

GATORADE "BE LIKE _____"

YMHC
Youth Mental Health Canada



INSIGHT

The adults in the lives of youth can be their biggest source of inspiration, but they are unaware of the impact they can have

IDEA

Gatorade will empower young Canadian adults to break the stigma around discussing mental health to set an example for the next generation

- 1 CAPTURE** attention on pack by celebrating athletes that have shown you can overcome mental health issues while still performing at the top of your game
- 2 INSPIRE** young adults to **#BeLike** their favourite athletes and be outspoken about the mental health issues they are facing
- 3 EMPOWER** young adults to break the stigma around mental health by using **#BeLike___** to drive awareness for YMHC services and resources



Idea

Be Like ____

Business Objective

- **Marketing Objective:** inspire young adults to be role models for the next generation by sharing their stories of mental health struggles to break the stigma of talking about these issues
- **Cause Objective:** raise awareness of the available YMHC's resources and advocate for support and funding
- **Business Objective:** Improve Gatorade brand equity metric "is a brand for someone like me" +3pts

Role of Communications

Communication for Gatorade "Be Like ____" should disrupt the convention that the onus for seeking treatment for mental health issues lives solely with those that are suffering. By showcasing the mental struggles that the best athletes in the world face, Gatorade will inspire young adults to **Be Like** their favourite athletes and talk about their own mental health struggles to empower youth with mental health issues to speak up about their problems as well.

The key message is "you can be a positive role model for good mental health for the youth in your life". By empowering young adults to talk about their mental health issues, they will inspire the youth in their lives to do the same.

Target

Young adults (18-35 YO) who have a youth in their life (sibling, niece/nephew, cousin, family friend)

Amy is 28 years old and doesn't have any children, but she is close to her young cousins Jill (11) and Kyle (15) who she likes to spend time with. Amy enjoys doing activities with her cousins, and even takes them to catch the local basketball game occasionally. Amy likes to be viewed as the "cool" older cousin by Jill and Kyle, and unbeknownst to her, Jill and Kyle view her as a positive role model in their life.

Amy sometimes notices that her cousins aren't always in the best mood and complain about stressors in their lives that causes them to feel anxiety. Jill and Kyle don't always mention these things to their parents because they feel like they might disappoint their parents' expectations or be ignored altogether.

Amy wants her cousins to live positive and healthy lives but thinks she might be overstepping if she talks about these issues and doesn't feel equipped to broach these sensitive topics.

Insight

Human Truth	Category Truth
Ordinary people don't believe they can be a source of inspiration for the next generation	While 1.2M youth in Canada will struggle with mental health, only 20% will receive the appropriate treatment because they don't reach out for help
Insight	
The adults in the lives of youth can be their biggest source of inspiration, but they are unaware of the impact they can have	
Brand Truth	
Gatorade is committed to fueling the most inspirational athletes in the world	

Benefit

Young adults can be powerful role models for the youth in their lives by empowering them to reach out for help with mental health issues, when they share their own experiences first.

Reasons Why

- Youth will be more accepting of the importance of speaking about mental health when they are inspired by their role models: both athletes and the adults in their lives
- Gatorade has both the reach and credibility with this target to inspire them to act, evolving the iconic "Be Like Mike" campaign to redefine greatness for athletes today
- Gatorade is dedicated to fueling athletes on and off the field, and mental health is a big part of being ready to compete

Brand Character

This idea should seamlessly blend Gatorade and YMHC's values of positivity and determination to create a campaign that views mental health as a point of strength, versus a point of weakness.

Deliverables

- Packaging Design
- PR and Athlete Talent Strategy
- Gyms & Sports Arenas XM
- TVC & OLV Strategy

Timing: Mental Health Awareness Month (May)

Budget: \$4M

Mandatory: Include YMHC logo and website (ymhc.ngo) as well as #BeLike___ in all assets