

Removing the disconnect



**YOUNG LIONS
COMPETITIONS**



OUR TARGET AUDIENCE.



Parents

“65% of youth rated their mental health less positively than their parents did.”

Support System



Youth & Kids

*“Most people living with a mental illness see their symptoms begin before **age 18.**”*

OUR AUDIENCE INSIGHTS.

1

Youth are unlikely to initiate conversation with their parents about their mental health. However, based on research, open conversations with family lead to ***substantially improved mental health outcomes.***

2

Parents play a critical role in influencing their child's development. Research shows that the ***greatest impact occurs around age 12.***

OUR BIG IDEA.

Bridging the gap

Decreasing the disconnect between parents and children by creating a comfortable environment to have open discussions with youth.





Using *key moments*
to connect with youth

50% of families
play board games

Creating a *stress-free* environment

33% of families with kids 6-17 frequently use meal prep





Small talk *can* be big too.

{The And}, a card game that provides thought-provoking questions surrounding **mental health** to bridge the gap between parents & youth.

HelloFresh will distribute both the game and the prepped dinner package ordered to homes.

By partnering with *{The And}* and *HelloFresh*, families will be provided with a stress-free meal prepped dinner and an after dinner game.

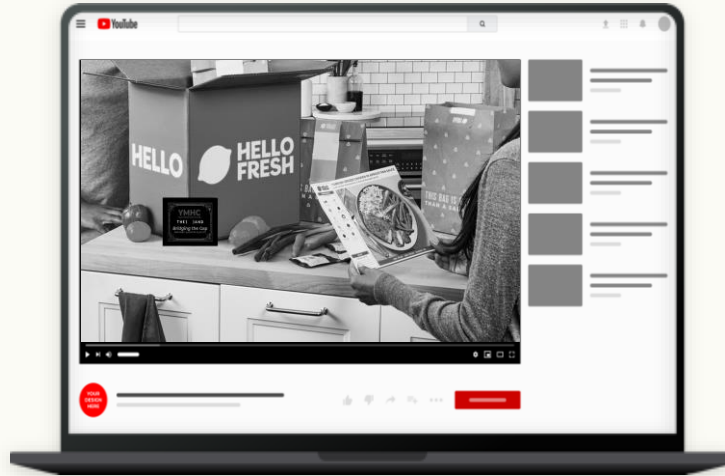


OUR MEDIA PLAN.



\$50K

75% of parents use Facebook/Instagram as a platform



\$50K

86% of parents watch online video



\$100K

31% of families go to the Cinema



\$50K

Support the design and creation of board games & HelloFresh material

OUR EFFECTIVENESS.

By bridging the gap, we have created more open conversation.

The media plan aims to decrease the disconnect between parents and youth through critical touch points. We would measure the success of this campaign against overall engagement we obtained to YMHC's owned channels that would trickle down into brand advocates, donations, or webinar signups.

10M

PAID IMPRESSIONS

10,000

YMHC SOCIAL
& SITE ENGAGEMENT

2,000

BRAND ADVOCATES
DONATIONS, WEBINAR
SIGNUPS



OUR SUMMARY.

1. TARGET AUDIENCE:



2. TARGET INSIGHTS:

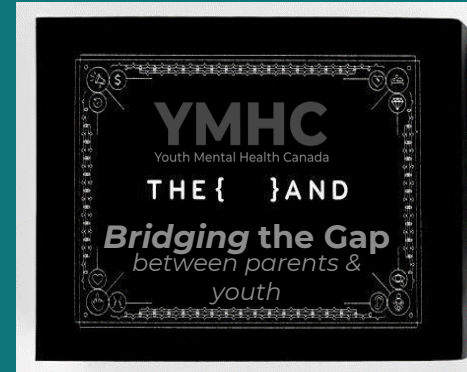
- Open conversation with family leads to **substantially improved mental health outcomes.**
- **Greatest impact occurs around age 12.**

3. STRATEGY:

Bridging the gap

Creating a comfortable environment to have open discussions with youth.

4. SOLUTION:



Small talk can be big too.

5. MEDIA PLAN:



\$50K



\$50K



\$100K



\$50K

6. RESULTS:

10M

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