

ADMENTAL

Creative Brief

Client: AdMental 2020
Date: 30 October 2019

Task: Create an online film of 30-120 seconds.

Purpose: To create a social movement among young people, building awareness of what mental health is and how important a positive approach to mental health is.

Background: The 2020 AdMental campaign theme is Mental Health – a Universal Phenomenon. AdMental aims to start conversations about how we look after our mental health and to highlight it in a similar way to physical health.

Social media benefits young adults by enabling them to create and build social connections. Social media sites and apps allow young people to make new friends, exchange ideas and pictures, develop new interests and experiment with new forms of self-expression.

Because technology is such an important part of young adult's lives, we want to explore how it can be used for the greater good of mental wellbeing. The aim of this year's campaign is to capitalise on the use of technology to build awareness, create a buzz, a viral phenomenon on the importance of mental health and wellbeing.

We want to change the way young people view mental health, away from diagnosis and medical terms, towards an understanding that mental health and wellbeing is just as important as our physical health.

Business objectives: To change the way 18-24 year olds discuss mental health.

Marketing objectives: Use social media to raise awareness about the importance of looking after our mental health.

Measurement of success: Social media activity – views, shares & likes

Competitive landscape: Currently the conversation around mental health is dominated by mental illness.

Target audience: 18-24 year olds

Current behaviour: Young people are aware of the benefits of a digital world and use it to engage in the simplest of functions. From how they train their dog to finding relationships to getting home.

Technology is functional but can also be a burden through social media, it can be a love hate relationship, but that is not what we want to lecture them on.

Desired response: Mobile phones are a critical part of generation Z's life. Technology allows their world to function, whether it be banking or social media, it's all online. Gen Z are aware that technology can sometimes negatively impact their mental health, so the desired response is to use their greatest communication tool to understand and establish the importance of good mental health and wellbeing.

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Key message: Mental health is just as important as your physical health.

Tone and manner: Positive, uplifting, and relevant to a younger audience. Inspire a *sharable* moment.

Proposed media: An online film between 30 seconds – 2 minutes that can be shared by young people. The film will also be shared by partner organisations on websites, social media and in press releases.

Timings:

Wednesday 30 October 2019 Callout for interested teams:

8am Monday 2 December Final submissions due from creatives

Thursday 5 December Selection period

Friday 6 December Alert winners & provide feedback

Monday 9 December Send MOUs & budget template

Thursday 12 December MOUs and budgets due back.

Monday 16 December DDF forward funds

Christmas 2019 Production commences

Wednesday 11 March 2020 Delivery of final video

Budget: \$1,000