

MARSTRATS CASE STUDY



United States Department of Veteran's Affairs
VA Research



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Challenge

The United States Department of Veterans Affairs is more than a provider; the crucial government entity is an innovator. For more than eight decades, VA Research has been a never-ending effort to improve all aspects of a Veteran's post-service life. With the advent of the Internet, the VA wanted to communicate this story as effectively and efficiently as possible.

Solution

A series of videos was produced called VA Research: Stories of Hope. Specific episodes introduce the program, discuss its history, interview the department's Chief R&D Officer and other employees, and discuss topics such as mental health issues and PTSD, advances in prosthetics, conquering paralysis and more. Ancillary to this effort was the production of a music video by country music artist and Veteran, Stephen Cochran for his song, "Hope."

Result

This is an ongoing initiative that has met with incredible response within the Veterans community and beyond.

NOTE: This videos series was directed and produced by Marstrats team member Phillip Keeler.