



# Mental Engine Check

Media Solution

Youth Mental  
Health Canada



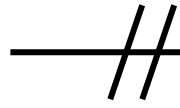
# Audience



## Canadian parents and caregivers (25+)

- Care about the well being of youth
- Make decisions in the household
- Spend a lot of time with children
- 86% of them have an automobile insurance

# The problem

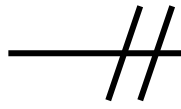


Our audience does not have a tendency to speak up and take action for youth mental health. They do it when they face a critical situation, but prevention is not an automatic habit.

Youth mental health is a complex and abstract topic for many adults.



# The insights



We take care of our car as if it's our own child.

We purchase insurance, make sure that the vehicle stays in good shape and even bring it to specialists to take care of it.

Basically, we prevent!

Imagine if we did the same  
for youth mental health?





# // The solution

## A custom warning light

It's easy to notice when something is wrong with a car, an icon flashes on the dashboard.

Let's make youth mental health checkups as recognisable!

**93%** of communication consists of cues such as symbols.



# The big idea



Owning a car comes with acquired prevention instincts for almost everyone. Youth mental health doesn't.

Let's use the car analogy to discuss and develop reflexes for youth mental health.



# // The reminder

- Creation of a car freshener package
- Always present in the car
- Conversation starter
- Partnership with garages for distribution

Tips for starting a conversation about mental health with children on the back

Encourage action and develop a reflex when changing the freshener



# // The stunt

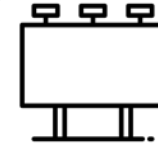
## Bringing the analogy to life

Create emotion with interactive stunts that will take place throughout the country in order to illustrate different mental health profiles.





# Other media



Create impact with big format billboards on highways



Contextual display in car content environments



Video production of the stunt published throughout all of our social platforms.

# Results

## Stunt & social

100k \$

Media investment

10M+

Impressions

## Car freshener

0k \$

Media investment

6M+

Impressions

## Out of home

100k \$

Media investment

17M+

Impressions

## Digital

50k \$

Media investment

12M+

Impressions



# Summary



## Audience



Canadian parents and caregivers (25+)

## Insight



The audience knows more about taking care of their car than they do about taking care of youth mental health.

## Big idea



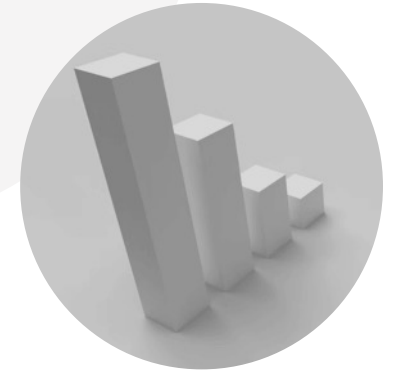
Use the car analogy to talk and develop reflexes for youth mental health.

## Solution



Make youth mental health checkups a recognisable symbol.

## Results



45M+ impressions, improved involvement in youth mental health, and a nationwide positive impact.