



Background



Queerness



Stigma



Gender



LGBTQ 101s



Resources



Saved



Quick Exit

Project imi

UC Berkeley Phi Beta Lambda Consulting

Choose a topic to get started:



Background



Digital
Strategies



Physical
Strategies



Miscellaneous



Meet the Team

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Industry Landscape

How high school/wellness centers distribute mental health materials

01 **School Website**



Counseling services and support hyperlinked throughout

02 **The Center OC**



Leadership and guidance for LGBTQ+ community (ages 10+)

03 **The Trevor Project**

Non-profit focusing on suicide prevention, LGBTQ+ and questioning youth

Industry Landscape

Current impact of mental & behavioral health services

1 in 5 adolescents experience a mental health problem during their school years



3.8 million adolescents reporting a depressive episode in the past year, **60%** didn't receive any treatment

2/3 adolescents who do get help, do so only from school



School-employed mental health professionals know the students, parents, and other staff, which contributes to accessibility of mental health services



Mental health services can address access inequities and reduce stigma associated with receiving these services by making it part of the school system.



"Competitor" Research

Analysis of services similar to imi

Service/Resource	imi	Trevor Project	Q Chat Space	TransMentors
Service Type	Mental health resource	Suicide lifeline*	Social media (scheduled chat rooms)	Mental Health resource
Target Audience	13-19 year old LGBTQ+ youth	13-24 year old LGBTQ+ youth	13-19 year old LGBTQ+ youth	LGBTQ+ identifying individuals
Strengths	Science based and researched backed mental health guides	Much more established presence, notable celebrity endorsements	Frequent and relatable social media activity, strong community building	Easily accessible and anonymous
Social Media Strategy	Suggestions to come	Positive affirmations, modern graphics	Memes, educational posts, scheduled weekly content	Facebook private groups

*The Trevor Project boasts a variety of services, including a social media network and mental health guides

Consumer Research

General demographics on BIPOC LGBTQ+ teens and various segments

State	LGBT Youth
US	1,994,000*
California	244,000
Texas	195,000
Florida	114,000
New York	113,000
Illinois	80,000
Pennsylvania	74,000
Ohio	72,000
Georgia	69,000
North Carolina	63,000
Michigan	61,000

Top 10 states with LGBT identifying youths

*represents 9.5% of youth aged 13-17 in US

Statistics

LGB youth are **more than twice as likely** to report experiencing persistent feelings of sadness or hopelessness

Transgender youth face are **twice as likely** to experience depressive symptoms, seriously consider suicide, and attempt suicide

LGBTQ *youth of color* experience unique challenges and elevated stress- **4 in 5** LGBTQ youth of color have personally experienced racism.

LGBTQ+ highschoolers of color are more likely to attempt suicide (27%) compared to LGBTQ+ high schoolers (22%) and non-LGBTQ+ highschoolers (5%)

Risk Factors

- 1 Rejection
- 2 Trauma
- 3 Substance Use
- 4 Homelessness
- 5 Suicide

Within the LGBTQ+ community, BIPOC youth are even more at risk

Goals

Generate strategies to increase market awareness and penetration

1

Target Audience

Identify levers to grow awareness of imi amongst LGTBQ+ teens (13-19 years old)

2

Digital Marketing

Identify and generate a report of relevant influencers for potential collaborations

3

Physical Marketing

Research campus opportunities and high school access points to LGBTQ+ communities



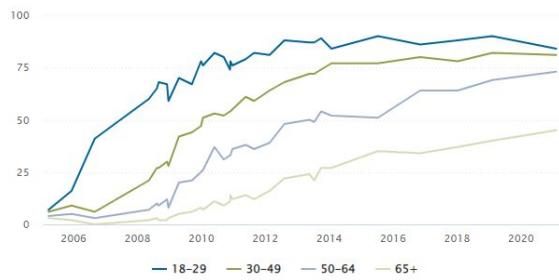
Digital Strategies

imi Social Media Strategies

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Social media is more effective than traditional marketing for Gen Z

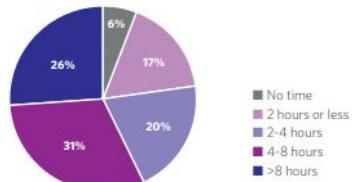
Growth



Percentage of Social Media Usage in U.S. by Age
Graph courtesy of Pew Research Center

Social media has been growing immensely over the past decade especially with younger generations.

Accessibility



Note: Segments may not add to 100% due to rounding.

Proportion of Social Media Usage for teens

Imi can benefit greatly from Social Media marketing as many teens report that they use social media many hours a day.

What makes social media unique?

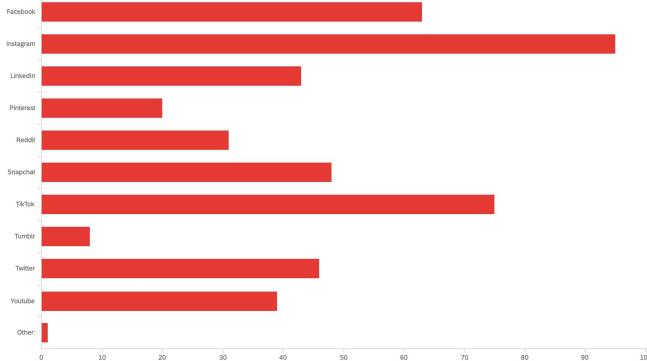
Very high growth and accessibility



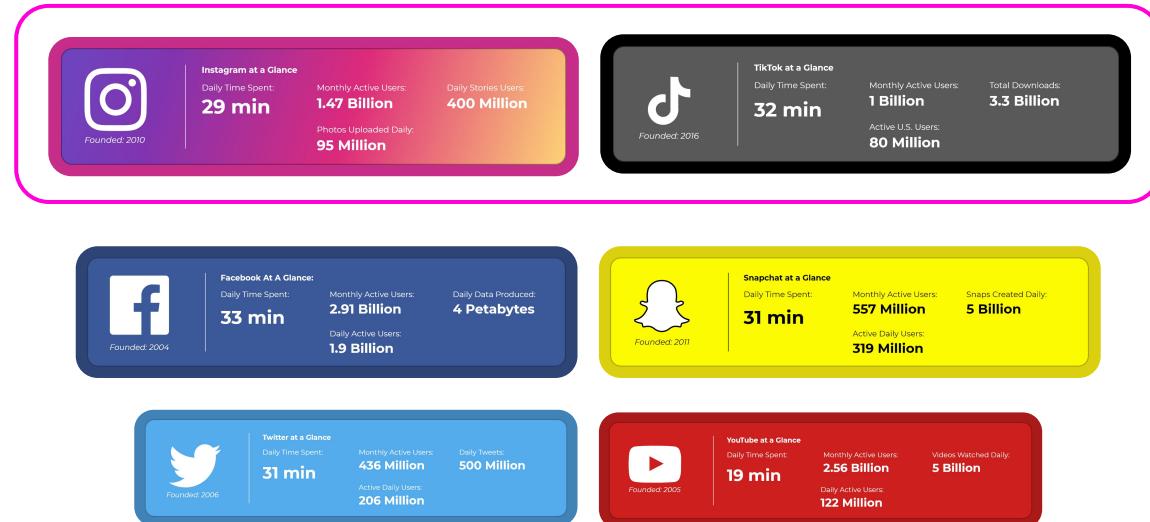
Social Media Implementation

Choosing social media platforms that are popular among target consumers

"Which social media are you most active on?"



Social Media Pyramid



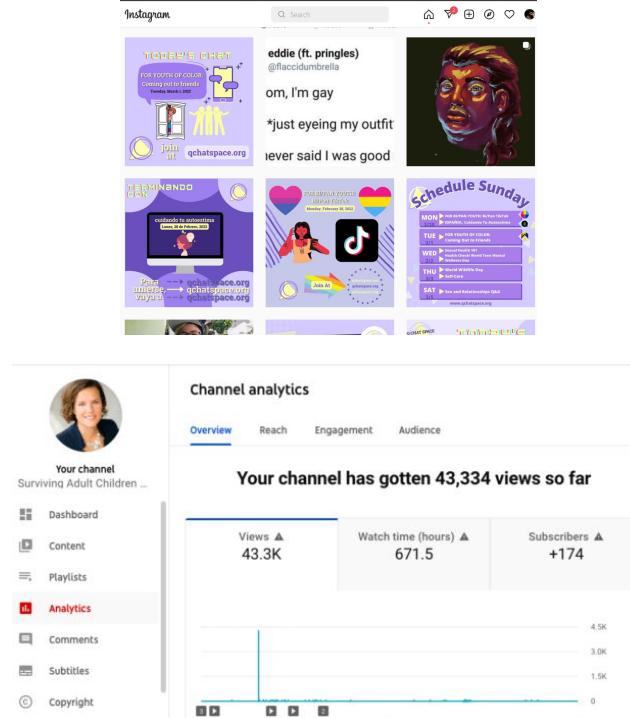
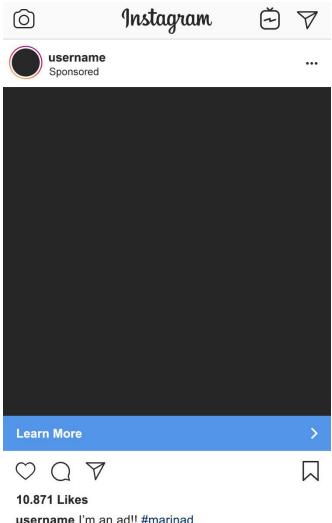
The above data was collected by our team's survey

Social Media Implementation Cont...

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How to use social media effectively

Advertisements Accounts/Channels Data Analytics



Why this works

- Low cost
- Independent - don't need team
- Extreme publicity potential
- Low risk
- Very easy to share posts/links

Our suggestions

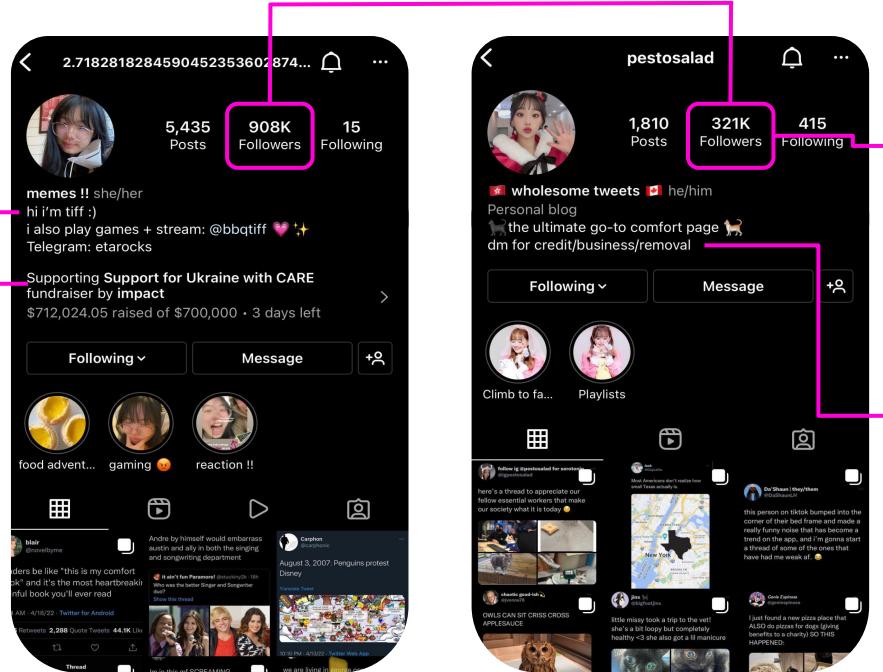
- Post content consistently
- Professional yet relatable
- Interact with other accounts
- Use provided data analytics

External Social Media Pages

Partnering with established pages for increased visibility

Run by similar age demographics

Often use platform for social good



Large, diverse followings

Have experience partnering with brands

BIPOC/LGBTQ+ Influencers

Importance and impact of influencers

Of Non-Binary,
Transgender, Prefer not to
Answer, or Prefer
to self describe:

31.25% responded
always
18.75% responded
often
in trying products
from influencers
they follow



Rise of Influencer Marketing

99.53% of impressions on digital advertising fail to inspire consumers to click and take action



Influencers vs. Celebrities

Influencers use social media to establish personal connections with and gain the trust of their followers



Social Networking Trust

82% of people trust social networks that guide towards the promotion of using of a service



Product vs. Influencer

Interviewee found that the chosen influencer advertising the service to be more important than the product itself

BIPOC/LGBTQ+ Influencers

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Micro-influencers suggestions



@agogdescrier - 645 followers



Non-Binary & Latinx, LGBTQ+ Podcast



Passionate about making a safe space for LGBTQ+

Has a podcast filled with guests of different backgrounds to speak of their queer experiences as well as how to navigate it



@christopheraguirree - 19.9k



UCLA Student, Dancer



Has been partnered with other LGBTQ+ companies such as @bombas for their pride collection

Open to speaking about accepting himself and how he is always there for his followers

BIPOC/LGBTQ+ Influencers

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Micro-influencers suggestions



@zavanah_destiny - 2,183 followers



College Student, Produces relatable LGBTQ+ content on TikTok



Advocate for LGBTQ+ rights

Actively posts about social issues

Open about her sexual orientation and is a role model to many other Xicanos that are LGBTQ+



@staley.alatorrea - 1,454 followers



HS Student, Identifies as Non-Binary, Lesbian, and is Indigenous Mexican



Actively posts about social issues throughout story highlights

Passionate about bringing awareness to LGBTQ+ rights, women's rights, and indigenous rights

BIPOC/LGBTQ+ Influencers

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Major influencers suggestions



@bretmanrock - 18.1M followers



Filipino-American beauty and social influencer based in Honolulu, Hawaii



Rose to fame on Youtube and Vine through makeup tutorials and is a trailblazer as an openly gay, Asian, immigrant celebrity

In October 2021 was the first openly gay man to appear on the cover of Playboy



@ajclementine - 410K followers



Australian social media influencer, Trans Model



Filipino trans model and content creator who shares her transition story to inspire and educate others

Published a memoir, Girl Transcending, about her growth, transition, and transformation

BIPOC/LGBTQ+ Influencers

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Interview results suggestion



@mattxiv - 1M followers



Self-described “queer jew fairy in stiletto nails”



Uses his makeup abilities in order to showcase his talent as well as depict a biting political message, for example, “exposure to heterosexuals never made me straight”

Actively posts and highlights the intersection of politics, identity, and style through his face and body



Physical Strategies

Wellness Centers

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Utilize wellness centers to provide mental health resources & host events

In-Person/Physical

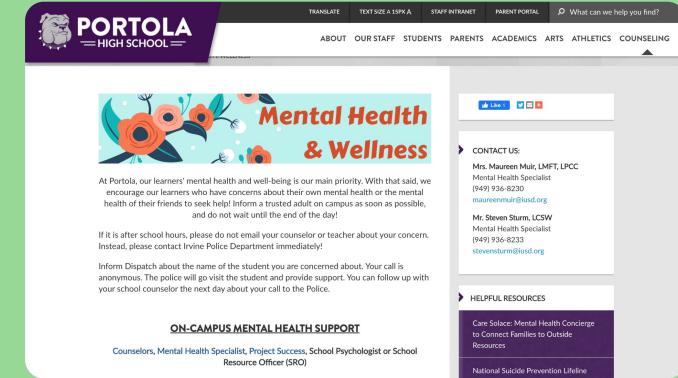
Via Event fairs, Homeroom, Offices



 **23%** of respondents **disagreed** that their school offered adequate support and guidance for the **LGBTQ+ community**

Virtual/Online

School Website, Instagram, Tiktok,
School newsletter, etc.

A screenshot of the Portola High School website. The main page features a banner with flowers and the text "Mental Health & Wellness". Below the banner, there is a section titled "ON-CAMPUS MENTAL HEALTH SUPPORT" listing counselors, mental health specialists, project success, school psychologists, and school resource officers. To the right, there are sections for "CONTACT US" (listing names and contact information for mental health specialists) and "HELPFUL RESOURCES" (listing Care Solace, National Suicide Prevention Lifeline, and other resources). The website has a navigation bar at the top with links for TRANSLATE, TEXT SIZE & ISPN A, STAFF INTRANET, PARENT PORTAL, and a search bar.

 **Instagram** was the most preferred social media platform (**20%**) with **image carousels** and **videos** being the most preferred media format (**31%**)

Campus Ambassadors

Utilize a non-traditional brand ambassador program on school campuses

Traditional Ambassador Program



A Brand Ambassador Program designed to create a relationship



Helps the brand market directly within a **target audience**

Ambassadors typically have specific **goals/metrics**

Want to track if program is **profitable**

imi Ambassador Program

Among nonbinary and transgender individuals surveyed:

61.54% said they interact with **friends** most on social media

33.33% said they would go to **friends** for mental health support



Direct link to community that builds **trust** in the platform



Salary based, not commission based



Quality > Quantity

QR Codes

Print & post QR codes around high-traffic areas to evoke curiosity

Convenience

Can be read on native software by smartphones



Inexpensive

Low-cost and low-risk marketing option

Relevance

Popularity of QR codes has skyrocketed lately

34 million people scanned a QR code in 2020

Versatility

Easy to use on both digital and printed media

L'Oréal x Glamour (2012):

Placed barcodes in NYC taxis for five days- 1 of 3 riders scanned the code and campaign garnered 51 million impressions. App downloads increased by about 80%.

Product Recommendations

Additional Suggestions

Other suggestions to improve user experience



Community Building Program

Opt-in text messaging program that allow youth to send encouraging messages to one another

PRO: More personalized than automatic messaging systems creates community for users of imi

CON: Will require implementation of a system that screens for harmful messages



Increase Website Accessibility

Remove required log in/sign up (keep it optional for users to save/track their progress)

PRO: Would make the platform a more accessible resource and increase the number of users

CON: Might make it harder for Hopelab to track new vs. returning users



Potential App Adaptation

Create an app that allows for user customization and personalized messaging/notifications

PRO: Would allow users to stay signed in and easily access resources encouraging greater usage

CON: Would require maintenance which would require hiring developers and other employees



Stress



Queerness



Stigma



Gender



LGBTQ 101s



Resources



Saved



Quick Exit

Q&A



Stress



Queerness



Stigma



Gender



LGBTQ 101s



Resources



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Quick Exit

Thank you!

Appendix

Slide 13: BIPOC/LGBTQ+ Influencers

- [The Importance Of Influencer Marketing In The 'New Normal' Digital Sphere](#)

Slide 21: QR Codes

- [QR Code Marketing](#)
- [L'Oréal x Glamour Barcode Case](#)

Our Team's Research

- [Project imi Google folder](#)
- [\[PBL\]\[imi\] Industry Landscape](#)
- [\[PBL\]\[imi\] Competitor Research](#)
- [\[PBL\]\[imi\] Consumer Research](#)

Appendix

	LGBT (Total)	LGB (Total)	LGB (Cisgender)	LGB (Trans)
US	1,994,000*	1,924,000	1,844,000	80,000
California	244,000	234,000	222,000	11,900
Texas	195,000	188,000	181,000	7,400
Florida	114,000	110,000	105,000	4,900
New York	113,000	108,000	103,000	5,200
Illinois	80,000	77,000	74,000	3,100
Pennsylvania	74,000	71,000	69,000	2,800
Ohio	72,000	70,000	66,000	3,200
Georgia	69,000	67,000	64,000	2,700
North Carolina	63,000	61,000	58,000	2,500
Michigan	61,000	59,000	57,000	2,100

Source: [LGBT YOUTH POPULATION IN THE UNITED STATES](#)

UCLA School of Law Williams Institute

Table 1a. Estimated number of LGBT youth ages 13-17 in the US and by state(LGBT)
Key Takeaway: LGB(Trans) makes up a significantly smaller proportion of LGB across all states

Appendix

	LGBT (Total)	TRANSGENDER (Total)	TRANSGENDER (Straight/Other)	TRANSGENDER (LGB)
US	1,994,000*	450	200	200
California	244,000	22,200	10,300	11,900
Texas	195,000	13,800	6,400	7,400
Florida	114,000	9,050	4,200	4,900
New York	113,000	9,750	4,500	5,200
Illinois	80,000	5,700	2,600	3,100
Pennsylvania	74,000	5,250	2,400	2,800
Ohio	72,000	5,900	2,700	3,200
Georgia	69,000	4,950	2,300	2,700
North Carolina	63,000	9,750	4,500	5,200
Michigan	61,000	3,950	1,800	2,100

Table 1b. Estimated number of LGBT youth ages 13-17 in the US and by state (Transgender)

**This estimate represents 9.5% of the population of youth ages 13-17 in the United States.