

CAMPAIGN BRANDING + CONTENT STRATEGY & CREATION

A campaign logo and content strategy to launch The Lily-Jo Project's "International Weekend of Self-Care" campaign. Design and copywriting included. Interviews and blogs were coordinated and edited.

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Audience / The Lily-Jo Project community including children, teens, and adults.

Niche / Mental Health & Wellbeing

Voice / U.K. English

Logo Concept



Sample Press Release

UK-based mental health platform, The Lily-Jo Project, launches new self-care awareness campaign to support the public in the aftermath of Covid-19.

Manchester, U.K. (July 2021) - On Saturday, August 21 to Sunday, August 22, The Lily-Jo Project will host its first-ever awareness campaign: "The International Weekend of Self-Care".

Inspired by the global pandemic and the heightened focus on health and wellbeing, this campaign aims to educate and raise awareness about what self-care really means, what it doesn't mean, and what good self-care practices look like in the real world.

As the backbone of the campaign, The Lily-Jo Project will provide a dedicated library of articles, handouts, worksheets, and podcasts all about self-care and the role that it plays in maintaining good mental health. Resources will be provided for adults along with children and families.

Sample Press Release [Cont'd]

Supporters of the campaign will be invited to assess their own level of self-care, explore different self-care techniques to try at home, and share their self-care tips on social media via The Lily-Jo Project's Facebook and Instagram pages using the hashtag #iwosc.

Collaboration With Pop Artist, Lily-Jo

In support of the campaign, pop artist Lily-Jo will also be releasing a new single entitled "Diamond" on August 6. This song is a call to individual confidence, strength and action in the wake of Covid-19 and will serve as the anthem for the awareness weekend.

More information about Lily-Jo and the release of "Diamond" can be found here.

Further Details

All of the content for The International Weekend of Self-Care will be housed on The Lily-Jo Project's website here:

www.thelilyjoproject.com/internationalweekendofselfcare.

Those interested in the event can register their interest here and will be updated when the resources go live.

Key Assets

Campaign asset overview:

- Landing page - [view live](#)
- 2X downloadable packets
- 7X blog articles
- 4X interviews
- Merch line
- Music & playlist
- Social Posts

Downloadable Packets



[View Full Packet
HERE](#)



[View Full Packet
HERE](#)

Blog Articles



[Self-Care for the Whole Family...How to Create a Plan to Strengthen Our Bodies and Minds](#)



[Even Olympians Need to Step Back: What Simone Biles Can Teach our Children about Self-Care and Prioritizing Mental Health](#)

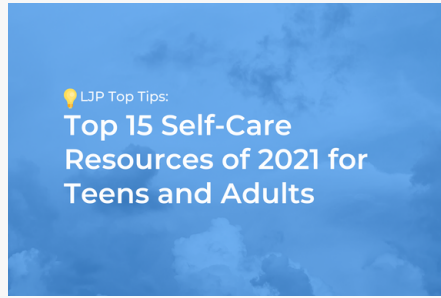


[Top 15 Self-Care Resources of 2021 for Kids and Families](#)

Blog Articles [Cont'd]



Top 5 Self-Care Products for Teens



Top 15 Self-Care Resources of 2021 for Teens and Adults



Top 5 Self-Care Products for Young Children

Interviews



How to Self-Care: Lily-Jo's Story.



How to Self-Care When Battling Anxiety: Mari's Story



How to Self-Care When Battling Loneliness: Pete's Story



How to Self-Care When Battling Depression: Alexis' Story

Merch Line



Water Bottle

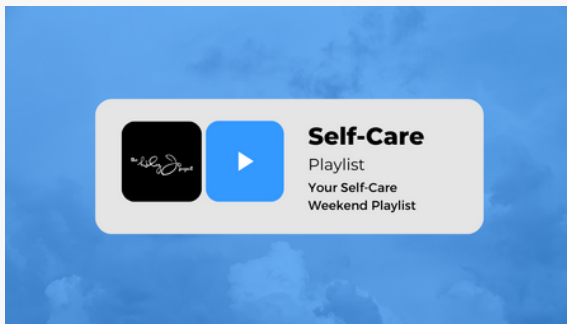


Journal



Mug

Music Playlist



Blog: Full Article w/Links to Listen on YouTube & Spotify

<https://www.thelilyjoproject.com/2021/08/13/your-self-care-weekend-playlist-15-songs-for-self-care/>

1. Diamond, Lily-Jo
2. Shine, Felix Jaehn ft. Freddy Verano and Linying
3. Golden, Jill Scott
4. Can't Stop the Feeling!, Justin Timberlake
5. Self Care, Louis The Child & COIN
6. Keep Your Head Up, Andy Grammar
7. We Got Love, Sigala and Ella Henderson
8. Move on Up, Curtis Mayfield
9. Faith, Galantis and Dolly Parton
10. Friends, Ella Henderson
11. Borderline (An Ode to Self Care), Solange
12. Put Your Records On, Ritt Momney (originally by Corinne Bailey Rae)
13. Just Fine, Mary J. Blige
14. Need to Know, Lily-Jo
15. Happy, Pharrell Williams

Sample Social Posts

Only 3 days until our dedicated self-care resource goes live for the #InternationalWeekendofSelfCare!! ✨

We've been working hard to create materials to help you:

- 💙 Better understand what self-care means and
- 💙 Implement good self-care practices into your day-to-day life

In the meantime, if you have a self-care tip to share with us, feel free to comment on this post or create your own post with the hashtags #iwosc and #internationalweekendofselfcare

🙏 Many thanks to our sponsors @ur_unstoppable and @heartandgraft for making this campaign possible!



Kids need to self-care too!

In this self-care packet, you'll find:

- 💙 Information about what self-care is and what it looks like for families.
- 🏠 Practical advice to try with your kids.
- 📄 Printable worksheets to make self-care FUN.

Download yours for FREE today by visiting our brand new self-care resource (link in bio!)

On day 2 of the #internationalweekendofselfcare, we're sharing these 5 tips from parenting expert @brandybrowne on how to create a self-care plan that works for the whole family! 👨‍👩‍👧‍👦

Do you have any other tips to add to this list?

LJP Top Tips:

Self-Care for the Whole Family: 5 Tips for Creating a Family Self-Care Plan

Sample Social Posts [Cont'd]

This weekend is all about self-care! 💙 ✨

Celebrate with us by checking out our brand new self-care resource - now LIVE on our website 🖥️ (link in bio!)

It's packed with:

- 💙 Practical tips and advice on self-care
- 📄 Downloadable packets for kids, teens, and adults
- ✨ Self-care stories, playlists, and more!

We'd also love to hear about your personal self-care tips! Feel free to comment on this post or create your own post with the hashtags #iwosc and #internationalweekendofselfcare - we all benefit from hearing the advice and stories from others 💙



"Opening up to a loved one about my mental health was the first step towards taking care of myself. It's one of the most effective steps in recovery and wellbeing." - @alexismhorne

Read Alexis' #selfcarestory in its entirety by visiting our #internationalweekendofselfcare campaign page (link in bio). Thanks again Alexis for sharing your story with us!

As we wrap up this weekend, we want to leave you with the following acronym to help you remember what self-care is all about! Thanks @xxlilyjoxx for these top tips ✓

- S - Sleep 🧘
- E - Exercise 🏃
- L - Listen to your body 🧠
- F - Forgive 💙
- C - Create 🎨
- A - Affirmations ✨
- R - Relax 🛁
- E - Eat right 🥗





HMC

**For new project inquiries, please feel free
to get in touch.**

Shelby Hale
Writer, Content Marketer &
Communications Specialist

shelby@halemc.com
[Instagram](#) | [Facebook](#) | [LinkedIn](#)