



Campaign Plan, Budget & Timeline

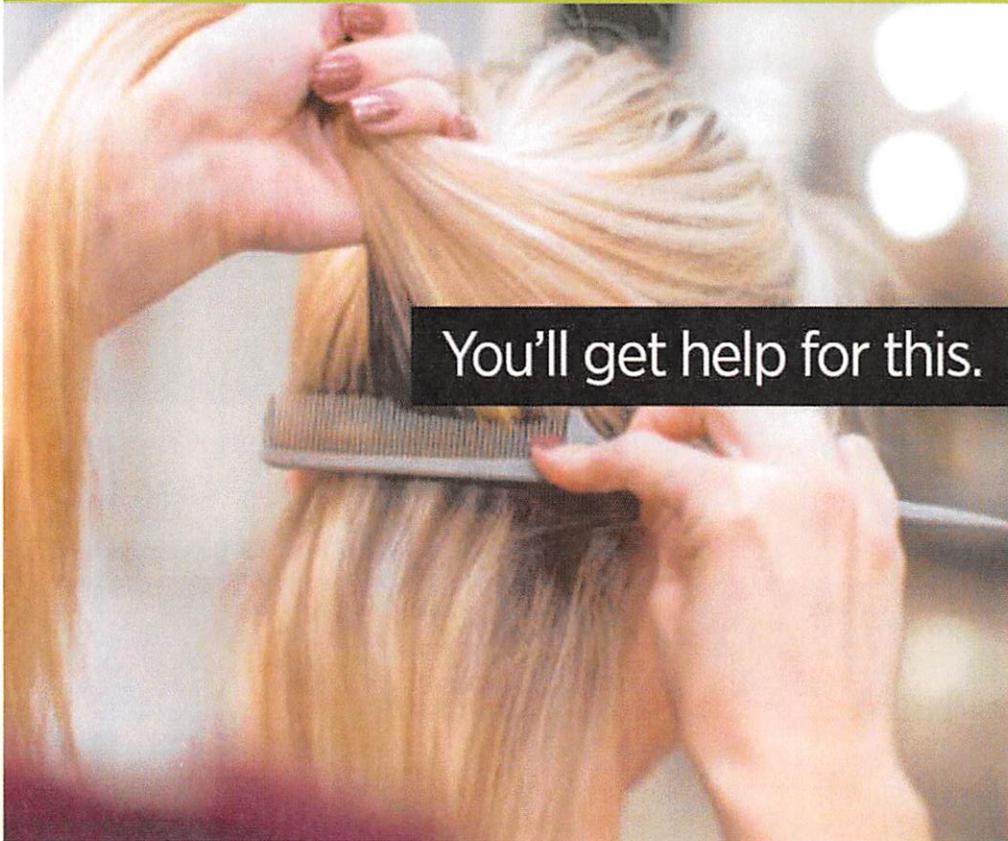
Millions of people are affected by mental illness each year, but most don't seek treatment.

It's time to change the narrative and **end the stigma of mental illness.**

Mural Campaign - “handprints” help create the mural and encourage physical and social media engagement.

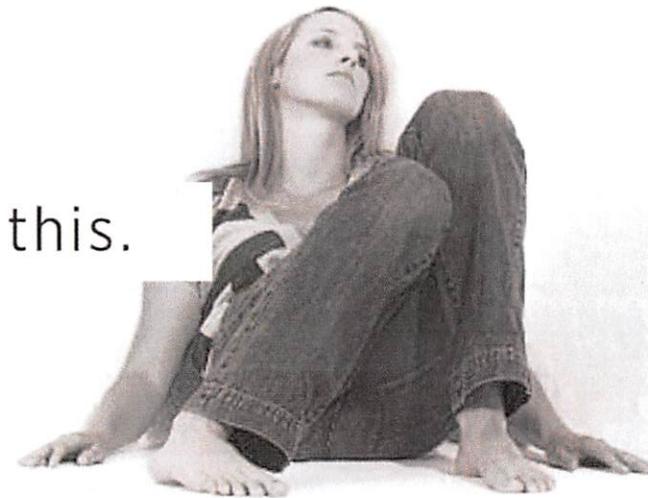


Media Campaign - We'll draw comparisons and highlight that we all have problems and that getting help doesn't make you crazy. It makes you human.



You'll get help for this.

But not for this.



It's OK. You can **change** your mind.

Goals

There is no shortage of **remarkable ideas**, what's missing is the will to execute them.

-Seth Godin

END THE STIGMA OF MENTAL ILLNESS - in Jacksonville Florida, and use it as a model for a nationwide initiative.

CREATE AWARENESS - for a problem that is only getting worse during the Covid 19 pandemic.

MAKE A LASTING IMPRESSION - and leave a mark on the hearts and minds of the people so they can amplify our voice and create change.

INCREASE DONATIONS - and showcase the need for continued work on ending the stigma of mental illness, and to continue and extend the campaign.

GENERATE RECOGNITION - for the city of Jacksonville and their efforts toward creating a better and healthier environment for Northern Florida.



The Audience

GENDER: Primarily Female. Women control 80% of all healthcare decisions.

AGE: 30 - 45+

SALARY: Expendable Income. 70% Work outside the home.

INTERESTS: Nutrition, Exercise, Family, Health, Social Media, Fashion, Shopping, Home Decor, Casual Dining

WHAT THEY CARE ABOUT:

The audience cares about health, and the health of their family. They pay attention to nutrition and exercise, and want the best value for their money.

Media Plan

To be effective in today's fractured marketing landscape, it's important to be present in as many places your demographic are.

MURAL - Design and execute a series of murals throughout the North Florida region that will create a physical and lasting impression.

VISUAL MEDIA - Advertise on mainstream media TV and YouTube to create the repetition of the campaign necessary for memorability and success.

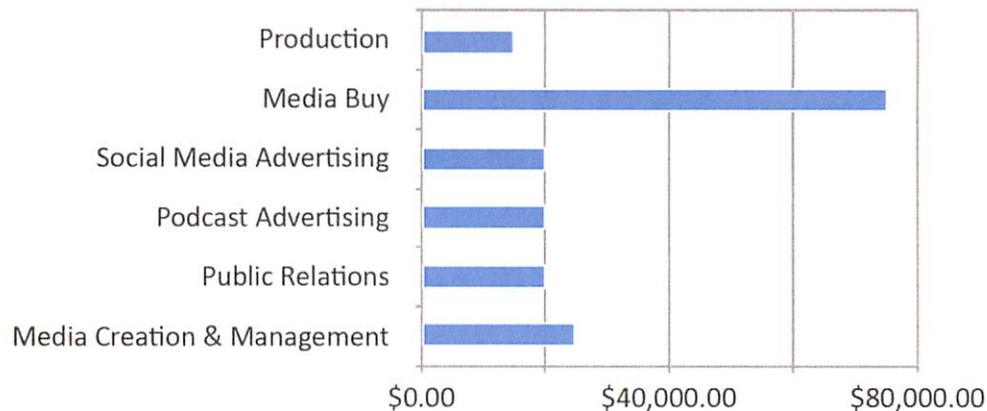
SOCIAL MEDIA - Constant and consistent social media advertising and organic posts.

PODCASTS - 37% of all Americans are podcast listeners. It's one of the largest growing ad sectors.

PR - Earned media base on the mural, media outreach and medical community input will be invaluable for long lasting website backlinks, and overall exposure.

Budget & Timeline

ESTIMATED BUDGET ALLOCATION



*The budget is an estimate based on and expected allocations.
Final budget numbers may vary based on AB testing and results.*

TIMELINE

FEBRUARY - Pre-production and Production of all Media Assets along with Mural creation

MARCH - Launch of all Media Campaigns and PR

APRIL - Mural creation + continuation and adjustment of media buys based on metrics, and organic social media creation

MAY - Shift to event marketing in mental health awareness month and use additional money raised to increase media spend and exposure

KPIs & Metrics

“If you can’t measure it, you can’t improve it”

-Peter Drucker

One of the hallmarks of any successful campaign is the numbers that definitively show that you made a difference. We will do so in the following way:



Google Analytics



YouTube Views

PR

Backlinks & Statistics



PodcastShow Metrics & Conversions



Social Media Views & Conversions



Donations and Website Activity