
NAMI x DC Comics

an integrated marketing campaign
Shiloh Williamson

NAMI x DC Comics Brief:

Brand:

The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI aims to provide advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives. With resources like support groups, the NAMI HelpLine, and public awareness events and activities, such as the NAMI Walk, NAMI makes sure that no one is alone in their mental health journey.

DC Comics is one of the largest and oldest American comic book companies. The majority of its publications take place within the fictional DC Universe and feature numerous culturally iconic characters such as Superman, Wonder Woman and Batman. For this collaboration, we will focus on the Batman properties and subsequent rogue galleries; as someone who is an avid comic book fan, I felt personally drawn to the relatability and groundedness of the Batman universe, especially given the metaphoric nature of the stories of its characters as they pertain to different mental health issues.

Target Audience:

One of NAMI's main goals is to ensure that people receive mental health help as early as possible. With this collaboration, I intend to create a campaign aimed at middle and high school students, who I feel will be most connected to these characters. The primary focus of this collaboration is to provide some personal comfort to young students who may be struggling with one mental health issue or another and to provide them, their peers and their families with helpful educational information and resources to better their experiences in dealing with these struggles.

Strategy/Benefits:

The design products I have created aim to grab the attention of young students who - intrigued by images of their favourite comic book characters - will learn about mental health topics or resources which NAMI provides. Digital/print posters can be displayed around school hallways or emailed through student databases. Billboards can be placed in school zones in major cities across the country (intended for viewing from a distance: from buses or cars). Yard/lawn signs can be placed on students' campuses where the characters - such as Scarecrow, Mr. Freeze and the Riddler - will draw these students to approach the signs and encourage them to learn more.

The benefit of this collaboration is that through the use of characters and images that appeal to a younger demographic, we will be “meeting them where they are” and creating an avenue through which mental health awareness and access to resources can be spread much more broadly.



nami

National Alliance on Mental Illness



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Batman: Mental Health Comics #4



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We all face mental health challenges...

Major depressive episodes affect
1 in 6 adolescents

3 million students nationwide have
had feelings of suicide

COVID-19 negatively effects
1 in 5 young students' mental health

www.nami.org

Let's take
show on the road.

15 min

Loop

5 Kimball

Intersection



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PE
1003 386

Hot
Foots



THE SCARECROW



Name: Dr. Jonathan Crane

First Appeared: World's Finest Comics #3

Abilities: Genius-level intelligence, arsenal of fear toxins which he uses on his enemies

Origin: Dr. Crane's childhood years can be characterized by the mental and physical abuse he suffered at the hands of his parents. A combination of this abuse, an isolated lifestyle and the use of substances caused Crane to consistently hallucinate images of the scarecrow mantle his fear would drive him to take up later in life.

Attributed Illness: Schizophrenia

What is Schizophrenia? A disorder which interferes with a person's ability to think clearly, manage emotions, make decisions and relate to others.

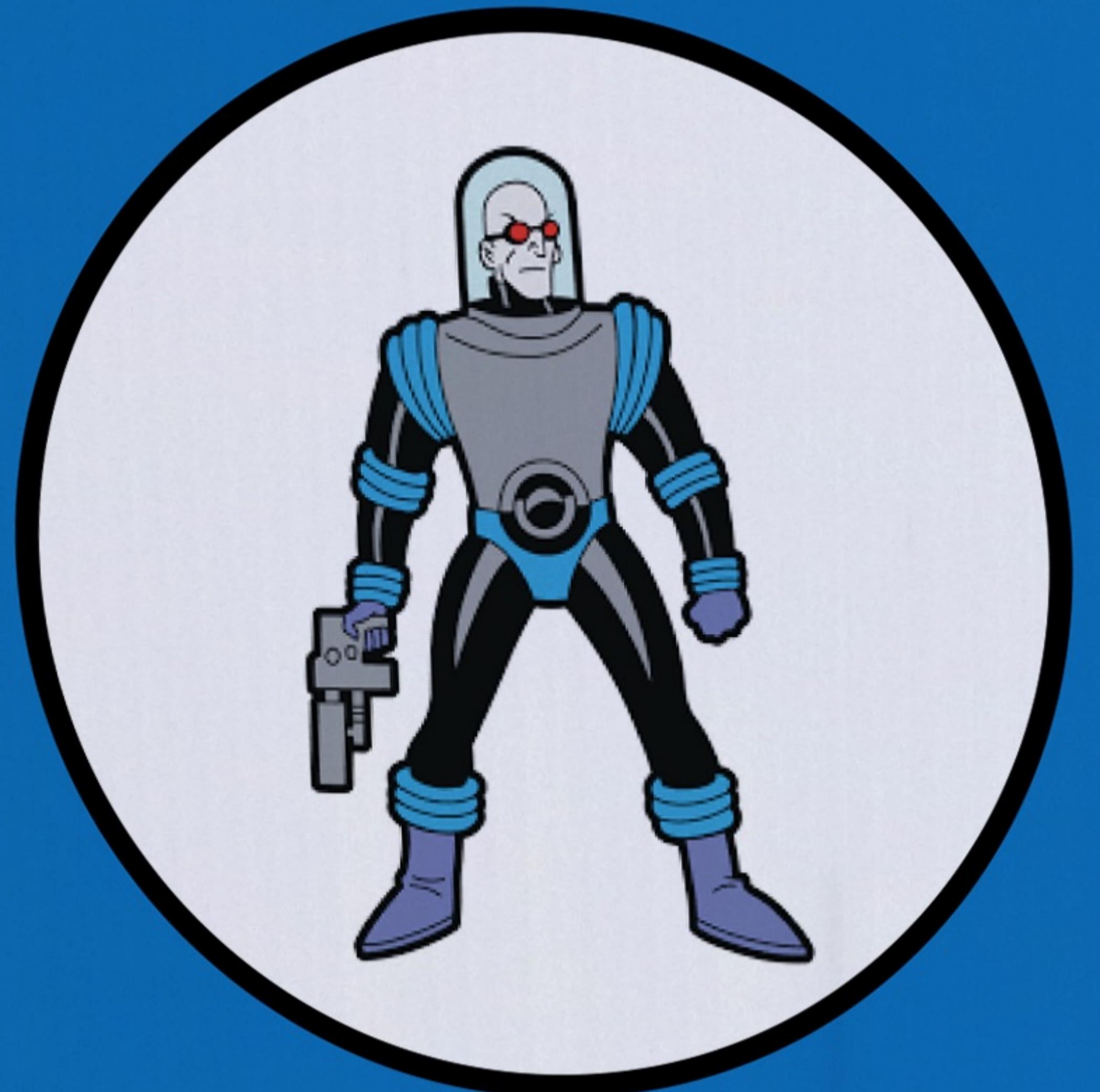
Symptoms Include: Hallucinations, Delusions and Cognitive issues/Disorganized thinking

There is no cure but schizophrenia can be treated via antipsychotic medications and psychotherapy. For more info, please visit: www.nami.org



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MR. FREEZE



Name: Victor Fries

First Appeared: Detective Comics #373

Abilities: Enhanced strength and durability,
arsenal of cryogenic weaponry and armoury

Origin: Victor Fries donned his cryogenic suit after the lab accident which mutated his body and prevented him from being able to survive in temperatures higher than sub-zero. His motivation to gain power in Gotham is rooted in efforts to save his wife from a degenerative disease. After several failed attempts to save his wife, grief consumes Fries until Batman intervenes.

Attributed Illness: Depression/Prolonged Grief Disorder (PGD)

If you or someone you know need help, contact the NAMI Helpline:

Mon. - Fri. from 10a.m. - 10p.m. ET

Call: 1-800-950-NAMI Text: 62640

Email: helpline@nami.org Chat: nami.org/help



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RIDDLE



Name: Edward Nygma

First Appeared: Detective Comics #140

Abilities: Skilled inventor, engineer and escape artist, utilizes complex riddles, puzzles and contraptions

Origin: Edward Nygma, alias the Riddler, has an obsessive compulsion to incorporate riddles, puzzles, and contraptions in his schemes. Riddler's activity in Gotham is often described as theatrical and to this day he is one of the characters that fans like most.

Attributed Illness: Obsessive Compulsion Disorder (OCD)

OCD is characterized by repetitive, unwanted, obsessions and irrational excessive urges to do certain actions. People with OCD may know that their thoughts and behavior don't make sense, but are often unable to stop them.

If you, your parent or a sibling, have obsessive-compulsive disorder, there's around a 25% chance that another immediate family member will have it.

For more information, visit: www.nami.org



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