

# New York Festivals Partners with Scott Goodson, CEO of StrawberryFrog to Launch a New Content Series “Purpose Haze”

*Innovative Marketers Unpack Purpose-Driven Work That Leads to Brand Stature*

NEW YORK, NEW YORK, USA, June 1, 2023 /EINPresswire.com/ -- [New York Festivals® Advertising Awards](#) and Scott Goodson, CEO of [StrawberryFrog](#), the global authority in activating purpose, have partnered on a new content series, “[Purpose Haze](#),” a series that cuts through the fog of Purpose.

As series host Scott Goodson sits down with some of the industry’s most admired marketing leaders who are at the forefront of purpose-driven companies and through in depth interviews they de-fog purpose.

In the premiere episode of “Purpose Haze” Scott interviews Ramon Soto, SVP, Chief Marketing and Communications Officer at Northwell Health, the largest and most highly regarded Healthcare Provider System in New York. Together they examine purpose within the Health & Wellness marketing world, how Northwell activates purpose, and creates value for their clients, connecting with consumers about issues that affect them, and how purpose-driven marketing allows Northwell to successfully expand market share.

Within the interview, Ramon Soto, a bold innovator known for challenging the status quo in the healthcare space, explores with Scott the impact of Northwell Health’s purpose driven movement work created by StrawberryFrog. Recent campaigns, part of the “Raise Health” movement, include “Ferocious Tiger,” the nonpolitical spot heralding that asking about unlocked guns in the home could help save lives, “Breaking the Mold” created for the Katz Institute for Women’s Health to rethink the healthcare journey of women, and the impressive integrated communications platform “Heal” focusing on the importance of children having a voice and the



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commitment of Northwell's pediatric team to help kids feel empowered.

Series partner Scott Goodson is a trusted strategy advisor for CEOs, CMOs and leaders of some of the most iconic companies across the globe including ASICS, Emirates Airline, Google, Heineken, Jim Beam, Mahindra, Mercedes, Northwell, P&G, PepsiCo, Truist, and Walmart. He started StrawberryFrog - the global authority in activating purpose with Movement Thinking™ with offices in NYC.

"We're honored that Scott Goodson has brought to the forefront these impressive marketing innovators who understand the importance of activating brand purpose strategies and its profound ability to connect with consumers," said Scott Rose, President, New York Festivals Advertising Awards Competition. "We look forward to upcoming episodes that will continue to shine a light on purpose driven marketing."

Visit: <https://strawberryfrog.com/purpose-haze> to view episode 1 of "Purpose Haze" Featuring: Ramon Soto and learn how the "Raise Health' Movement is increasing the willingness for people to work with and use Northwell Health. Stay tuned for more upcoming episodes of "Purpose Haze."

For more information on the 2023 New York Festivals Advertising Awards visit: <https://home.nyfadvertising.com/>.

The New York Festivals Advertising Awards competition receives entries from more than 60 countries worldwide and is judged by an international jury of more than 400+ members of NYF's Executive Jury and Grand Jury. NYF's jury panels collectively cast their votes to select the year's trophy-winning work.

About New York Festivals: New York Festivals® Celebrating the World's Best Work since 1957

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Entries to each of the competitions are judged around the world by panels of peers in their respective industries. For more information, go to [www.newyorkfestivals.com](http://www.newyorkfestivals.com).

ABOUT STRAWBERRYFROG:

StrawberryFrog designs Movements for growth. The award-winning independent strategy, full-funnel marketing, advertising, and design agency focuses on galvanizing employees and mobilizing consumers, applying creativity and innovation such as AI to create "Movements" that

mobilize and engage people to help companies transform and grow. Visit [www.StrawberryFrog.com](http://www.StrawberryFrog.com) for more information.

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