

A photograph of a man with short dark hair, wearing a light blue and white striped shirt, carrying a young girl with curly dark hair on his shoulders. The girl is wearing a yellow sleeveless top and is holding a large, light brown teddy bear. They are both looking off to the side against a background of a blue sky with soft white clouds.

# Love, Your Mind

## *Campaign Briefing*



**HUNTSMAN**  
MENTAL HEALTH INSTITUTE





A blue-tinted background image featuring four diverse individuals: a man with glasses and a beard on the left, an older man with a mustache in the center-left, a woman with long dark hair in the center-right, and a man on the right. The text is overlaid in the center.

**We use the power of  
communications to tackle  
the toughest issues facing  
our country**



VIACOMCBS



MEDIA



NON-PROFIT



MARKETING



TECH



GOVERNMENT

ADVERTISING





# OUR TRACK RECORD ON CHANGING THE NARRATIVE

Friends Don't Let  
Friends Drive Drunk

U.S. Department  
of Transportation



A mind is a terrible  
thing to waste.

love  
has  
no  
labels

IT'S UP TO YOU  
COVID-19 VACCINATION

Love,  
Your Mind  
MENTAL  
HEALTH



# MENTAL HEALTH INITIATIVE



# OUR MISSION

**Create a society that is more  
open, accepting and proactive  
when it comes to mental health**



**We will change norms, address cultural barriers and  
empower all individuals to identify and address  
mental health issues in themselves and others**



# Mental Health Initiative Strategy

## **NORMALIZE**

Reframe attitudes and perceptions and demonstrate the importance of prioritizing mental health and seeking help.

## **EDUCATE**

Improve people's understanding about how to check in with themselves (or others) and take supportive steps for their mental health.

## **CONNECT**

Encourage people to connect with culturally specific resources.

A photograph of a man and a young girl looking up at the sky. The man is in the foreground, holding the girl, and both are looking upwards with expressions of awe. The image is overlaid with a blue gradient that transitions from a darker shade on the left to a lighter shade on the right. A semi-transparent blue rectangle is positioned in the center, containing the text "Love, Your Mind".

# Love, Your Mind





**60% of Adults** cite having a mental health condition,  
but **less than half (43%)** are getting help or treatment.

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*Goal*

**Reduce stigma and make taking care of mental health a priority**



## Target Audience

Adults, 18-44 who are **struggling with their mental health** and hold attitudes and beliefs that may discourage help-seeking behaviors.

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**Normalize**

**Educate**

**Connect**

## The Problem

Our audience doesn't see the tangible value of caring for their mental health

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## Strategic Solution

Position mental health as their greatest asset for success



Love, Your Mind

Love,  
Your Mind

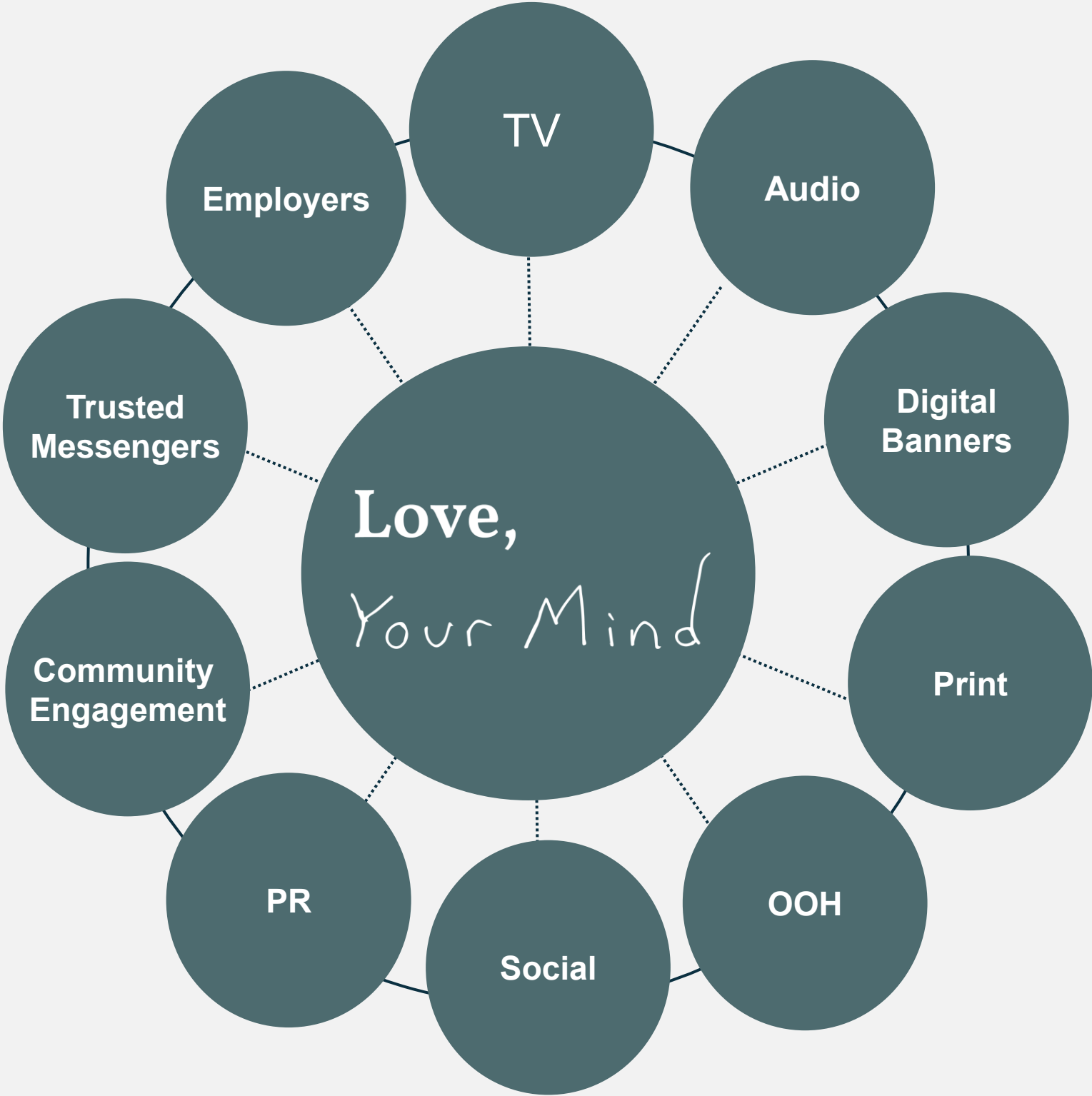
Con Amor,  
Tu Mente



Love, Your Mind  
*Creative Content Review*



# *Integrated Campaign*



# Love, Your Mind Creative Across Platforms

Taking care  
of you  
takes care  
of everyone.

Love,  
*Your Mind*

[LoveYourMindToday.org](#)



[Learn More](#)

Therapy isn't just  
for you. It also helps  
everyone who means  
something to you.

Love,  
*Your Mind*

[Learn More](#)

Find mental health resources  
[LoveYourMindToday.org](#)



[Learn More](#)

Find mental health resources at  
**[LoveYourMindToday.org](#)**



I see how hard you work.  
  
But make time for me  
and see how much  
further we can go.

Love,  
*Your Mind*

P.S. Find mental health resources  
**[LoveYourMindToday.org](#)**





# Love, Your Mind Creative Across Platforms – In Language



Cuidar de ti es  
cuidar de todos.

Con Amor,  
*Tu Mente*

P.D. Encuentra recursos de salud mental  
**ConAmorTuMente.org**



Podemos lograrlo.  
Respira.

Con Amor,  
*Tu Mente*

**ConAmorTuMente.org**



Conoce Más

La terapia no solo te  
ayuda a ti, también  
ayudaa los tuyos.

Con Amor,  
*Tu Mente*

Conoce Más

Encuentra recursos de salud mental  
**ConAmorTuMente.org**



Conoce Más

Encuentra recursos de salud mental en  
**ConAmorTuMente.org**



Love, Your Mind

Get help now

[Home](#) [Emotions & moods](#) [Life challenges](#) [Tips & stories](#) [Finding support](#)

## Caring for your mind only makes you stronger.

Taking care of your mind allows you to be your best self. Reflecting on your feelings and stressors can help you deal with whatever life throws your way.



### Emotions & moods ^

[Anger](#)[Burnout](#)[Grief & loss](#)[Guilt](#)[Isolation](#)[Sadness](#)[Worry & panic](#)[Go to "Emotions & moods"](#)

Find resources to support yourself or someone you love.

#### Tips & stories

- [Things to try](#)
- [Stories from real people](#)

#### Finding support

[What is mental health?](#)[Opening up to friends & family](#)[What is psychiatry?](#)[What is therapy?](#)

Find resources by topic

#### Life challenges

[Chronic health issues & disabilities](#)[Relationship issues & breakups](#)[Substance use](#)[Trauma](#)

View all life challenges



# CREATIVE ASSETS – AUDIO :30 & :60

## SPONSORABLE SPOTS

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ENGLISH

MultiFormat

**“ENGINE”**

:25/05



RURAL

**“FIELD”**

:25/05



SPANISH

**“TELENOVELA”**

:25/05



**“SITCOM”**

:25/05



[www.rab.com/loveyourmind](http://www.rab.com/loveyourmind)



# CREATIVE ASSETS – 35+ :05 and :10 PREAPPROVED GENERIC AND CATEGORY SPECIFIC TAGS TO CHOOSE FROM

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## ENGLISH

**:05 SAMPLE TAG**

*“This message of mental health well-being is supported by your local (insert brand)”*

**:10 SAMPLE TAG**

*“This message of mental wellbeing is supported by (insert brand). (insert brand) committed to helping [local market] achieve their healthiest and best lives.”*

**:10 SAMPLE TAG  
CATEGORY  
SPECIFIC  
- TELECOM**

*“This message brought to you by (telecom company). The power of simple conversation can go a long way to helping your mental health.”*



# CREATIVE ASSETS – 35+ PREAPPROVED GENERIC AND CATEGORY SPECIFIC TAGS TO CHOOSE FROM

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## SPANISH

**:05 SAMPLE TAG**

*“Este mensaje es traído a ti por (insertar marca)”*

**:10 SAMPLE TAG**

*“Este mensaje de salud mental es patrocinado por (insertar marca). (Insertar marca) se compromete a ayudar a [nombre del mercado local] a alcanzar su vida más saludable.”*

**:10 SAMPLE TAG  
CATEGORY  
SPECIFIC  
- GIMNASIOS**

*“(marca) apoya este mensaje porque saben que (mercado) prospera cuando todos están saludables.”*

# CREATIVE ASSETS – OVER 10 :10/:15

## SHORT FORM SCRIPTS TO CHOOSE FROM

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### ENGLISH

**:10 SAMPLE**

*“Feeling overwhelmed? Huntsman Mental Health Institute and the Ad Council can help with resources at LoveYourMindToday.org. This message supported by (insert brand)”*

**:15 SAMPLE**

*Want to go further? Think about your mental health. Huntsman Mental Health Institute and the Ad Council have resources for you at LoveYourMindToday.org. When you’re healthy, you never know how far you can go. This message paid for by (insert brand).*



# CREATIVE ASSETS – OVER 10 :10/:15

## SHORT FORM SCRIPTS TO CHOOSE FROM

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### SPANISH

**:10 SAMPLE**

*Cuidar de ti mismo es importante. Huntsman Mental Health Institute y el Ad Council pueden ayudarte con recursos en ConAmorTuMente.org. [punto o erre ge]. Este mensaje es respaldado por (insertar marca).*

**:15 SAMPLE**

*¿Te sientes abrumado? No estás solo. Huntsman Mental Health Institute y el Ad Council tienen recursos para ti en ConAmorTuMente.org. [punto o erre ge]. Porque tu salud mental es importante. Este mensaje es pagado por (insertar marca).*

# CREATIVE ASSETS – LIVE READ COPY :30 & :60

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## ENGLISH

**:30 SAMPLE**

*(Friendly, positive, conversational, real.)*

You know what's a big deal? Your mental health.

Look, we all need help now and then. So, if you're struggling or feeling overwhelmed, it's important to do something about it. It can be as simple as talking to someone in your community or just taking a calming breath when you need it.

Huntsman Mental Health Institute and the Ad Council have resources available for you right now at LoveYourMindToday.org. That's LoveYourMindToday.org.

Because once you address the problem, you can go so much further.



# CREATIVE ASSETS – LIVE READ COPY :30 & :60

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## SPANISH

**:30 SAMPLE**

*(Friendly, positive, conversational, real.)*

¿Sabes qué es importante? Tu salud mental.

Mira, todos necesitamos ayuda de vez en cuando. Así que, si estás luchando o te sientes abrumado, es importante hacer algo al respecto. Puede ser tan simple como hablar con alguien en tu comunidad o respirar profundo cuando lo necesites. Huntsman Mental Health Institute y el Ad Council tienen recursos disponibles para ti en este momento en ConAmorTuMente.org. [punto o erre ge] Porque una vez que le das prioridad a tu salud mental, descubrirás qué tan lejos puedes llegar

[www.rab.com/loveyourmind](http://www.rab.com/loveyourmind)



# CREATIVE ASSETS – HOST/INFLUENCER TALK POINTS



## 3A. TALKING POINTS :30

*(Friendly, positive, conversational, real.)*

- Your mental health is important.
- These days, stress in our lives can add up quickly.
- When it comes to mental health, we *all* need help now and then.
- If you're struggling, or overwhelmed or just don't feel like yourself, it's important to do something about it.
- It can be as simple as talking to someone or just taking a breath when you need it.
- There are mental health resources for you at LoveYourMindToday.org.
- Resources to help you deal with stress and navigate difficulties like financial worries, anger, substance use, and more.
- That's LoveYourMindToday.org.
- This message brought to you by Huntsman Mental Health Institute and the Ad Council.

- We all have mental health, just like our physical health, and both are connected: not taking care of your mental health can negatively impact your physical health, and not taking care of your physical health can negatively impact your mental health.
- There are everyday actions we can take to prioritize our mental health - like getting a better night's sleep, simply taking a moment to breathe, or asking for help from others.
- Taking care of our mental health isn't just for when life gets tough; it's like having a toolkit that helps us handle whatever comes our way.
- When we prioritize taking care of our mental health, it can help us take steps toward reaching our goals in life.



## SPANISH

- Tu salud mental es importante.
- En estos días, el estrés en nuestras vidas puede acumularse rápidamente.
- Cuando se trata de salud mental, todos necesitamos ayuda de vez en cuando.
- Si estás luchando, te sientes abrumado o simplemente no te sientes como tú mismo, es importante hacer algo al respecto.
- Puede ser tan simple como hablar con alguien en tu comunidad o respirar profundo y calmarte cuando lo necesites.
- Hay recursos de salud mental para ti en ConAmorTuMente.org. *[punto o erre ge]*
- Recursos para ayudarte a lidiar con el estrés y navegar dificultades como preocupaciones financieras, enojo, uso de sustancias y más.
- Eso es ConAmorTuMente.org. *[punto o erre ge]*
- Este mensaje es presentado por Huntsman Mental Health Institute y el Ad Council.
- Todos tenemos salud mental, al igual que nuestra salud física, y ambas están conectadas: no cuidar tu salud mental puede afectar negativamente tu salud física, y no cuidar tu salud física puede afectar negativamente tu salud mental.
- Hay acciones cotidianas que podemos tomar para priorizar nuestra salud mental como dormir mejor, o simplemente tomar un momento para respirar, o pedir ayuda a otros.
- Cuidar nuestra salud mental no es solo para cuando la vida se pone difícil; es como tener un juego de herramientas que nos ayuda a manejar cualquier situación que se nos presente.
- Cuando priorizamos cuidar nuestra salud mental, puede ayudarnos a dar pasos hacia alcanzar nuestros objetivos en la vida.



## 3B. TALKING POINTS :60

*(Friendly, positive, conversational, real.)*

- Your mental health is important.
- These days, stress in our lives can add up quickly.
- When it comes to mental health, we *all* need help now and then.
- Maybe you're having trouble sleeping or you just don't feel like yourself.
- If you're struggling and feeling overwhelmed, it's important to do something about it. It can be as simple as talking to someone in your community or just taking a deep calming breath when you need it. (TALENT CAN TAKE A BREATH HERE TO ILLUSTRATE)
- There are mental health resources for you at LoveYourMindToday.org.
- At LoveYourMindToday.org you'll find information that may help you get through a tough time.
- Things like tips for dealing with stress, how to navigate difficulties like financial worries, anger, substance use, and more.
- You can also find real stories of how people navigated their own mental health challenges.
- Visit LoveYourMindToday.org. That's LoveYourMindToday.org.
- Brought to you by Huntsman Mental Health Institute and the Ad Council.
- Because, once you start to address the problem, you can go so much further.



## SPANISH

- Tu salud mental es importante.
- Hoy en día, el estrés en nuestras vidas puede acumularse rápidamente.
- Cuando se trata de salud mental, todos necesitamos ayuda de vez en cuando.
- Quizás estés teniendo problemas para dormir o simplemente no te sientes como tú mismo.
- Si estás luchando y te sientes abrumado, es importante hacer algo al respecto.
- Puede ser tan simple como hablar con alguien en tu comunidad o respirar profundo y calmarte cuando lo necesites. (EL TALENTO PUEDE TOMAR UNA RESPIRACIÓN AQUÍ PARA ILUSTRAR)
- Hay recursos de salud mental para ti en ConAmorTuMente.org. *[punto o erre ge]*
- En ConAmorTuMente.org encontrarás información que puede ayudarte a superar un momento difícil.
- Cosas como consejos para lidiar con el estrés, cómo navegar dificultades como preocupaciones financieras, enojo, uso de sustancias, y más.
- También puedes encontrar historias reales de cómo otras personas navegaron sus propios desafíos de salud mental.
- Visita ConAmorTuMente.org. *[punto o erre ge]* Eso es ConAmorTuMente.org.
- Presentado por Huntsman Mental Health Institute y el Ad Council.
- Porque una vez que comienzas a abordar el problema, puedes llegar mucho más lejos.



[www.rab.com/loveyourmind](http://www.rab.com/loveyourmind)



# CREATIVE ASSETS – SPONSORABLE DIGITAL

ENGLISH

Therapy isn't just  
for you. It also helps  
everyone who means  
something to you.

Love,  
*Your Mind*

[Learn More](#)

Find mental health resources at  
[LoveYourMindToday.org](http://LoveYourMindToday.org)



SPANISH

La terapia no solo te  
ayuda a ti, también  
ayudaa los tuyos.

Con Amor,  
*Tu Mente*

[Conoce Más](#)

Encuentra recursos de salud mental en  
[ConAmorTuMente.org](http://ConAmorTuMente.org)



*Multiple Unit  
Sizes with Digital  
Tracking Tags*

[www.rab.com/loveyourmind](http://www.rab.com/loveyourmind)





## Why Guardrails?

Ad Council is a 501c3 not for profit

No commercialization of messaging

Pre-approval of categories, tags, liners and live announcer copy =  
**FASTEST ASSET APPROVAL**

If customizing, adhering to guardrails minimizes approval time, and avoids many revisions



# *Guardrails*

- Please review the list of approved categories provided by **RAB**.
- Please refer to the **pre-approved** tag, liners and live announcer copy provided by **RAB** for **quick approvals**.
- You may create a tag that is in support of the initiative so long as it **does not create an ambiguity** that can be interpreted as being tied to a business objective.
- The tag **must not be** of any **commercial purpose or promotion**.
- **All final spots** must be submitted for **Ad Council records and archives**.
- The brand name **may not** be associated with Ad Council and/or Huntsman Mental Health Institute within the recorded tag.
- Anything **outside the pre-approved** copy must be **submitted for approval**.

# AUDIO MILKSHAKE'S ROLE



COLLECT UPLOADED FILES FROM  
RAB STATION PARTNERS



LISTEN TO ALL UPLOADED SPOTS







TRAFFIC THE SPOTS and DIGITAL ADS  
THAT NEED APPROVAL TO AD  
COUNCIL and HUNTSMAN MENTAL  
HEALTH INSTITUTE



PROVIDE SUPPORT TO YOU



# APPROVAL FORM



"LOVE, YOUR MIND" ASSET APPROVAL SUBMISSION

1x form per Sponsor, up to 5x asset uploads per form.  
Please contact [submit@audiomilkshake.com](mailto:submit@audiomilkshake.com) with any questions

LEGAL STATEMENT - by checking this box you confirm that your assets adhere to the guidelines provided by Ad Council for pre-approved tagging. If your submission does not adhere to the guidelines and results in harm to Ad Council, Huntsman Mental Health Institute or Audio Milkshake, you agree to pay for any and all costs, including legal fees, damages, or liabilities, arising from non-compliant asset tagging. You also agree to immediately remove or direct the removal of any non-compliant tagging when notified by Audio Milkshake or Ad Council.

☐ Yes

Name

First NameLast Name

Email

example@example.com

Phone Number

(000) 000-0000

Please enter a valid phone number.

Radio Station(s), Group or Network Name

Market (City/State)

Sponsor / Client Name

Next

ASSET #1 (of 5)

Please choose **ONE** asset below to upload.  
You will have the option to upload additional assets with this form (up to 5x total).

All uploads per form must be for the same Sponsor.  
If you have more than 5x assets total to upload, please complete this submission and use the form again.

#1 ASSET TYPE - CHOOSE ONE

☐ ENGLISH - "Engine" :50/:10

☐ SPANISH - "Engine" :50/:10

☐ ENGLISH - "Engine" :25/:05

☐ SPANISH - "Engine" :25/:05

☐ ENGLISH - "Field" :55/:05

☐ SPANISH - "Telenovela" :25/:05

☐ ENGLISH - "Field" :25/:05

☐ Short Form Audio Ad :15

☐ ENGLISH - "Sitcom" :50/:10

☐ Short Form Audio Ad :10

☐ ENGLISH - "Sitcom" :25/:05

☐ Digital Banner

☐ Host Live Read - SCRIPT

#1 PRE-APPROVED ASSET?

☐ YES - this asset with sponsor identification is pre-approved

☐ NO - this asset with sponsor identification needs approval

[CLICK HERE](#) if you are unsure of your pre-approval status

#1 FLIGHT START DATE

MonthDayYear

#1 FLIGHT END DATE

MonthDayYear

#1 ASSET UPLOAD

Browse Files

Drag and drop files here

#1 DO YOU HAVE ADDITIONAL ASSETS TO UPLOAD?

☐ Yes

☐ No

Back

Next

Please click "SUBMIT" below to complete your upload.

If applicable, expect approval or suggested revisions within 3-5 business days from upload date. Any questions, please e-mail [submit@audiomilkshake.com](mailto:submit@audiomilkshake.com)

Back

Submit

www.rab.com/loveyourmind

# *Approval Process*

For non-pre-approved copy:

- Upon submission of your creative, Audio Milk Shake will do a first pass review and reply with feedback within **two (2) working days**.
- Once you make necessary revisions and submit an updated asset, Ad Council and HMHI will do a final review and confirm approval within **three (3) working days**.
- **All final assets must be submitted** for Ad Council's records.

For pre-approved copy:

- Submission for approval is not necessary but **all final assets must be submitted** for Ad Council's records. Please note, Ad Council can choose to review any submitted asset and reject if it does not follow the provided guardrails.



ONE STOP SOURCE TO HELP PROSPECT AND ACTIVATE YOUR CAMPAIGN AND LEAD WITH PURPOSE

# RAB.COM/LOVEYOURMIND

## The Pitch

Customizable presentation to pitch the sponsorship opportunity to your advertising prospects.

## Creative Assets

Sponsorable creative in all forms for radio stations including :30's, :60's, Short Form, Live Read, Host Talk Points and Digital.,



[www.rab.com/loveyourmind](http://www.rab.com/loveyourmind)

## Categories to Pitch

Pre-approved categories to pitch will help with prospecting efforts.

## Guardrails

MUST READ document due to the sensitive issues and public service nature of leading with purpose.