

# ACRD302

## Final Project

Instructor: Dr. Mahmoud Zuaiter

- Ahmad Khoja SA0208
- Dalaa Edilbi UA5094
- Dana Bahamdain UB5010
- Lujain Alamoudi TA5090





# Table of Contents



01

## Research

Literature review,  
stastics, interviews,  
observations, survey

02

## Creative Brief

03

## Creative Concept

Moodboard

04

## Execution

KV, Application, Guerilla  
Marketing, T.V ad,  
Storyboard

---





01

# Our Topic

The Impact of Anxiety Upon Preteens and Teenagers

# Brand Association



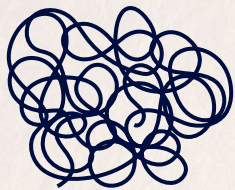
## Ministry of Health

- The Ministry of Health (MoH) is a Saudi government ministry created in 1951 that is responsible for promoting and delivering healthcare services, creating health policies, and ensuring the well-being of the people.

## Ministry of Education

- Ministry that provides educational opportunities to all residents, improves the quality of its outputs, increases the efficiency of scientific research, promotes creativity and innovation, fosters community partnerships, and develops the skills and capacities of educational members is the Ministry of Education (MoE).
-





02

# Creative Brief



## BRAND OVERVIEW

**The Ministry of Health (MoH)** is a government ministry in Saudi Arabia established in 1951 that is responsible for promoting and providing healthcare services, establishing health policies, and preserving the population's well-being. **The Ministry of Education (MoE)** is also another government ministry that offers educational opportunities to all residents, improves the quality of its' outputs, improves the efficiency of scientific research, promotes creativity and innovation, fosters community partnerships, and develop the skills and capacities of educational members.

## OBJECTIVE:

The primary objective of this campaign is to raise awareness about anxiety and its' physical and psychological symptoms that appear within children particularly amongst teens and encourage early interference and support. By educating parents, caregivers, and the public, the MoH and MoE intend to reduce the thought of shame associated with mental health problems among kids and promote a friendly and caring environment.

## TARGET AUDIENCE:

### *Demographic segmentation*

- Age: Kids 8-12 and 13-18 (primary)
- Parents 35-50 (secondary)
- Income: Low, Middle, and high
- Gender: Male and female

### *Geographic segmentation*

- Country: Saudi Arabia

### *Psychographic segmentation*

- Concerned and involved parents open to learning about mental health topics.
- Empathetic caregivers who help in the upbringing of children.
- Children who experience anxiety and are not open to speak about it freely.
- Children who are unaware of and don't know how to deal with their anxiety.

### *Behavioural segmentation*

- Information seekers who search for knowledge about child development and mental health.

## KEY INSIGHT

According to prior surveys, interviews, and observations done throughout our research, most children and teenagers feel anxiety anonymously and quietly, with no desire to talk about it openly to someone or comprehend how to deal with it. Furthermore, we've observed that people regularly use their phones and technological gadgets as a technique to distract themselves from the chaos in their minds and the anxiety episodes they are experiencing, and this vital information has assisted us in developing our message and developing an effective creative approach.

## MESSAGE

The message MoH and MoE is trying to convey is to raise awareness of the physical and psychological symptoms of anxiety that include rapid heartbeat, restlessness, general uneasiness, and panic disorders. The campaign's central message aims to explore the intensity of anxiety, highlight the importance of early recognition, and showcase the tools and services available to help our target overcome this mental health issue.



### STRATEGY

The strategy should try to interact with young people and social influencers who can assist spread the word across all accessible media. To exploit current communication channels, the campaign can also partner with schools and community groups. One effective strategy for reaching preteens and teens is to link the message with pop culture and current trends. This lends respectability to the advertising and aids its appeal to young people.

### MEDIA PLAN

The campaign will be executed using integrated marketing communication tools such as social media particularly on Instagram and Facebook including in-feed posts on the ministries' official accounts as well as sponsored story ads. In addition, outdoor digital street billboard ads will also be displayed.

### EXPECTED RESULTS

- Increased awareness and understanding of anxiety in children particularly teens.
- Reduced stigma associated with mental health problems among children, resulting in an open and supportive environment.
- Well-perceived image of the organization amongst the public.

### Execution

- Following some research on the topic from previous literature reviews, as well as survey interviews and observations with our target audience, it has assisted us understand the specific needs of our target audience and how to design an app that is effective in addressing those needs.

- The following campaign will be carried out using both traditional and non-traditional media. via which the campaign will be integrated through.

- Traditional Media:

-T. V Ad

-Billboard Ad

- Non-Traditional Media:

-Social Media

-Website

-S.E.O



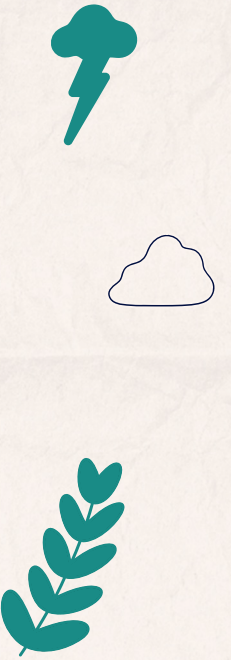
03

# Creative Concept





# Campaign Type

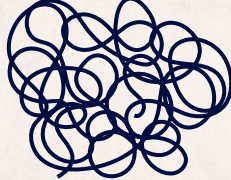
- Social Awareness
  - Application Launch
- 

# Campaign Goals



1

- To raise awareness of anxiety and its physical and psychological manifestations

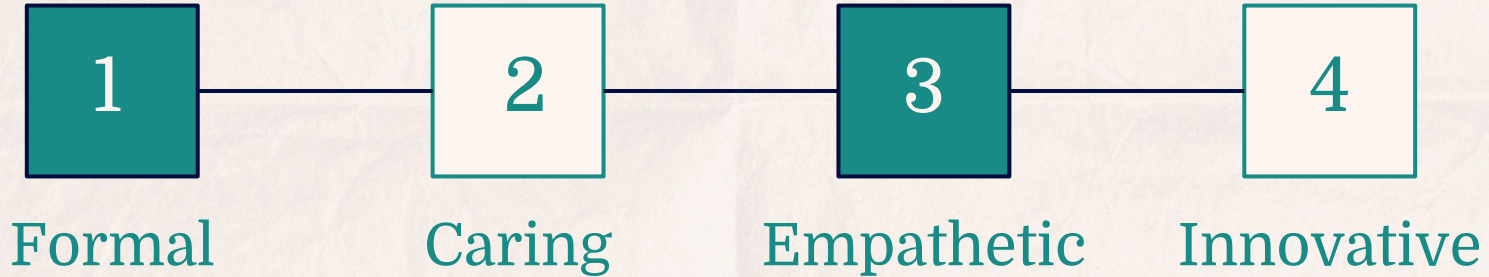


2

- Give assistance and support to the T.A when needed to ease anxiety
-



# Campaign T.O.V





# Key Insight

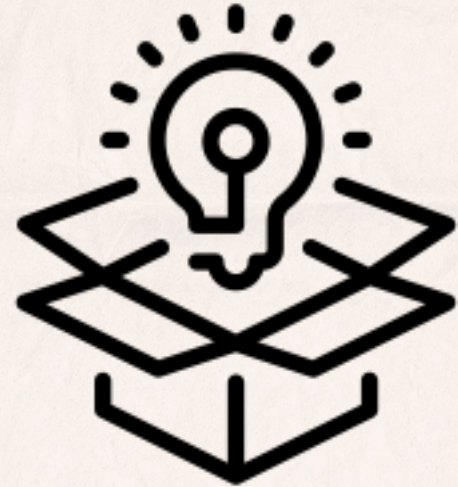
- According to prior surveys, interviews, and observations done throughout our research, most children and teenagers feel anxiety anonymously and quietly, with no desire to talk about it openly to someone or comprehend how to deal with it. Furthermore, we've observed that people regularly use their phones and technological gadgets as a technique to distract themselves from the chaos in their minds and the anxiety episodes they are experiencing. and this vital information has assisted us in developing our message and developing an effective creative approach.
-



- 
- A whimsical illustration of a smiling cloud character with a face, holding a green puzzle piece. The cloud is surrounded by various weather elements: lightning bolts, smaller clouds, a tangled mass of lines, a leaf, and a small bush. The background is a light beige color.

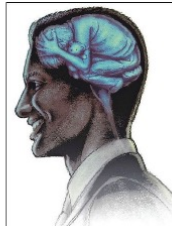
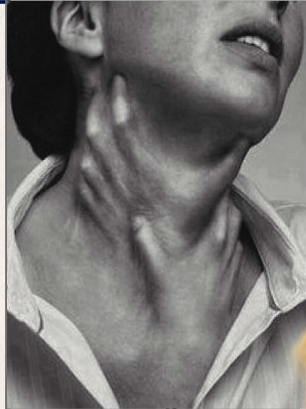
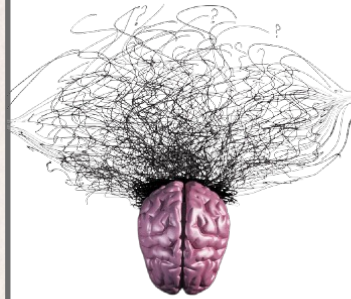
# Creative Concept

- This campaign's creative approach is to employ the topic (take a breath)(breathe) to highlight or accentuate how the application works, Nafas will be there to make dealing with their anxieties as simple as taking a breath. We will use hyperbole to express our message in this campaign, such as one large breath (nafas) will help you with your worry. We will be employing messaging like (خذ نفس) to reinforce the connection between the visual, the content, and the execution.





# Mood Board



## Color Palette

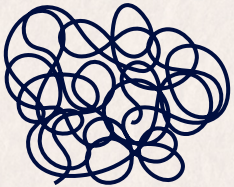


Arabic Font | Lama Sans Black

أ ب ت ث ج ح خ د ذ ر  
ز س ش ص ض ط ظ ع  
غ ف ق ك ل م ه و ي



# Execution







# Key Visual 1

## [Instagram Post]

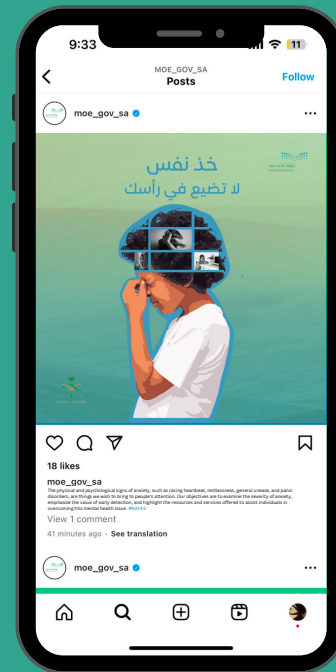
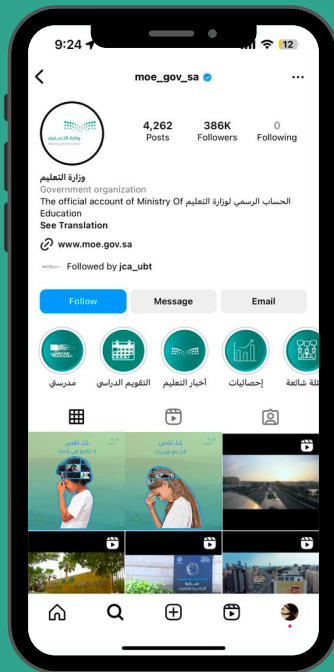
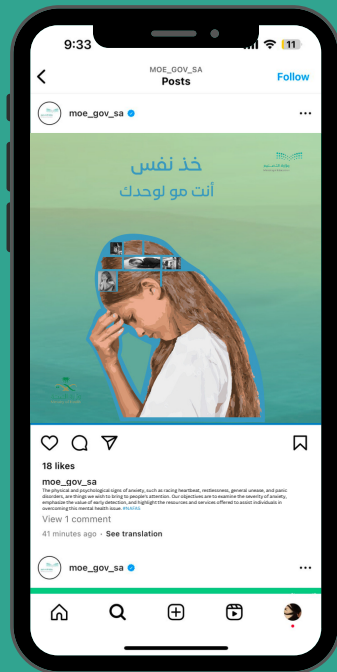


# Key Visual 1

## [Instagram Post]



# Mock up





## Key Visual 3 [Street Billboard]





# T.V Ad Idea 1



- The television commercial will take place in a dim room near a desk, with the character stressed out and surrounded by his or her studies. They will experience symptoms such as sweating, shaking, stomachache, shortness of breath, and an intense heartbeat, and they will be in panic mode because they do not know how to stop this. Suddenly, the character's phone on the desk makes a ding noise. They pick up their phone, still panicked, and notice the notification from nafas that states (خذ نفس), and the character takes a loud breath of air, breaking free from their attack and going into the application to help them calm down.



# T.V Ad Story Board 1



**Scene 1:** The young teen is in her study room with very dim lights sitting on her desk studying.



**Scene 2:** The young teen starts feeling symptoms of anxiety like sweating, increased heartbeat, and breathing heavily.



**Scene 3:** The young teen feels very bad stomach ache.



**Scene 4:** As the young teen is having an anxiety attack, she receives a warning on her Apple Watch for high heart rate.



**Scene 5:** As the young teen is having an anxiety attack, she also receives a notification on her phone.



**Scene 6:** The phone notification distracts her and disconnects her from her anxiety attack making her seek interest in what the application Nafas has to offer.



**Scene 7:** The young teen inhales and exhales as per to what the app suggests for relief.

# T.V Ad Idea 2



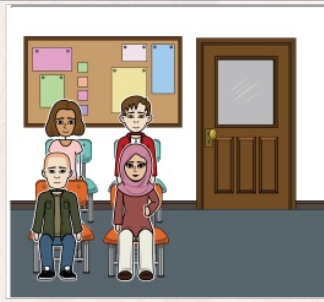
- The television commercial will take place in a class room , with the character nervous because she has a presentation. When the character gets up to present and notices all of the attention on her, she is suddenly frozen in her place and is hit with an anxiety attack. in which she starts getting symptoms like, as sweating, shaking, stomachache, shortness of breath, and an intense heartbeat, and they will be in panic mode because they do not know how to stop this. her smart watch detects her inclined heartbeat and sends it through the linked application and her phone dings snapping her out of the attack., she picks up her phone, still panicked, and notice the notification from nafas that states (خذ نفس) and the character takes a loud breath of air, breaking free from their attack and going into the application to help them calm down.



# T.V Ad Story Board 2



Scene1: The girl is getting ready to present in front of her class



Scene2: she looks at the audience and realizes all their attention is on her.



Scene 3: she is frozen in her spot, and is suddenly hit with an anxiety attack.



Scene 4: the young girl starts getting symptoms of her attack, like shortness of breath, sweating, tummy ache, incline in heartbeat...



Scene 5: suddenly a loud ding from her phone snaps her out of her attack, and as she picks up the phone to see.



Scene 6: Her smart watch detects her heartbeat and send notification to the application in which she gets on her phone

# Mobile Application



English Font | Baloo Da 2 Bold

a b c d e f g h i j k l m -  
n o p q r s t u v w x y z

Arabic Font | Lama Sans Black

أ ب ت ث ج ح خ د ذ ر  
ز س ش ص ض ط ظ ع  
غ ف ق ك ل م ه و ي

Color Palette

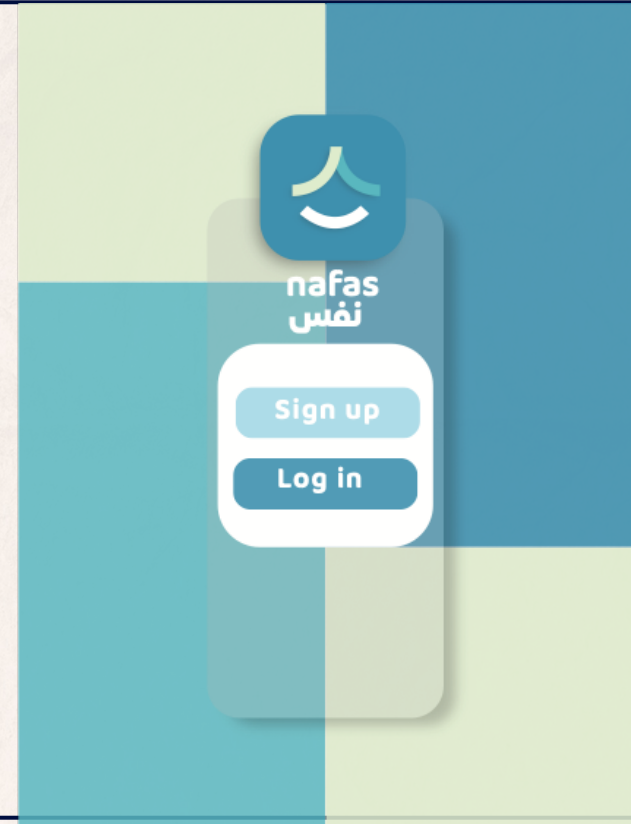




# Mobile Application

## Application Features:

- UI & UX easy to use
- Trackable
- Smart Watch compatible (tracks heart rate)
- Templates for leisure
- daily reminders with encouraging terms
- breathing exercises & meditations (video)
- Islamic religious relaxing Quran and Duah player
- Daily progress (mood) tracking
- Suggestion for an activity
- Suggestions for app rewards to incentivize users
- Option for a support group (text)
- Data encryption for patients
- Crystal singing bowl meditations
- Asmr meditations



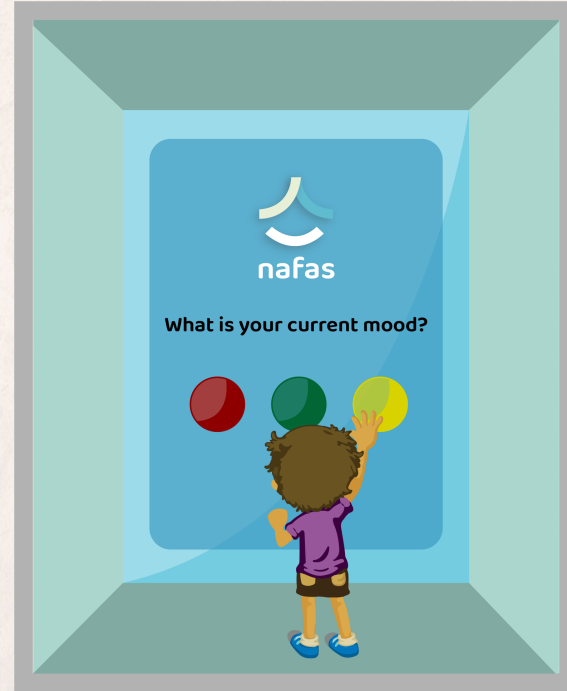
# Guerilla Marketing

- **Guerilla Marketing Idea:** The Anxiety Buddy: Nafas  
رفيق القلق: نَفَسْ
- **Description:** The Anxiety Buddy Nafas' is a 3D installation of a large box that includes an interactive digital mobile phone kiosk where our target audience whom are children and teens enter the box to participate in the activation anonymously and privately.

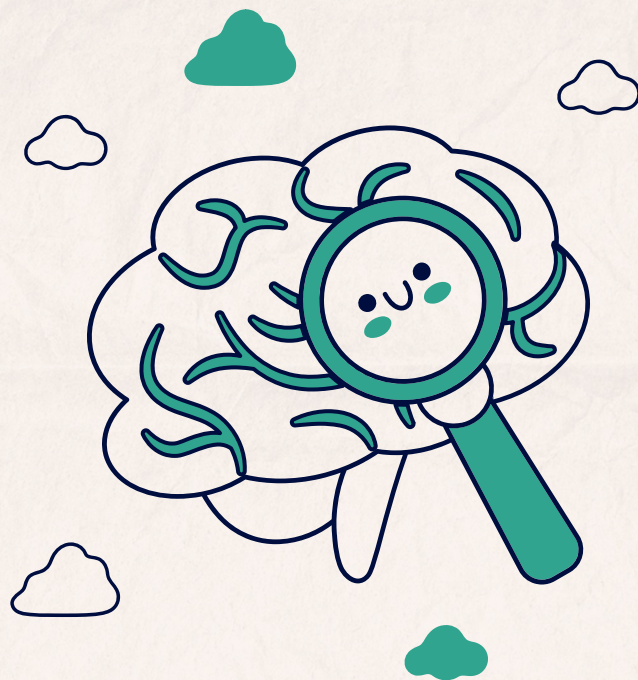




# Guerilla Marketing Visual



THANK  
YOU







# References

- Alfakeh, S.A. *et al.* (2021a) 'Childhood anxiety disorders prevalence in Saudi Arabia', *Saudi Medical Journal*, 42(1), pp. 91–94. doi:10.15537/smj.2021.1.25624.
- *Generalized anxiety disorder (GAD) in children and teens* (no date) *Generalized Anxiety Disorder (GAD) in Children and Teens - Health Encyclopedia - University of Rochester Medical Center*. Available at: <https://www.urmc.rochester.edu/encyclopedia/content.aspx?ContentTypeID=90&ContentID=P02565#:~:text=Experts%20don%27t%20know%20how,enhance%20your%20child%27s%20normal%20development>. (Accessed: 23 May 2023).
- KHP (2023) *About kids help phone, Kids Help Phone*. Available at: <https://kidshelpphone.ca/get-involved/about-us/about-kids-help-phone/#:~:text=Kids%20Help%20Phone%20has%20a,coast%20to%20coast%20to%20coast>. (Accessed: 24 May 2023).
- Patel, S. (2022) *A complete guide to successful brand positioning, HubSpot Blog*. Available at: <https://blog.hubspot.com/sales/brand-positioning-strategy> (Accessed: 23 May 2023).