

# The Difference

 Advertising Campaign  
[thedifference.co](http://thedifference.co)



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# Meet **The Difference**

Brand Overview

## Hello There

App Background

Merging psychology with technology, The Difference app creates an accessible, affordable, and anonymous way to make mental health a stigma of the past. Simply download the app to get access to a variety of wellness resources on your own time and in your own space, from daily podcasts and positivity tips, to personal therapy sessions with licensed counselors and “daily boost” notifications.

## Normalizing the Conversation

Campaign Objectives

The goal of an advertising campaign for The Difference app will not only promote the benefits users may experience, but also raise awareness for mental health and wellness from a modern perspective. A campaign such as this will show that there are simple ways to stay on top of ones mental well-being, while leaving the doubt, shame, and fear of being stigmatized behind.

## Reaching the Consumers

Target Audience

The target audience for The Difference ads are males and females between the ages of 13 and 30. They are diverse in terms of race, religion and culture, coming from a variety of social and economic standings. These people typically live in an urban or suburban environment where technology like smartphones and tablets are available. They either have a mental health disorder or simply desire a way to track their daily emotions or have a positive support system to help them live each day to the fullest.

## #TapInYou #RealTalk

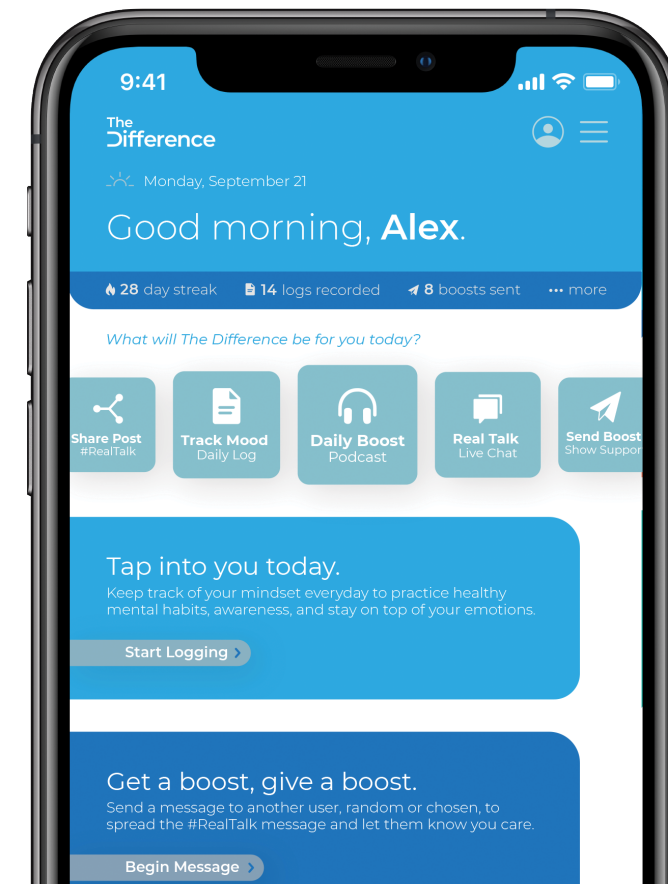
Calls to Action

“The right talk at the right time can make all **The Difference.**”

Mission Statement

## Website URL

thedifference.co





## Behind the **Design**

Visual Inspiration & Brand Language

The Difference is bold, yet comforting, and calm, yet invigorating. It inspires a sense of tranquil clarity alongside messages of hope and acceptance. The design aesthetic has been crafted to reflect these concepts and engage the viewer through various advertising approaches.

### **Color Scheme**

The color scheme featured in this campaign, blues, teals, whites, and greys, has a soothing, serene, and melancholy tone. However, the use of lighter tints and higher saturations adds an energizing, hopeful aspect. The gradient backgrounds often used also encourage a lively, energizing look and feel.

### **Typography**

The type family used throughout this campaign, Montserrat, was selected from the original app itself. Although it is a sans-serif font, the slightly exaggerated roundness of letterforms creates a playful, less serious feel. Such a typeface helps depict The Difference as an approachable and inviting brand toward potential users.

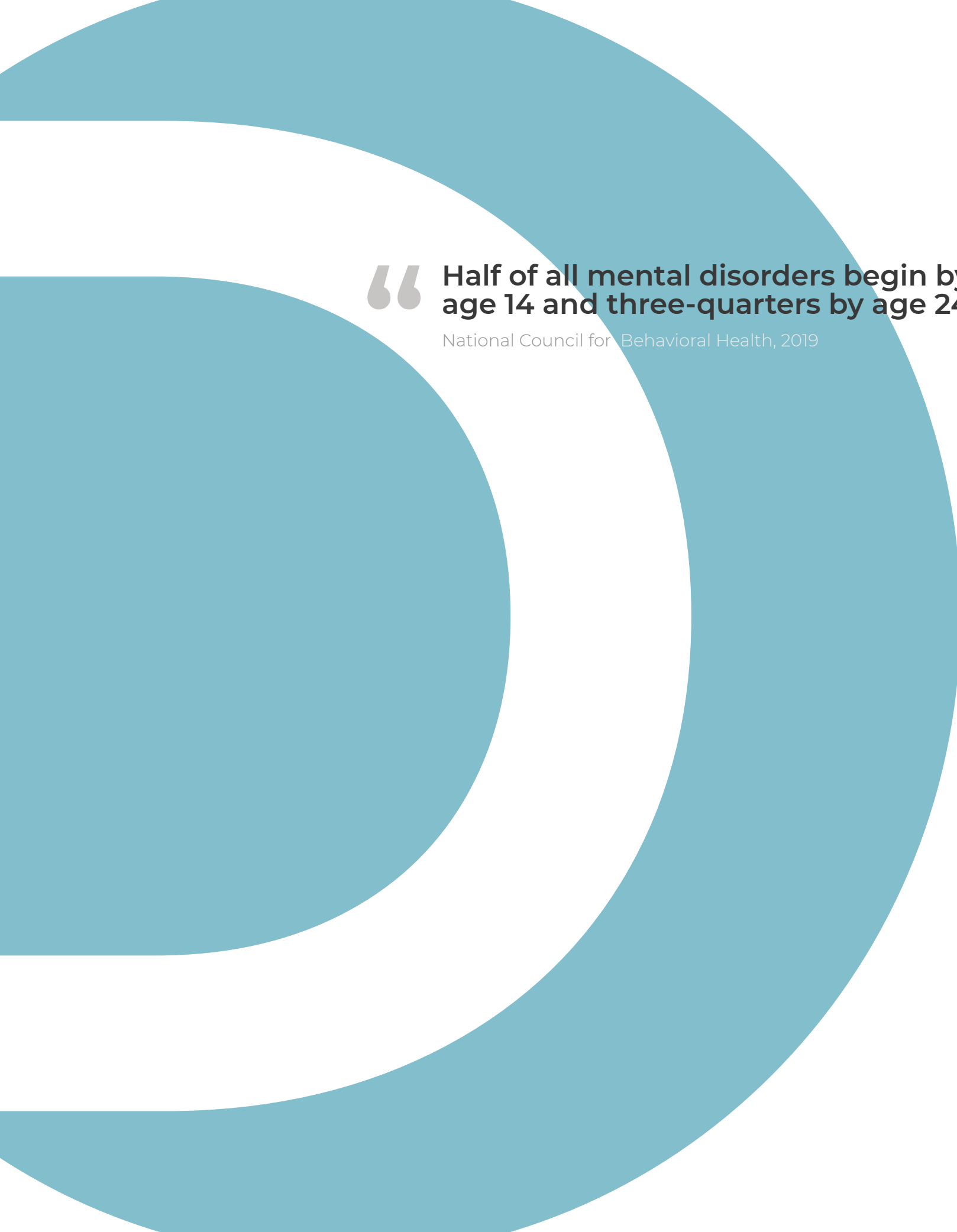
### **Logo**

Inspired by the original design for the app, the logo is set in a horizontal layout and is seen in the colors from the brand scheme. Particular emphasis lies on the “D” in “Difference,” as it lacks the spine and almost seems to form a sideways “U.” This alludes to the idea that either the user or someone referring a user, “you,” can make a difference in someone’s mental health.

### **Imagery & Models**

Although not used in all areas of the advertising campaign, the imagery was intended to represent diversity and down-to-earth, relatable models from a wide range of ages and backgrounds. It was especially important to depict what mental illness or unwellness can feel like in a visual form, most prominently in the print ads with the “Inside-Out” series.





“ Half of all mental disorders begin by age 14 and three-quarters by age 24.

National Council for Behavioral Health, 2019

## Print Advertising

### Strategy

Single- and double-page magazine print ads for The Difference will target potential young adult users, as well as those who may want to recommend the app. These particular ads would be located in health and wellness lifestyle publications such as *Women's Health* or *Men's Health*. The advertisements will incorporate hashtag calls-to-action, #TapIntoYou and #RealTalk, into each headline, alongside descriptive information about the app itself and its functions or benefits. Imagery will feature abstracted figures that symbolize the feelings of mental distortion or disconnect that one may feel prior to using The Difference.

# And... Action!

So many reasons to get inspired right here.

## What's in Constance Zimmer's Workout Bag?



The star of Lifetime's drama series *UnREAL* praises Pilates but also swears by this (free) upper-body toner: "I do 20 standing pushups against a sink. It's great if you're going to have to show your arms for an event."

## Street Style: Fitness Edition

**BEC DONLAN, 29**  
Personal trainer in New York City



"My job means function is as important as fashion, so I gravitate toward strong fabrics with fun prints and cutouts to keep things interesting," says Bec, who lifts heavy weights to stay toned. "Knitting a loose tank adds extra style."

Cory Bec's gam game with badass lights like the Trend Edit leggings from Running Bare (\$109, runningbare.com). Post your own street-style on Instagram using the hashtag #WHSStreetStyle and you could be featured here.

**1 Under Armour Print Inset Capris**  
"Shiny, some serious buffering, and the pattern gives them a little style." \$45, [underarmour.com](http://underarmour.com)

**2 Pilates Socks**  
"The separate toes look really silly, but you need them for the Pilates machines." \$12, [sevens.com](http://sevens.com)

**3 Suja Pressed Probiotic Waters**  
"No preservatives. I drink it to hydrate before, after, and in-between workouts. It's also getting probiotic." \$3, at Target

**4 Fresh Sugar Lip Treatment in Honey**  
"It's super moisturizing and SPF 15, and the natural fat makes me feel like I'm getting together post-gym." \$74, [sephora.com](http://sephora.com)

**5 Trader Joe's Gingermint**  
"When I work out, my breath can get stinky. These are organic, and ginger is great for digestion." \$2, at Trader Joe's

Or, get social with us! [f](#) [p](#) [t](#) [i](#) [w](#) [@WomensHealthMag](#)

## #WHStrong

Readers, you're fragin' all-stars! Keep posting those food and fitness triumphs by tagging your tweets and Instagrams #WHStrong.



"I LOVED leading these beauties through our barre workout on the beach this mornin'. #beachballetparty #WHStrong" —@mandasuee



"Success! Grain-free, gluten-free killer delish chocolate chip cookies." #WHStrong —@mamiinafitness



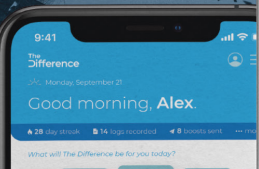
"Today's workout! #girlshalf #WHStrong" —@supermississ

# #RealTalk shatters stigmas.

## The Difference

Take control of your daily mental health and wellness all in one app. Normalize the talk and #TapIntoYou because the right talk at the right time can make all the difference.

Download or Share



## Women's Health Magazine

# "Inside-Out" Campaign

These print advertisements, including the magazine spreads on the following page, are a part of an "Inside-Out" campaign series. Someone in need of a tool for mental health and wellness may feel shattered, cloudy, blurred, or disconnected with their mind and body, or the outside world in general. This campaign takes such feelings and displays what is on the inside, on the outside, encouraging vulnerability and getting past the hesitation of seeking help.

## 4 Nutrition Tips Every Man Needs

By Dave Schell, Ph.D., Adam O. Ghoreiri, Kai Zhang and Nicole Robinson

We all hunt, work, family, hobbies and daily distractions constantly vie for our attention. The everyday "need to" often get in the way of the "should do." One of the first "should do's" that often gets pushed to the wayside is eating well. Luckily, there are four simple tips and eating habits you can fit into the schedule of every man, and they can help you stay healthy, power through the day and live a better life.

### Start Strong: Breakfast is for Champions

How do you start your day? Too many men begin their days by skipping breakfast. Research suggests regularly eating breakfast is associated with improved health and quality of life. Breakfast eaters have a dramatically decreased risk of developing obesity, diabetes and hypertension (Osgaard et al., 2013). Eating breakfast is also associated with scoring higher on memory tests (Culotta and Spitznagel, 2016). So try waking up with a lower carb morning meal such as scrambled eggs with spinach and a piece of toast. A low glycemic index breakfast keeps you feeling fuller longer, and eggs are a great source of pro-

tein, choline and essential fatty acids. Your body will thank you as the day goes on.

### Find Fiber for Cardiovascular and Immune Health

The American Journal of Medicine recommends men eat 38 grams of fiber daily (most only get about 15 grams per day). Research has demonstrated associations between higher dietary fiber and a lower risk of cardiometabolic problems (Grossi, Chatterjee, Pham, Djousse and Clark, 2013). In addition to its beneficial effects on the heart and digestive function, a fiber-rich diet may slow the progression of prostate cancer (Rains et al., 2013).

### Eat Healthy Fats for a Healthier Life

When you see a food labeled low fat or non-fat, do you automatically think it's healthier, better or difficult to eat? Foods branded as low fat are not the only option for losing weight or getting fit. And flavor does not need to be sacrificed to make a healthy choice. In fact, according to the Harvard School of Public Health, dieters who eat fewer calories (regardless of dietary fat content) lose just as much weight as if not more than people who maintain a low fat diet. Healthy dietary fats (yes, they exist) such as unsaturated, polyunsaturated and monounsaturated fats are found in many foods that are both delicious and beneficial to your health. Avocados, nuts (including walnuts, almonds and pistachios), fatty fish such as tuna and salmon, dark chocolate, whole eggs, full fat yogurt and lean grass fed beef are rich sources of healthy fats that can both lower bad cholesterol and reduce your risk for diabetes. They are rich in many other nutrients, too.

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## About the Authors

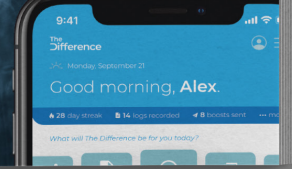
This article was written by graduate students in the Nutritional Sciences and Pharmacology Students Association within the Department of Pharmacology and Nutritional Sciences at the University of Kentucky with faculty advisor Dr. Sara Pollock.

# #TapIntoYou and clear your mind.

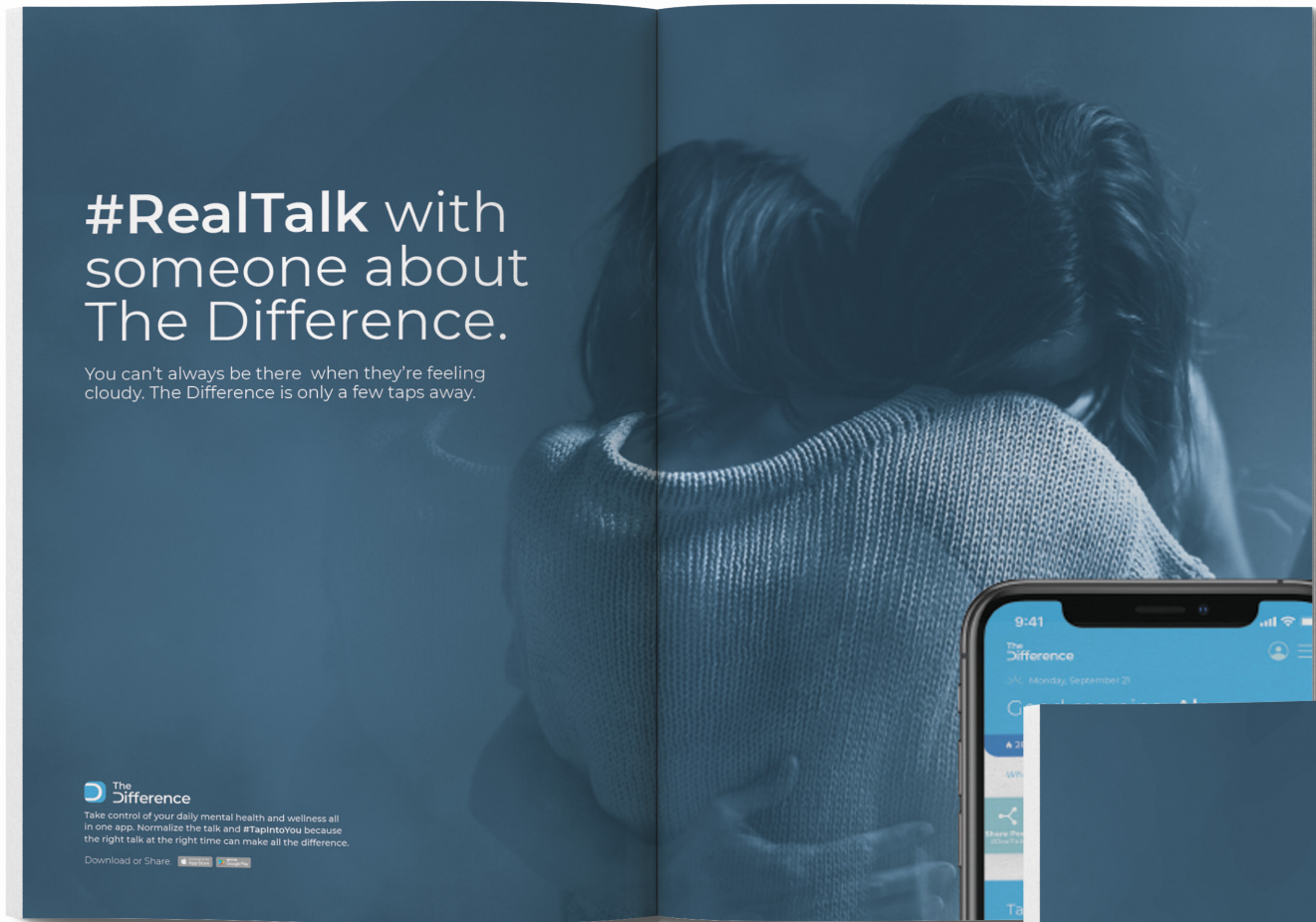
## The Difference

Take control of your daily mental health and wellness all in one app. Normalize the talk and #TapIntoYou because the right talk at the right time can make all the difference.

Download or Share



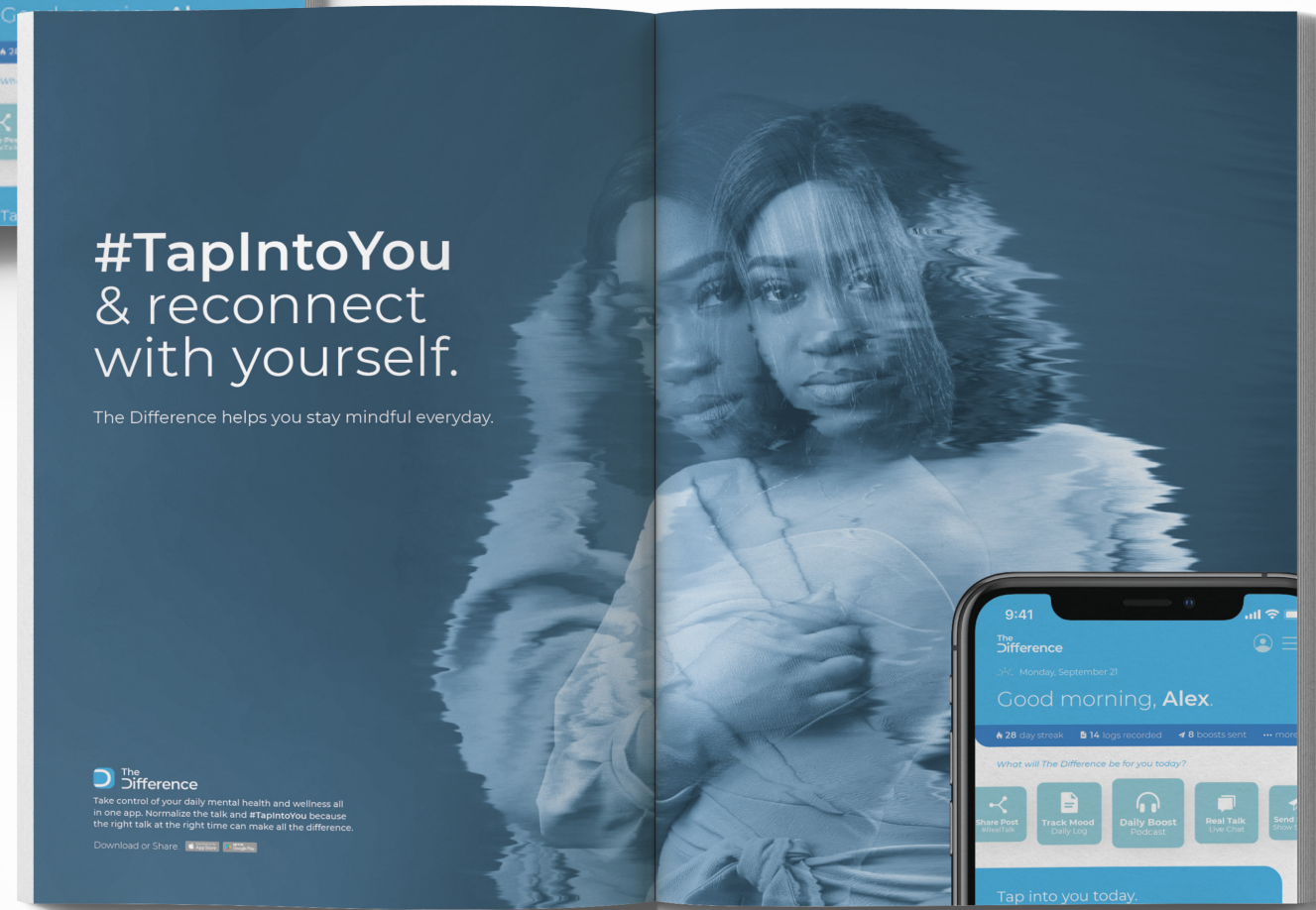





US Weekly Magazine

**"Inside-Out" Campaign**  
Continued

People Magazine





“ In the United States, almost half of adults (46.4%) will experience a mental illness during their lifetime.

National Council for Behavioral Health, 2019

## Indoor Advertising

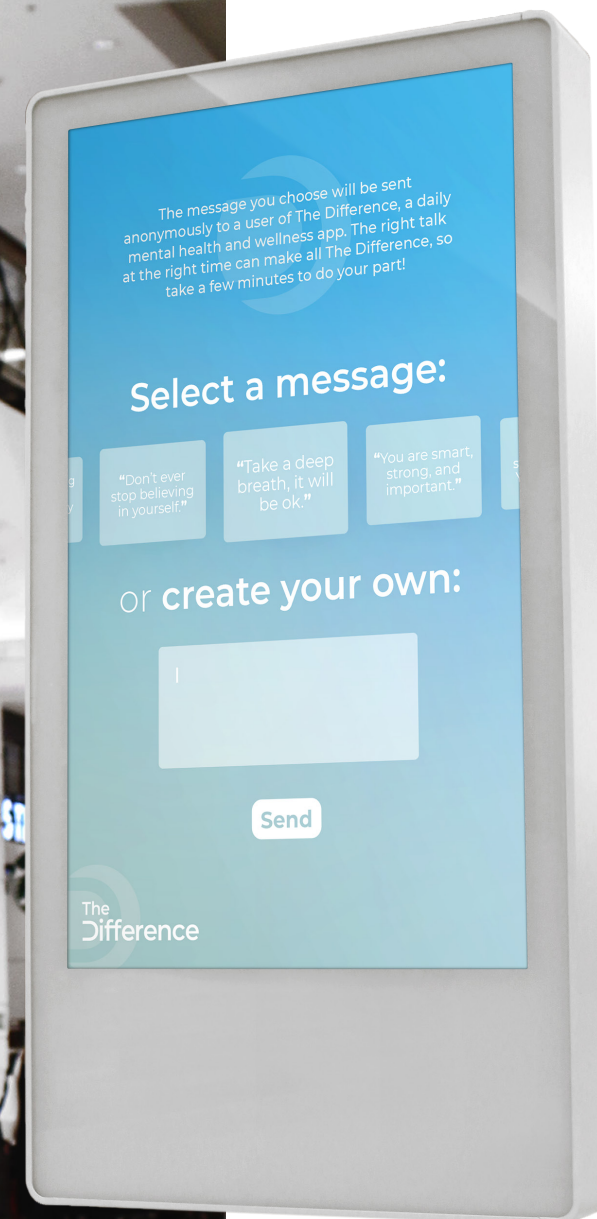
### Strategy

Through a combination of interactive kiosks, pop-up booths, and more traditional signage displays, the indoor ad campaigns for The Difference aim to make the act of caring for one's mental health and wellness a normalized and shame-free practice. The kiosks, appearing in locations such as malls, airports, or college campuses, will allow potential or actual consumers to send anonymous messages to app users, spreading a message of care and kindness. Pop-up booths, with similar locations as the kiosks, will bring a more personal side to The Difference by offering face-to-face interaction. Here, users may send anonymous referrals to those they feel need a “brain-boost” or even receive mental health resources themselves.





An interactive kiosk offers a new form of engagement for app users (or potential app users) in a public setting. One may select a message or write a custom comment and anonymously send it to a user of The Difference – hence the text on the home screen “doing good does you good.” It’s a win-win situation.



Pop-up booths such as this give the opportunity for The Difference app to come to life, essentially. Speak with an app representative to get more information, chat with a counselor one-one-one, set up an appointment, refer the app to someone else, and more. The difference is yours to make!











# #TapIntoYou for better bad days.

#RealTalk about mental health and wellness today and help normalize the conversation.

 The Difference

Download or Share.  

9:41

The Difference

Monday, September 21

Good morning, Alex.

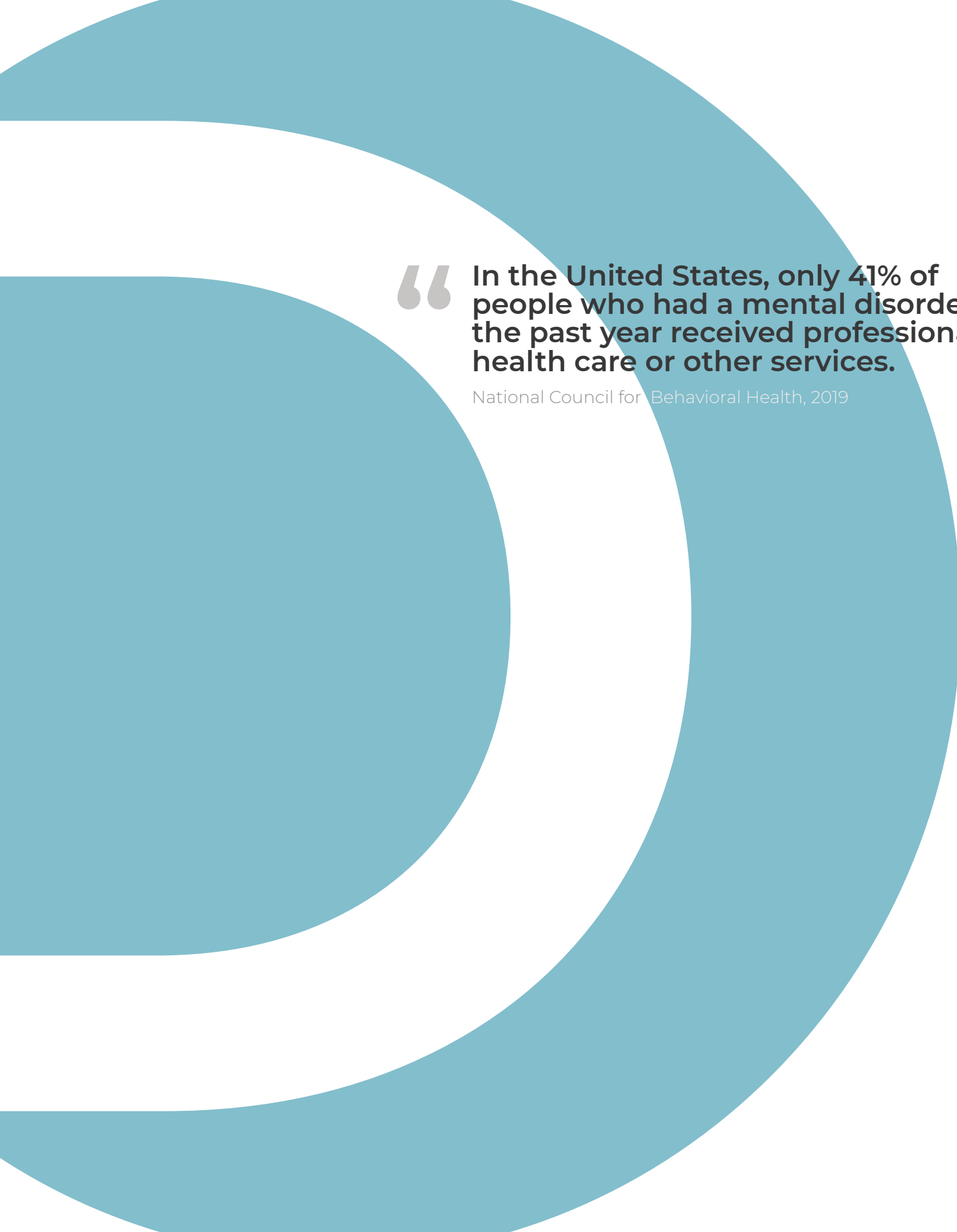
28 day streak 14 logs recorded 8 boosts sent

What will The Difference be for you today?

Share Post #RealTalk Track Mood Daily Log Daily Boost Podcast Real Talk Live Chat

Tap into you today.  
Keep track of your mindset everyday to practice healthy.





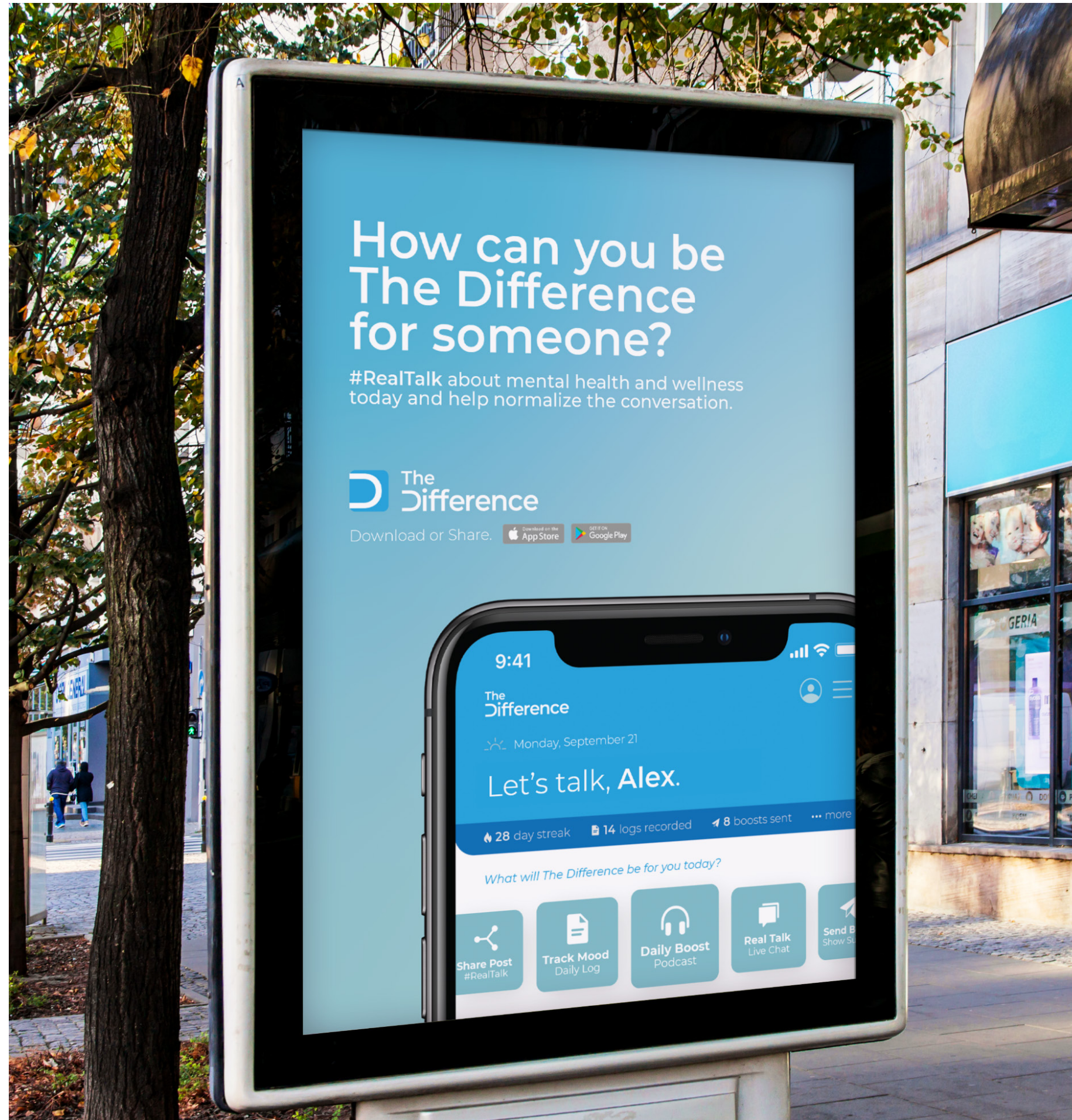
“ In the United States, only 41% of people who had a mental disorder in the past year received professional health care or other services.

National Council for Behavioral Health, 2019

## Outdoor Advertising

### Strategy


The outdoor advertising portion of this campaign will involve not only signage with a fairly general call-to-action, but also a series of “perspective” ads. These will create comparisons that should provoke viewers to consider the importance of their mental health and wellness, as well as normalize the conversation as a whole. In terms of location, the perspective ads will generally appear where the topic of comparison makes the most sense; for example, using a subway comparison will place the ad in a subway station. Additionally, other ads beyond this series could be found on sidewalks along busier stretches of shops or restaurants, on school campuses, or in the medians of roadways or intersections.



# How can you be The Difference for someone?

#RealTalk about mental health and wellness today and help normalize the conversation.

 The  
Difference

Download or Share.  

9:41

The  
Difference


Monday, September 21

Let's talk, Alex.


🔥 28 day streak   📄 14 logs recorded   📶 8 boosts sent   ... more


What will The Difference be for you today?

 Share Post  
#RealTalk

 Track Mood  
Daily Log

 Daily Boost  
Podcast

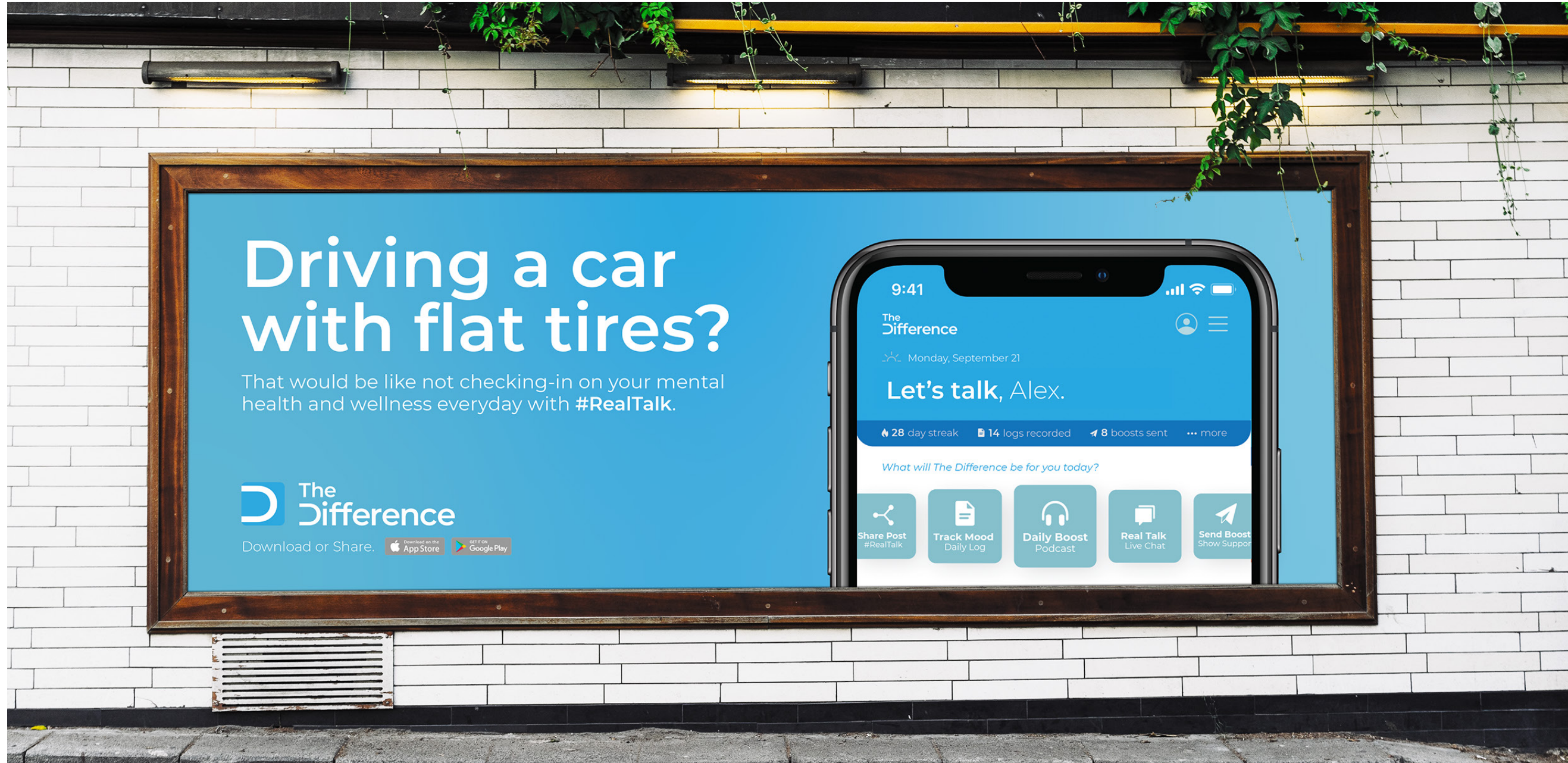
 Real Talk  
Live Chat

 Send B  
Show Su



## “Perspective” Campaign

The following three outdoor advertisements use rhetorical headlines to urge viewers to be more introspective of their own mental health and wellness, using comparisons to everyday transportation becoming impossible without certain important elements.







# Riding a bus with no wheels?

That would be like not tracking your mental health and wellness on a daily basis with #RealTalk.

 The Difference

Download or Share.  






# Taking a subway with no tracks?

That would be like not following your mental health and wellness everyday with #RealTalk.

 The Difference

Download or Share.





“ **1 in 5 youths (21.4%) between the ages of 13 and 18, and 13% of children aged 8 to 15, live with a mental disorder.**

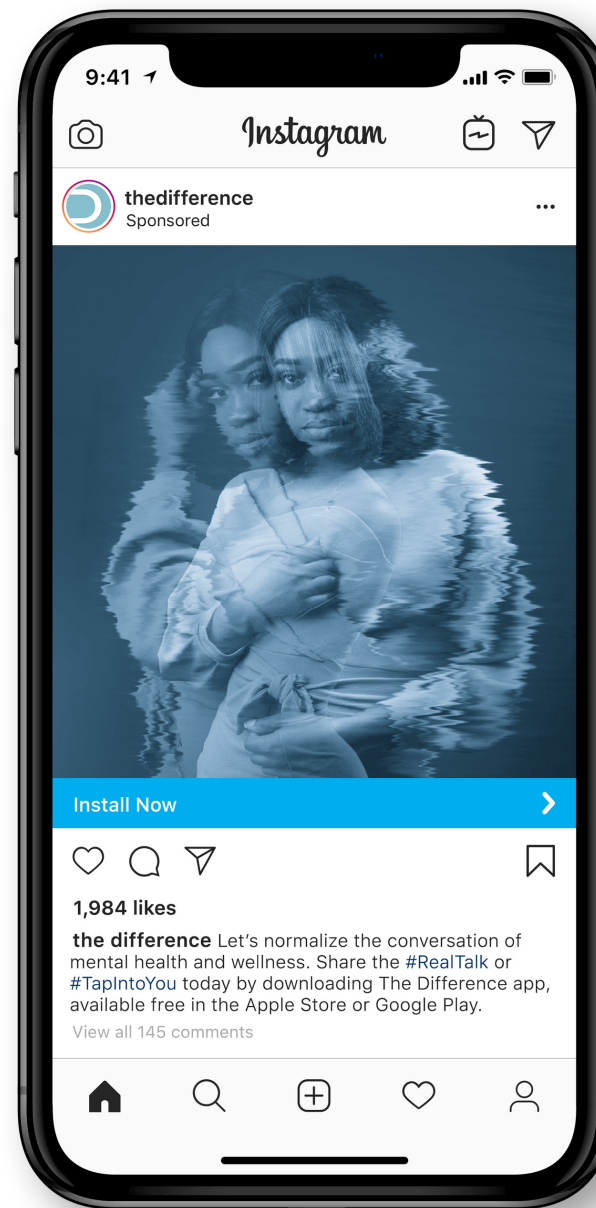
National Institute of Mental Health, 2019

## **Social Media Advertising**

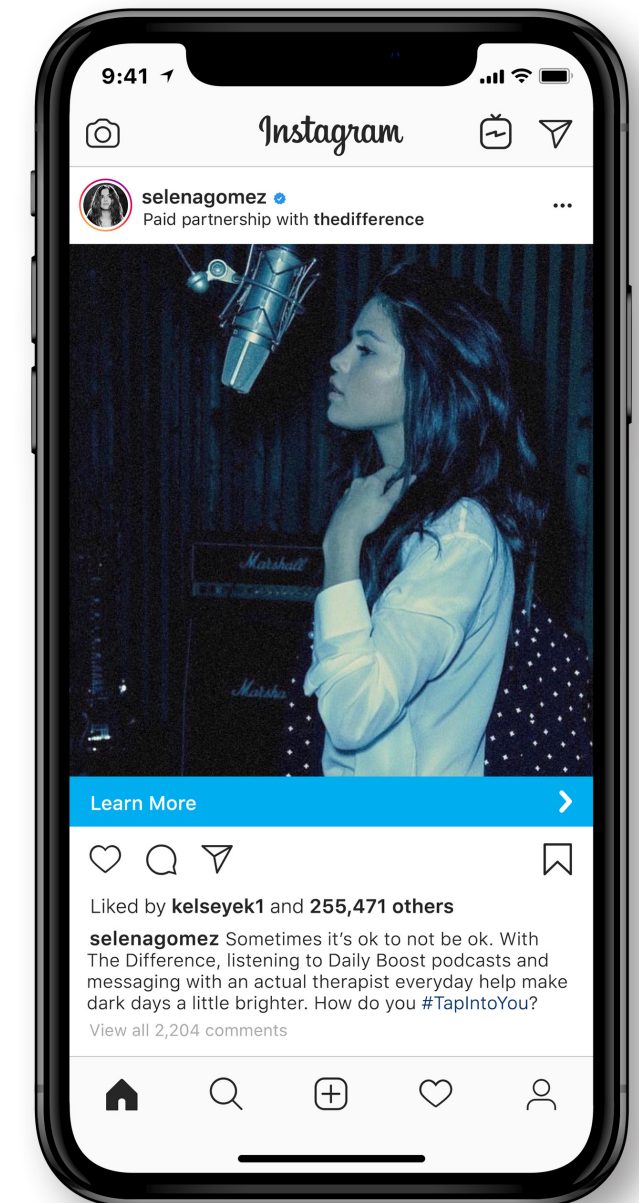
### Strategy

Social media platforms where ads for The Difference could appear vary from Instagram and Snapchat to Twitter and Facebook, due to the adolescent and young adult age range of the target audience. The app itself will have individual advertisements that will appear on the timelines or news feeds of the projected target consumer, as well as its own accounts in which it will post regularly. Furthermore, the use of celebrity endorsements, such as Selena Gomez who is featured in this particular instance, will help expand the target audience and assist in generating desire and curiosity about The Difference. Finally, mini-campaigns where the app partners with brands supporting mental health awareness can also create further interest in The Difference, especially by incorporating rewards and incentives.





These social media advertisements, a sponsored post on Instagram and a sponsored Instagram story, are brought to the viewer directly by The Difference. They both encourage the download or referral of the app, as well as the use of #RealTalk and #TapIntoYou. This will help target a teen and young adult audience, primarily.



## Influencer Campaign

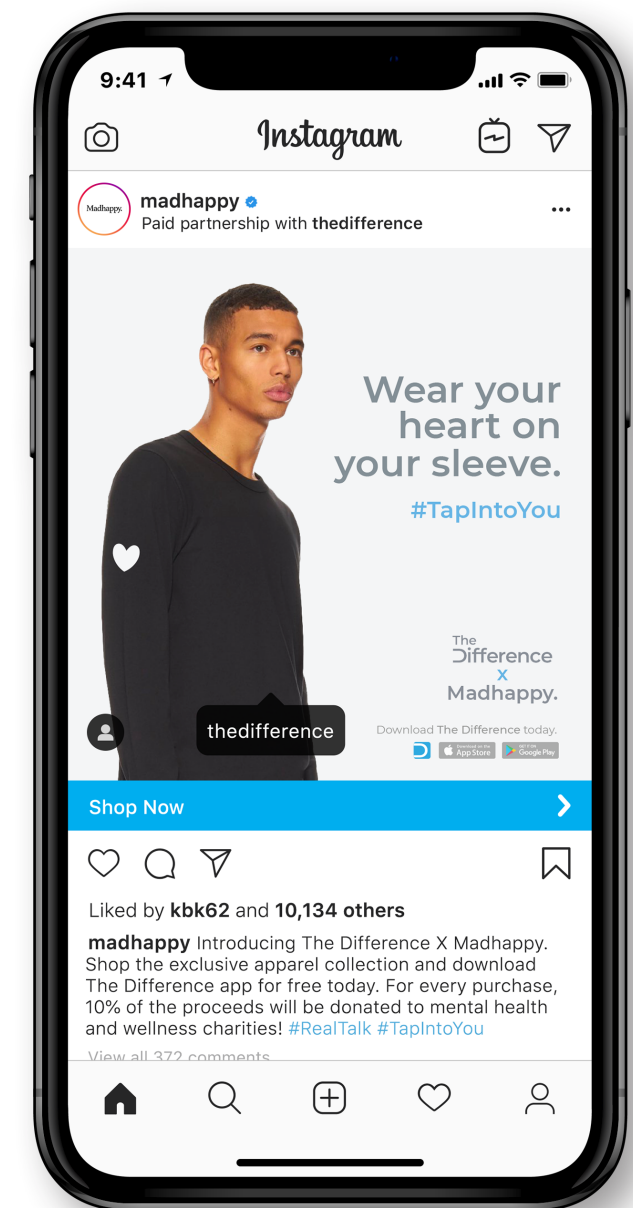
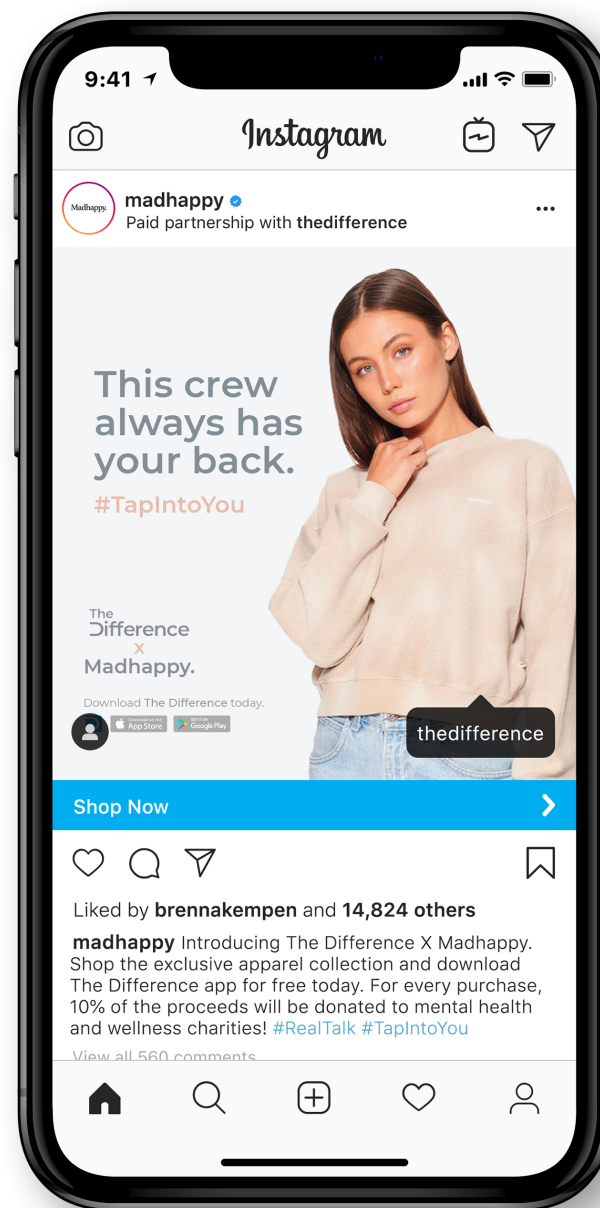
Selena Gomez, popular singer and actress, is a known advocate for mental health awareness and acceptance due to personal struggles of her own. Sponsored partnership posts with The Difference on Instagram and Twitter will help reach a more specific audience and further help normalize the concept and eliminate any doubt that may surround the app or its credibility.

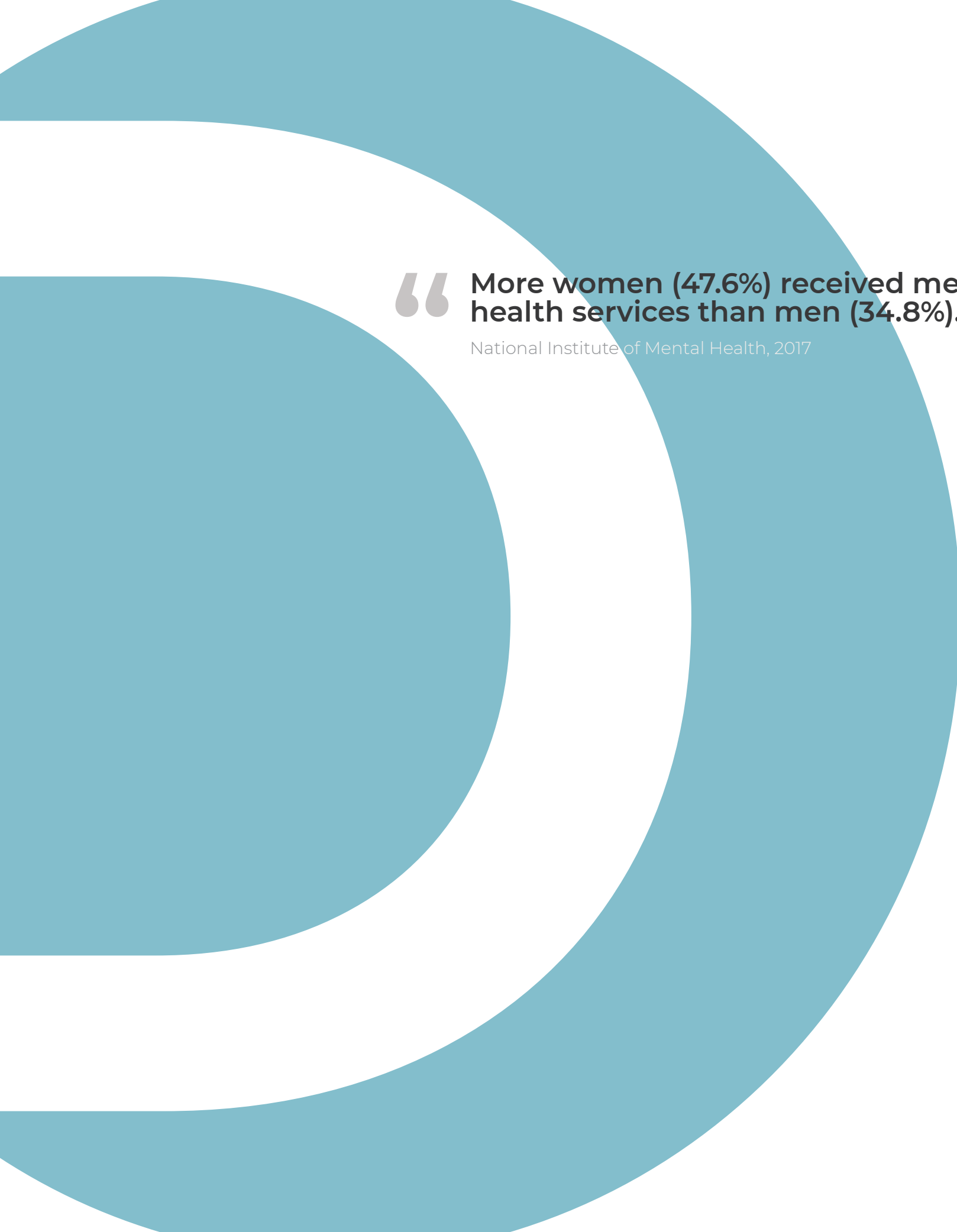


## Collaboration Campaign

A collaboration with Madhappy, a self-proclaimed “optimistic lifestyle label,” for an advertising campaign and clothing line will further extend the prospective audience of the app. Madhappy attracts a more hip and trendy audience since they are a premium brand; therefore, a new group of consumers who show interest in mental wellness emerges. This campaign also provides more of an incentive beyond self-satisfaction and self-help.

madhappy.com





“ **More women (47.6%) received mental health services than men (34.8%).**

National Institute of Mental Health, 2017

## Commercial Advertising

### Strategy

This 30-second video advertisement for The Difference will target an older age demographic based on the actors featured. It will address those who may want to use the app themselves or those who choose to refer it to someone else. The main point of engagement will be prominent headlines telling the story beneath it; however, uplifting music and visually-appealing scenes will also draw-in viewers. Additionally, the commercial will incorporate calls to action, #TapIntoYou and #RealTalk, to further encourage user involvement with the brand.

## Commercial Storyboard

30-Second Video Ad

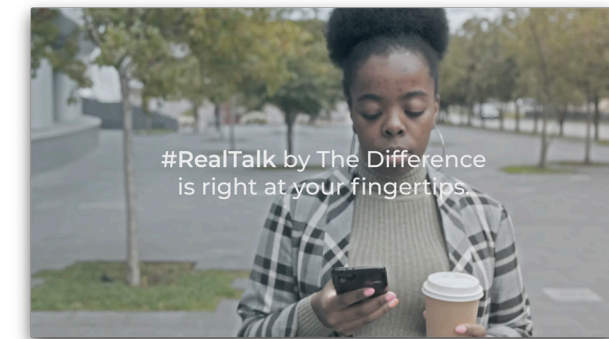
Upbeat, quirky music builds as scenes of 3 different characters are followed during and after their experience with The Difference app, becoming noticeably more positive and happy. Headlines centered in the frame guide the viewer through the narrative and end with the app logo, followed by download information, and lastly ending with calls to action from the audience. The emotional pull is intended to capture and retain the viewers' attention through the duration of the commercial.



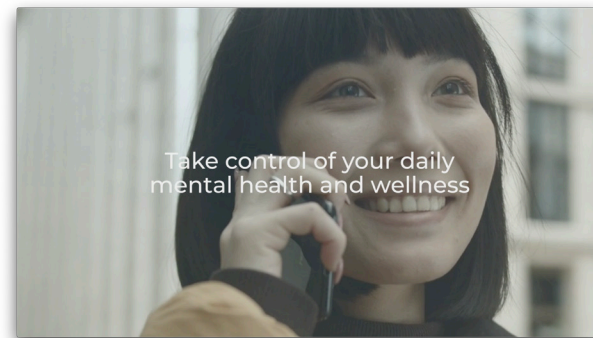
#TapIntoYou for better bad days.



Whether it's a rough week or simply feeling down,



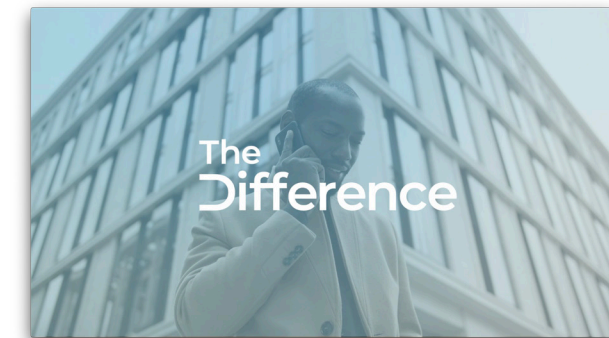
#RealTalk by The Difference is right at your fingertips.



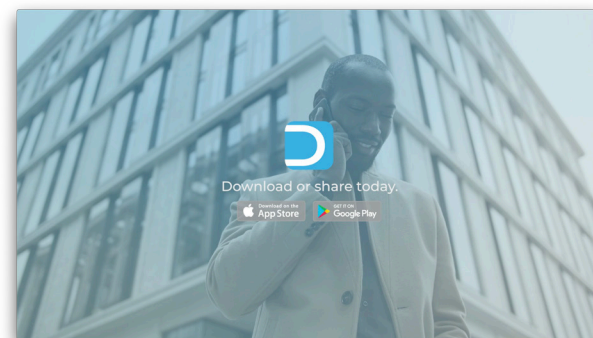
Take control of your daily mental health and wellness



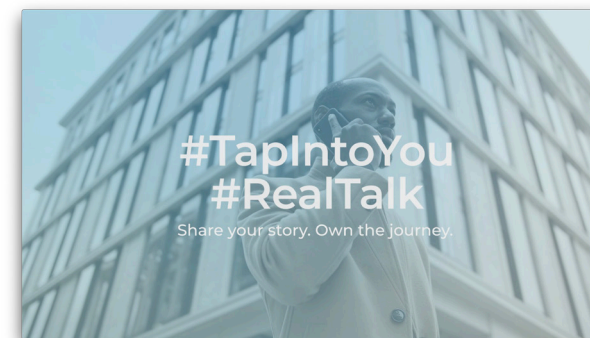
because the right talk at the right time can make all



The Difference (logo)



Download or share today.



#TapIntoYou #RealTalk Share your story. Own the journey.



**Brenna Kempen**

Be The Difference for someone today.