is that all about? It's different for each individual. And there in lies the guiding insight for this messaging. We know we're in it together, but what exactly is it?

This campaign will let us define it.

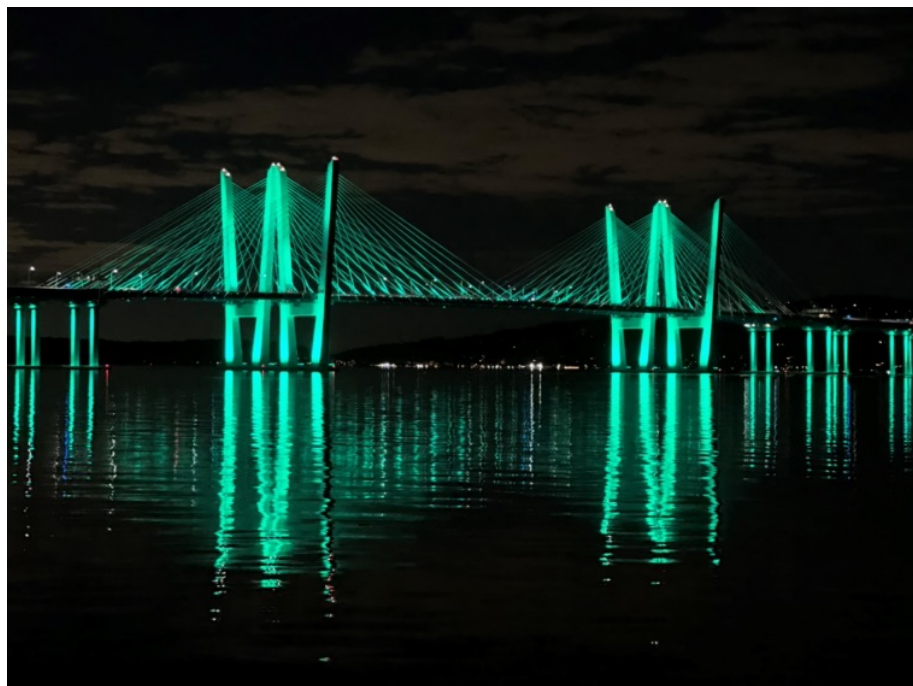


75TH ANNIVERSARY BUILDING LIGHT-UP PROMOTION

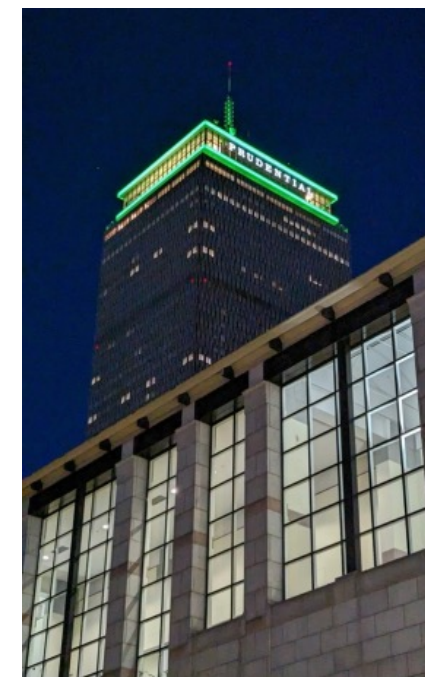
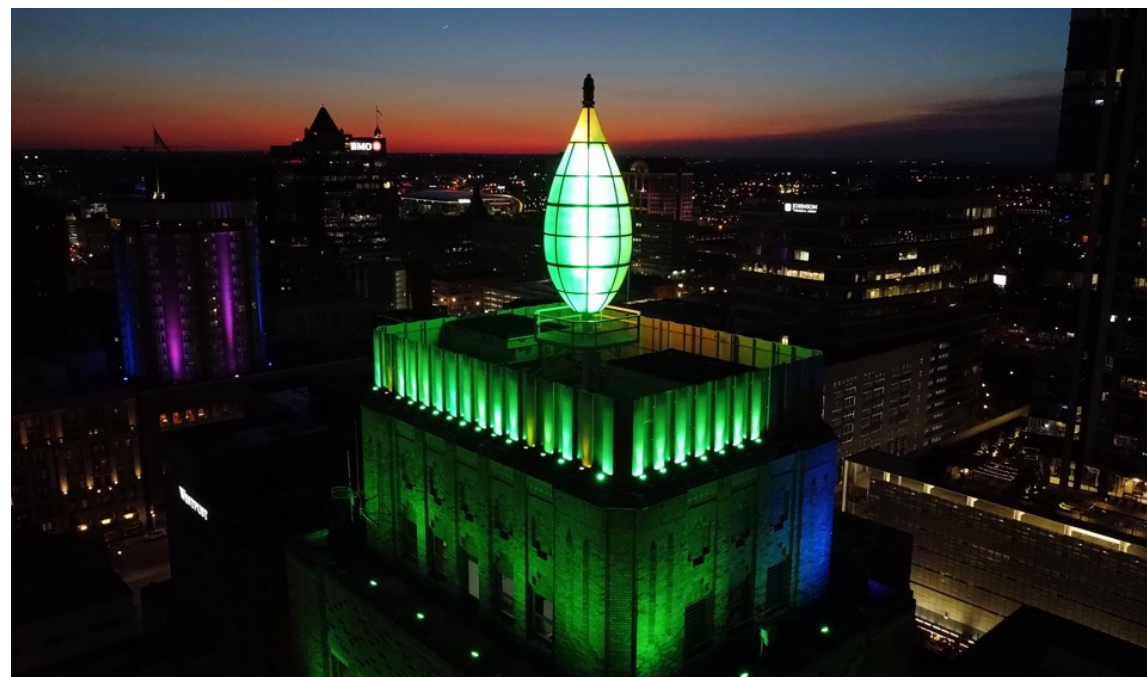




75TH ANNIVERSARY BUILDING LIGHT-UP PROMOTION



We convinced more than 50 iconic buildings and monuments in 22 states to light up green in honor of the Arthritis Foundation's 75th anniversary.

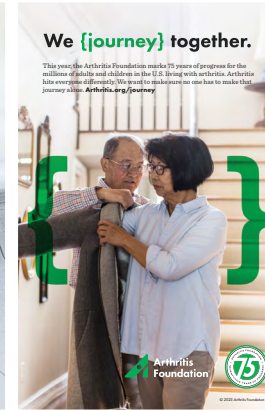




VIDEO, DIGITAL MEDIA



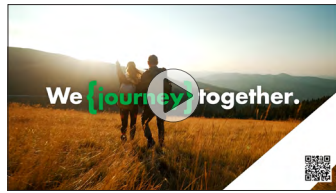
PRINT ADVERTISING



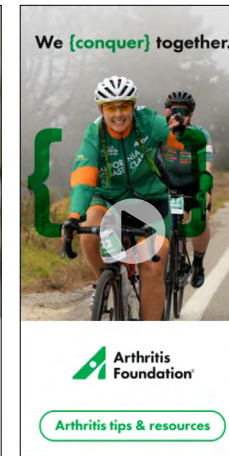
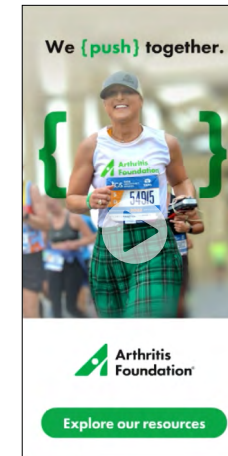
OOH



CTV/OTT

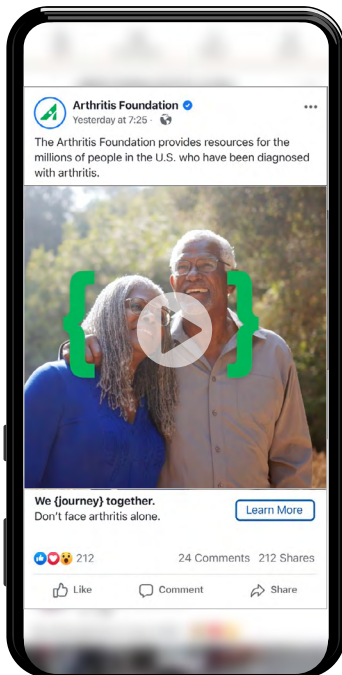


We {journey} together.

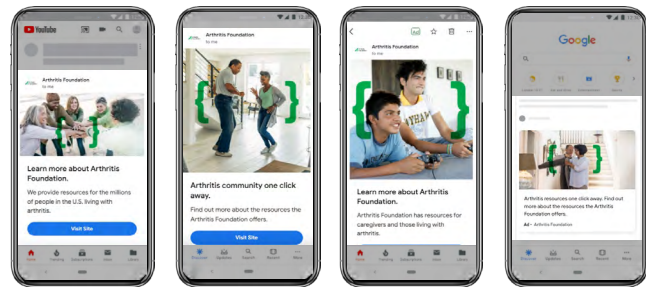


We {journey} together.

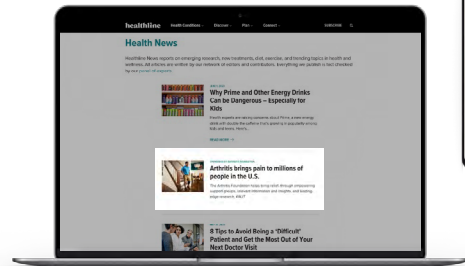
DIGITAL ADVERTISING



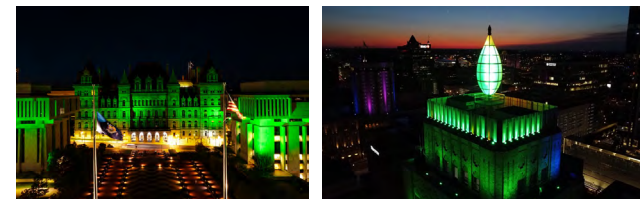
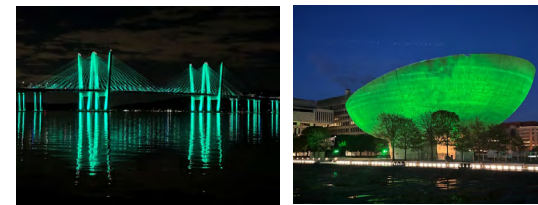
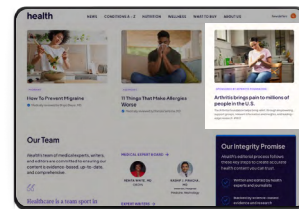
SOCIAL MEDIA



PAID SEARCH



NATIVE ADS



PROMOTION



EMAILS