

VOICE



Objectives

Message:
"Your Story is not over yet!"

Target Audience: 15-29 year olds who need guidance on their mental health as well as anyone who wants to spread awareness.

Benefits: Spreads awareness and sends a message out to those who need to hear it the most.

-Create a billboard that someone can digest while driving

-target audience of people who focus on mental health awareness or just need some guidance/reminders

-Something bold enough that it can be registered quickly (NO earth tones)

-strong enough campaign to increase awareness

-provides a call-to-action

Assumptions, Research, Plan:

ASSUMPTIONS:

- Not everyone is accepting of mental health awareness
- Not everyone will see the message, people are busy in their day to day lives and are always looking at their surroundings

RESEARCH:

- I used to tell myself and use this slogan when I was going through it in middle school

PLAN:

- use books and literature references for imagery and graphics, create an extra piece that is a book mark (for theming reasons), Try to stray my best from earthy tones and keep everything as bold and eye catching as possible. Use good contrasting colors that allow for easy readability.

Competitive Landscape:

- other billboards, other mental health awareness accounts and any other major organic

Branding Guidelines:

- use assets given
- 1 billboard, 1 outdoor vertical banner, 3 social media post (extra: bookmark)
- stray from earth tones and pastel on pastel