

Ideko and Finn Partners Tapped By Hip Hop Public Health To Elevate Awareness of Critical Covid-19 Safety Protocols Through “20 Seconds or More”



CommPRO Editorial Staff

From the epicenter of the coronavirus pandemic in New York, an inspirational spark has ignited a national movement – *20 Seconds or More* – galvanizing urban communities to comply with the safety protocols necessary to stop the spread of the disease. New York-based, global marketing communications firm Finn Partners and experiential production and creative services agency IDEKO were tapped to create and produce the campaign by Hip Hop Public Health (HHPH). HHPH is a national nonprofit organization dedicated to fostering positive health

behavior change through the power of hip hop music and science-based research.

With minority communities in urban areas quickly becoming the hardest hit by the pandemic, HHPH created the *20 Seconds or More* initiative as an extension of its mission to effectively reach traditionally underserved communities with vital health-related messages. HHPH was co-founded by Dr. Olajide Williams, Chief of Staff, Department of Neurology, New York-Presbyterian/Columbia University Irving Medical Center, and Doug E. Fresh. They are spearheading the initiative with HHPH Executive Director and CEO, Lori Rose Benson. Philanthropic support for the initiative has been provided by the Bristol Myers Squibb Foundation and the Bristol Myers Squibb Black Organization for Leadership Development, an employee resource group.

"*20 Seconds or More* is a life-saving, action-oriented platform that empowers minority youth and all of us to utilize our power for the collective good health of our communities," says Lori Rose Benson, Executive Director and CEO of Hip Hop Public Health. "Our co-founders and I felt there were no better suited firms than IDEKO and Finn Partners to help us bring this campaign to life."

"This is a monumental effort born of a spirit of collaboration, creativity, and connectivity," adds Melinda B. Gould, HHPH Advisory Board Member. "Finn Partners and IDEKO have collectively answered the call and are delivering in ways we never even imagined. Together, we are helping to make a difference in a very challenging and uncertain time."

At the heart of the *20 Seconds or More* campaign is a lively, three-minute music video. The video was produced by IDEKO, and shot in black-and-white, with eye-catching graphics delivering multiple safety messages. The song is performed by Doug E. Fresh, songwriter Artie Green and Gerry Gunn, along with celebrities including Jamie Foxx, Jordin Sparks, rising

Disney star Sky Katz and 2020 UNC NBA prospect Cole Anthony, all demonstrating proper hand washing techniques. To date, the video has more than two million views on YouTube and other social media platforms, and is a top pick on Spotify and Apple Music.

To ensure maximum reach and impact, Finn Partners mobilized a 24/7 Hip Hop Public Health News Bureau, while working with HHPH to facilitate wide distribution of the video at virtual community health events and with faith-based organization in cities across the country as an educational resource and tool. A 60-second version of the video will air on urban radio stations, local TV networks and national broadcast outlets. To date, FINN's media efforts have generated more than 100 million media impressions. These range from national outlets such as AM Joy and the syndicated Rickey Smiley Morning Show to local and regional outlets in Atlanta, Houston and Nashville with more to come.



Helen Shelton, senior partner and director of multicultural marketing at Finn Partners.

“Being asked to produce *20 Seconds or More* was easily one of the most important messages we’ve ever been tasked with sharing. This song has the potential to save lives,” said IDEKO’s CEO, Evan Korn. “We were able to leverage our resources and skills to assist in addressing the health crisis and COVID pandemic in a very short timeframe. For us, this is

more than a video production assignment, it’s a creative delivery to audiences so that they can take the necessary steps in protecting their families and loved ones with far-reaching impact.”

“Serving as a trusted point of counsel and connector for Hip Hop Public Health is without question one of the most important assignments we’ve had since our founding by Peter

Finn nearly nine years ago,” says Helen Shelton, senior partner and director of multicultural marketing at Finn Partners. “Our team is working around the clock to be of service and to ensure that we are leaving no stone unturned in our efforts to reach the stakeholders that can drive our message down into communities – quickly, effectively and responsibly.”

About FINN Partners, Inc.

Founded in 2011 on the core principles of innovation, collaborative partnership and a commitment to diversity, FINN Partners has more than quadrupled in size in eight years, becoming one of the fastest growing independent public relations agencies in the world. The full-service marketing and communications company’s record setting pace is a result of organic growth and integrating new companies and new people into the FINN world through a common philosophy of leading with purpose. With almost 800 professionals, FINN provides clients with global access and capabilities in the U.S., Europe, and Asia. In addition, FINN provides its clients with access to top tier agencies around the world through its membership in the global network PROI. Headquartered in New York, FINN’s other offices are located in Boston, Chicago, Detroit, Hong Kong, Fort Lauderdale, Frankfurt, Jerusalem, London, Los Angeles, Munich, Nashville, Paris, Portland, San Francisco, Shanghai, Singapore and Washington D.C. Find us at finnpartners.com and follow us on Twitter and Instagram at [@finnpartners](https://twitter.com/finnpartners).

About IDEKO

IDEKO is an award-winning agency in the experiential marketing industry creating experiences that excite consumers and inspire industry professionals. Founded in 2014 by Evan Korn, the former Executive Director of the Citywide Event

Coordination and Management Office, along with his partner Cal Nathan a seasoned entrepreneur, IDEKO specializes in helping clients plan and produce experiential activations in the most complex event environments. IDEKO prides itself on its highly professional team with decades of event production experience, comprising event production, permitting, execution, ideation, creative, and marketing professionals, which is reflected in the quality of our work and further supported by the growth the agency.

IDEKO differentiates itself through its consistent and proactive industry leadership. Most recently and throughout the COVID-19 crisis, IDEKO has taken a leading role in assembling a panel of experts from the health and medical fields, along with industry leaders to work together to recommend policies, procedures and guidelines to assist the industry in re-imagining the return of consumer events and brand activations in a post COVID world.