



**JAX**

# The Mural

The mural has been a big success. It has garnered a tremendous amount of media coverage and daily scans and visits. More murals are being planned as we continue to raise issue of mental health awareness, and the stigma associated with it.



This prominent billboard is viewed by the average Jumbo Shrimp attendance of 3,198 people per game, and over 40 people have scanned the QR code.

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# Social

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## On Sale Now

We want to get the message out everywhere we can. This t-shirt campaign is just one many ways we will do that



## Facebook Ad testing

On a small budget we reached more **5,000 views with over 300 direct interactions** and shares. This gave us valuable testing data for the main media buy.

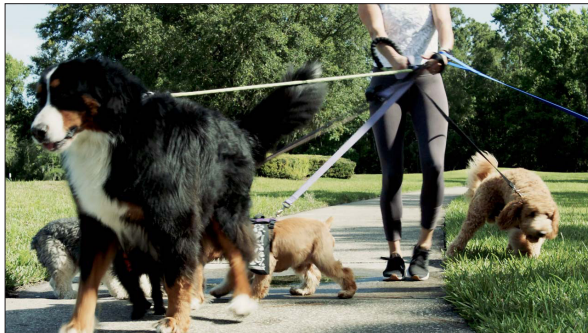


## “THINGS YOU SHOULDN'T DO ALONE” CAMPAIGN

Erasing the stigma of mental illness isn't as simple as saying “hey stop that!” It takes time, and meanwhile people suffer needlessly. So our video campaign starts by entertaining at the beginning of the commercial to grab the viewers' attention, and educates and informs in the second half. The concept is that we contrast things you shouldn't do alone, like try to play tennis or give yourself a haircut, with other things you shouldn't do alone, like suffer with depression, or anxiety.

Then we instruct them to text LIFE to 741741 if they are in a state of mental crisis, and for all others to visit [hearts4minds.org/JAX](https://hearts4minds.org/JAX) to get more information. We do this while also instructing that they shouldn't let anyone, or any label, stop them from getting help.

These commercials are airing on dozens stations in the Jacksonville market.



<https://youtu.be/Q4IERzpgEMg>

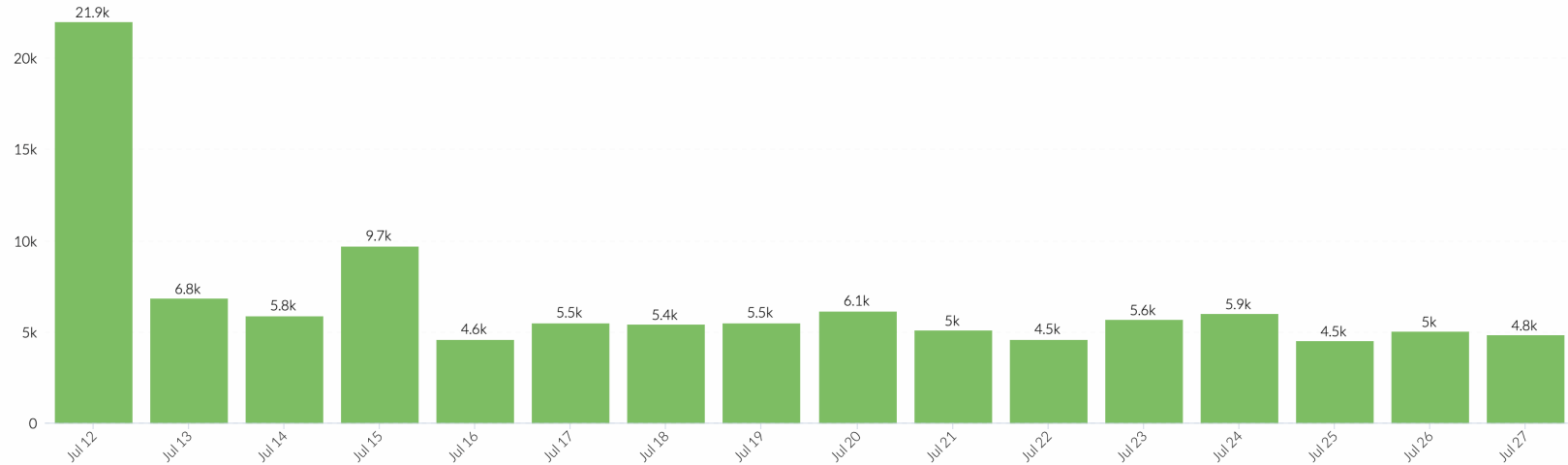


[https://youtu.be/wn\\_hg5hiQQA](https://youtu.be/wn_hg5hiQQA)



<https://youtu.be/3eUgLA0vT-k>

# MEDIA BUY IMPRESSION PERFORMANCE



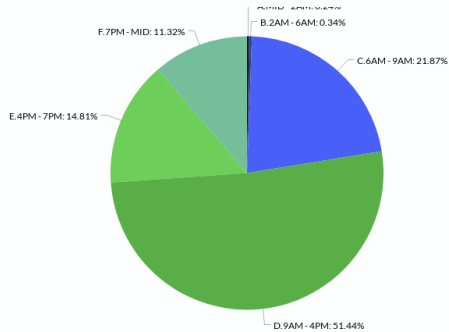
105,458  
Q1 - 25%

104,820  
Q2 - 50%

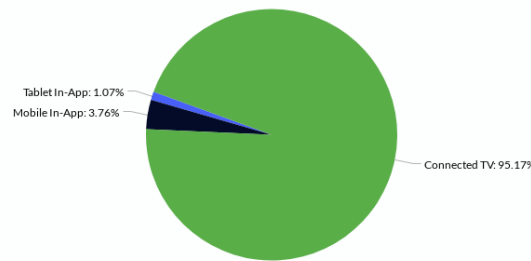
104,178  
Q3 - 75%

103,362  
COMPLETE

**TIMES SHOWN PER DAY**



**VIEWS PER DEVICE**



**FREQUENCY**

1.64%

'Frequency' represents the number of times a unique household sees your ad over the period

July Television Media Spend - \$4250

# PERFORMANCE BY PROVIDER

Publisher Name	Delivered Impressions	VCR	Hours Watched	Q1 - 25%	Q2 - 50%	Q3 - 75%	Complete
Crackle	6,218	97.38%	50	6,172	6,145	6,113	6,055
Samsung TV Plus	5,924	97.81%	48	5,890	5,857	5,830	5,794
Discovery ID	5,094	96.96%	41	5,053	5,022	4,984	4,939
Pluto	5,030	98.51%	41	5,008	4,994	4,974	4,955
FOX News	4,963	92.44%	38	4,774	4,698	4,633	4,588
Xumo	4,461	97.71%	36	4,432	4,408	4,388	4,359
HGTV	4,195	97.16%	34	4,159	4,134	4,111	4,076
Cooking Channel	2,847	97.37%	23	2,828	2,812	2,794	2,772
FOX Sports	2,758	98.19%	23	2,748	2,735	2,719	2,708
CBS News	2,728	96.44%	22	2,704	2,688	2,667	2,631
Bravo	2,489	97.39%	20	2,465	2,453	2,440	2,424
Nat Geo TV	2,482	97.34%	20	2,463	2,450	2,434	2,416
Food Network	2,450	97.39%	20	2,434	2,421	2,402	2,386
Hallmark Channel	2,424	97.15%	20	2,405	2,389	2,378	2,355
AMC	2,283	98.42%	19	2,267	2,259	2,255	2,247
truTV	2,134	96.77%	17	2,112	2,098	2,086	2,065
TNT	2,111	96.83%	17	2,084	2,068	2,061	2,044
OWN tv	2,008	98.11%	16	2,000	1,993	1,984	1,970
Discovery	1,932	97.77%	16	1,915	1,908	1,899	1,889
NFL	1,904	98.37%	16	1,896	1,891	1,882	1,873

# PERFORMANCE BY PROVIDER

Publisher Name	Delivered Impressions	VCR	Hours Watched	Q1 - 25%	Q2 - 50%	Q3 - 75%	Complete
WatchFreeFlix	1,891	98.10%	15	1,878	1,870	1,862	1,855
FOX Business	1,869	96.95%	15	1,850	1,844	1,830	1,812
Discovery TLC	1,838	96.74%	15	1,823	1,806	1,795	1,778
FilmRise	1,753	97.38%	14	1,742	1,731	1,719	1,707
NBC	1,730	97.28%	14	1,716	1,712	1,702	1,683
NBC Sports	1,702	98.41%	14	1,693	1,685	1,680	1,675
Science Channel	1,687	97.39%	14	1,671	1,664	1,652	1,643
MSNBC	1,673	96.83%	14	1,658	1,654	1,642	1,620
The CW	1,600	84.56%	11	1,460	1,395	1,369	1,353
DIY Network	1,556	96.02%	12	1,538	1,524	1,507	1,494
FOX	1,376	97.97%	11	1,368	1,361	1,357	1,348
We TV	1,369	98.47%	11	1,366	1,362	1,359	1,348
Philo	1,305	97.55%	11	1,295	1,289	1,286	1,273
Discovery AHC	1,255	95.78%	10	1,239	1,227	1,219	1,202
VICE	1,154	98.79%	10	1,148	1,144	1,144	1,140
Newsy	1,006	96.82%	8	997	997	989	974
Cheddar	987	98.89%	8	984	981	978	976
Crunchyroll	964	96.89%	8	958	952	944	934
Discovery Velocity	917	96.73%	7	905	898	895	887
The CW Seed	809	95.67%	6	806	800	786	774

# PERFORMANCE BY PROVIDER

Publisher Name	Delivered Impressions	VCR	Hours Watched	Q1 - 25%	Q2 - 50%	Q3 - 75%	Complete
Fawsome tv	777	98.20%	6	772	769	766	763
Bloomberg	765	96.34%	6	758	749	744	737
Spike	711	98.03%	6	706	705	701	697
Comedy Central	676	96.75%	5	670	667	661	654
FX	669	97.91%	5	663	663	660	655
YUYU tv	597	96.65%	5	590	586	582	577
Discovery Destination America	561	95.72%	4	556	550	541	537
Travel Channel	548	96.72%	4	541	539	536	530
VH1	517	96.13%	4	512	508	504	497
People TV	507	97.44%	4	505	502	499	494
Syfy	475	98.53%	4	472	472	471	468
Discovery Life	406	98.77%	3	404	404	401	401
MTV	377	98.14%	3	374	374	372	370
Tastemade	360	98.61%	3	358	358	357	355
NewsON	345	98.84%	3	345	345	342	341
LOGO	338	98.82%	3	335	335	334	334
Popcornflix	312	96.15%	3	309	309	303	300
VRV	282	98.23%	2	281	281	279	277
NHL	263	98.48%	2	263	263	260	259
TLC	263	98.48%	2	262	262	262	259



# PERFORMANCE BY PROVIDER

Publisher Name	Delivered Impressions	VCR	Hours Watched	Q1 - 25%	Q2 - 50%	Q3 - 75%	Complete
The Weather Channel	239	97.49%	2	238	237	237	233
Outside TV	232	98.28%	2	231	231	229	228
PGA Tour	195	97.44%	2	195	194	192	190
Motor Trend	176	97.73%	1	175	174	173	172
BET	172	93.02%	1	170	166	164	160
DIRECTV	146	95.89%	1	144	144	142	140
NBC News	125	96.00%	1	122	122	122	120
Funimation	107	99.07%	1	107	107	106	106
Hotstar	97	97.94%	1	96	96	95	95
yuppTV	88	98.86%	1	88	87	87	87
ABC News	74	97.30%	1	73	73	73	72
The Weather Network	72	94.44%	1	72	71	69	68
Viki TV	50	100.00%	0	50	50	50	50
CBS Sports	39	87.18%	0	35	35	35	34
CNN	36	91.67%	0	35	33	33	33
CNBC	25	96.00%	0	24	24	24	24
Docurama	17	100.00%	0	17	17	17	17
Paramount Network	3	100.00%	0	3	3	3	3
beIN SPORTS	2	100.00%	0	2	2	2	2
Stadium	1	100.00%	0	1	1	1	1