**Public relation**

**Strana -** Balance has come up with a great public relations plan to use social media, to convey their views on mental health issues and discuss the actions we will take in order to assist those in with mental health issues. Our service will provide individuals with mental health issues with the support and professional help, which they require, through the introduction of our app. In addition, campaigns such as the mental health awareness have been produced to promote awareness and share information, focusing on mental health through the use of social media platforms, such as Instagram, Facebook etc. These accounts are used to engage with the customers in two-way communication in order to get valuable feedback and educate the public on events going on in our organization and maintain a good image of our company alongside the service we provide.

**Advertising**

**Aisha -** Additionally, Balance will be using advertising methods such as putting up posters about our app in gaming stores and advertising on newspapers, magazines and even journals. We also have our own website, which we use to promote the professional services we provide on mental health, through our app to persuade our customers to install our app and try out our services.

In addition, we also conduct questionnaires to assist our organization in order for us to understand what our users require and help us to make further implementations for our app. This also allows us to promote the app and ensure the users voices are heard.

We also advertise our product on billboards so that when cars pass by, the passenger is drawn to the advertisement and they would like to buy the product as visual adverts are more persuading.

**Sponsorship**

**Aisha -** Furthermore, Balance has received sponsorship from various professional physiatrist which will help to raise awareness and spread a message focused on mental health awareness and assist promoting our app. Some of them are well known psychiatrists so people will already have built trust with them, helping us to gain more downloads and support more individuals with mental health issues.

**Exhibition**

**Strana -** Moreover, Balance conducts exhibitions where the app is displayed and show various users how to use the app and discuss the features and benefits which they will gain from using our app. By doing so we do not just sell/promote our app, the result from our app is passed on for research on mental health issues to assist us to find further solutions to tackle these issues.