



World Jenny's Day
10 October 2021

PR Strategy

JUNE 2021

DANELLS AND BEWLEY CONSULTANTS



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This PR Strategy aims to:

- Build momentum into the launch of the World Jenny's Day campaign on 10 Oct 2021 & its associated events
- Ensure the World Jenny's Day key messages are communicated in a clear and effective way
- Deliver key messages through a range of media and sources about World Jenny's Day and its activities
- Enhance online /digital presence for World Jenny's Day



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The PR Strategy objectives:

- From July to Oct 2021 secure coverage, across a range of media for World Jenny's Day
- Raise awareness of World Jenny's Day primarily in the UK but also in key partner countries
- To drive traffic to the World Jenny's Day website & fundraising pages
- Drive traffic to event sign ups
- Reach parents and young people in crisis
- Raise awareness of the discussion forums
- Create a wider understanding of the issues of mental health through the arts



Strategy / Tactics Outline

Our approach will be to use the Media Matchmaker platform to create a compelling content with a mixture of case studies, testimonials, and information for journalists. The platform will be used to connect with journalists with the regular distribution of press releases.

In addition to the Media Matchmaker platforms, we will also identify and target key media to distribute to and secure coverage for the pre-launch events, as well as the main launch, including online platforms, news outlets and podcasts.

We will be presenting strong relevant case studies, telling of people's real-lived experiences and illustrating how World Jenny's Day is so much more than just giving hope. The strategy will use the hook of the creative arts events to explain to the audience how empowering the platform is in supporting carers of the depressed, as well as those who are feeling misunderstood or disconnected. In addition to referencing the UN SG we will also be using content/materials from the WHO World Mental Health Day campaign (10 Oct).

A calendar of events, including fundraisers, online discussions and creative arts activities will give a range of different opportunities to engage with media outlets to raise awareness of World Jenny's Day in the months before the campaign day in October.

By partnering with influencers / ambassadors we will tap into their networks to drive awareness of World Jenny's Day and its aims. Briefing sheets, logos and imagery will be shared with influencers / ambassadors to maximise their understanding and sharing of the key messages.



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Target Audience

- Young people from their late teens through to mid 30's
- Parents/guardians/carers of young people in crisis
- Health care professionals with an interest in how the creative arts can support improved mental health

Key messaging



- World Jenny's Day offers an honest, insightful & inspiring look at enhancing Mental Health Wellness
- World Jenny's Day is a 1-day forum with the goal of raising mental health awareness across the world, particularly focussing on teens and young people who are dealing with depression and suicide.
- World Jenny's Day is so much more than just giving hope ... our mission is to showcase the reality of what it is truly like to feel depressed / misunderstood / disconnected and equally reveal empowering insights and solutions to these challenges.
- World Jenny's Day offers an empowering platform to offer insight and understanding for carers of the depressed as well as those who are feeling misunderstood or disconnected by using the powerful medium of the arts - drawing, dance, song, acting and visuals.
- World Jenny's Day is calling for more insight and understanding on mental health conditions. Suicide is claiming the lives of close to 800,000 people every year - 1 person every 40 seconds - and is the second leading cause of death for young people aged 15-29 years and it is likely that these numbers have substantially spiked over the challenges of 2020 and 2021.



World Jenny's Day

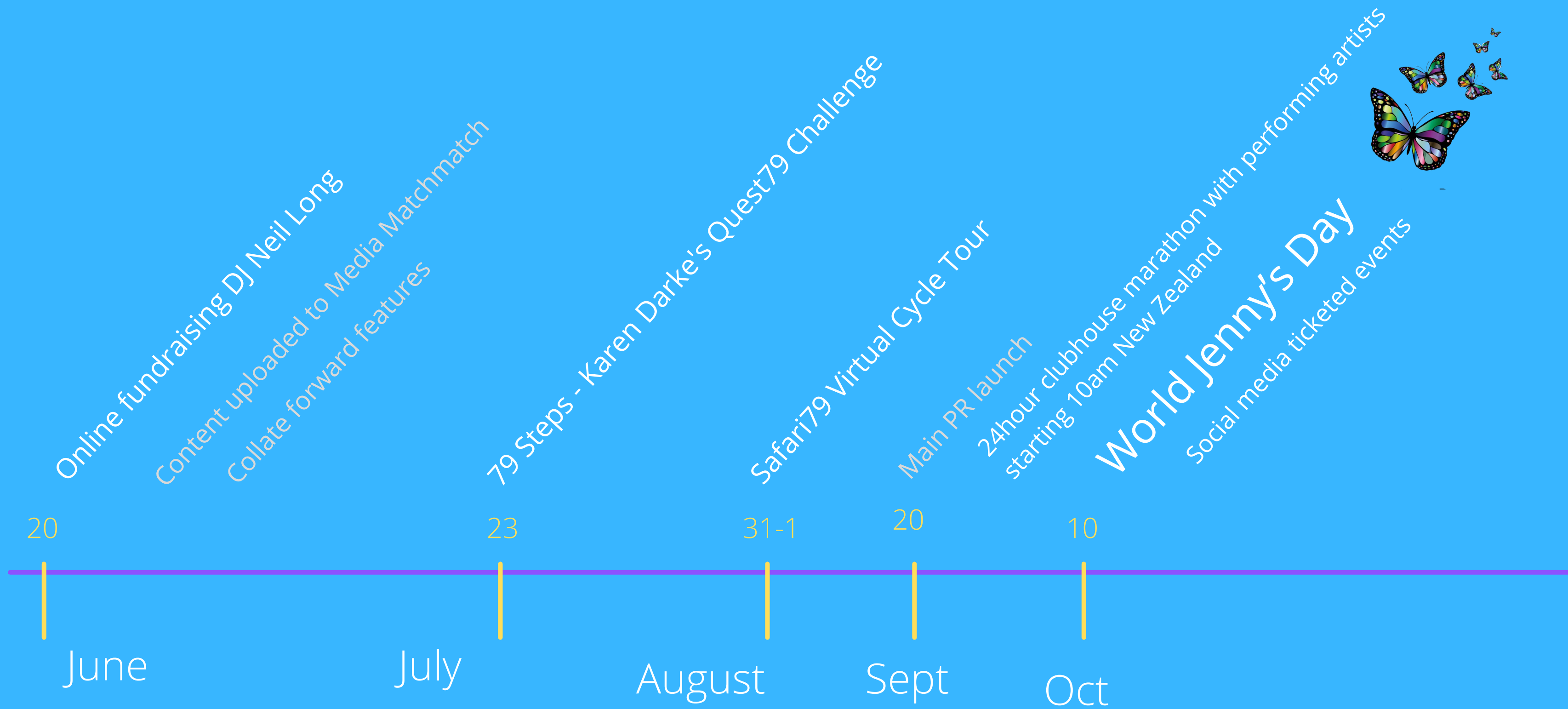
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USPs

- Using animation, dance, song, visuals and discussion forums World Jenny's Day provides a message of hope and suggests accurate solutions through the accounts of those who have powerfully overcome their setbacks.
- It is supported by the UN & is in line with their SDG3 – mental health and wellness
- World Jenny's Day gives people's real-lived experiences to help others gain a wider understanding around mental health
- World Jenny's Day is a global campaign & supports the WHO World Mental Health Day

Timeline





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Any Questions?