

Dw, I'm fine.

Yea, everything is normal!

What can happen to me bro?

I'm sure we've heard these lines before
or said them ourselves.

But we know these words have more to it...

1/5

**1 IN EVERY 5
INDIVIDUALS SUFFER
FROM SOME FORM OF MENTAL
HEALTH ILLNESS SYMPTOMS.**

60+

**CLOSE TO 60 TO 70 MILLION
PEOPLE IN INDIA SUFFER FROM
COMMON AND SEVERE
MENTAL DISORDERS.**

2.6

**INDIA IS THE WORLD'S SUICIDE
CAPITAL WITH OVER 2.6 LAKH
CASES OF SUICIDE IN A YEAR.**

15

**LONELINESS IS A PRESSING
GLOBAL THREAT.
ITS MORTALITY EFFECTS ARE
= SMOKING 15 CIGARETTES A DAY**

We found 4 words that have more value in the current social landscape than the typical 3 words we all know.

**HOW ARE YOU,
REALLY?**

Brand: iDare

India's first mobile app that has a 360-degree approach to working on abuse, relationships and mental health.



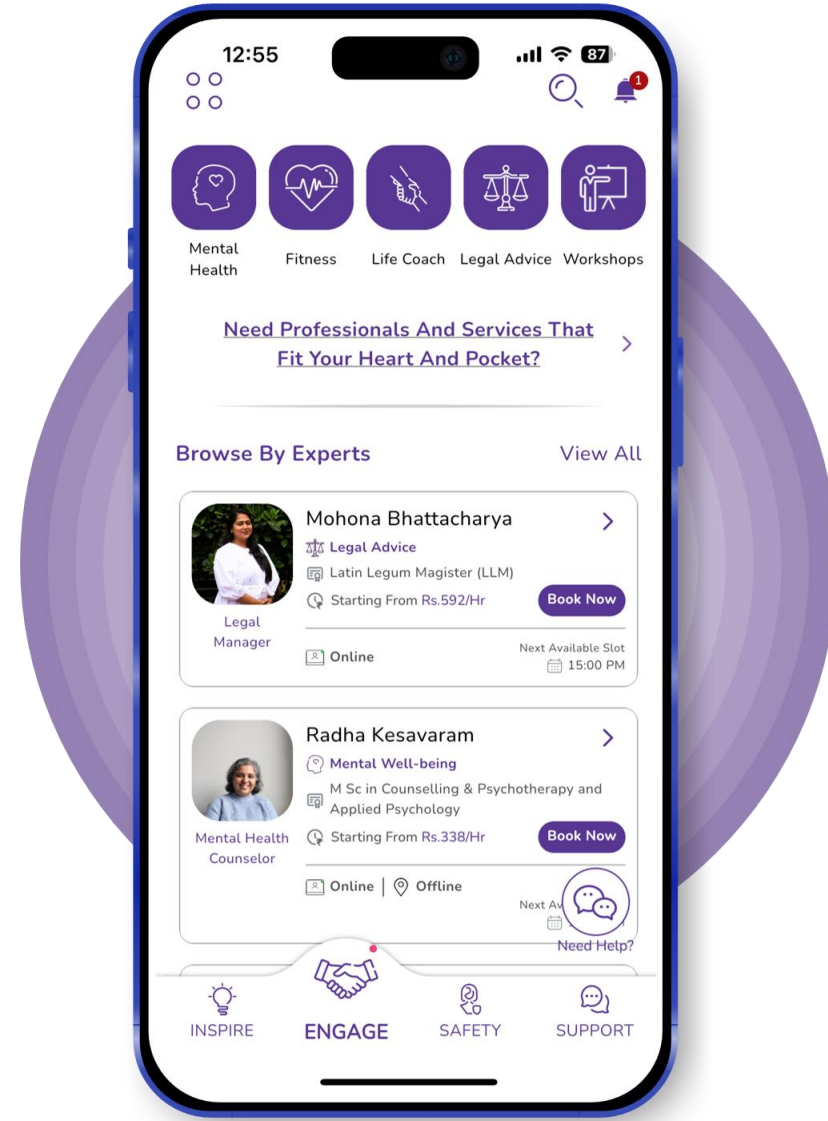
Mandate:

Launch app v2.0

with great impact and a human touch.

Apart from the regular...

- make the rupee run the extra mile
- increase app downloads in 30 days.
- increase average time spent on the app.
- build 'A community'



The campaign

HOW ARE YOU, REALLY?

A campaign that sparks open conversations, normalizes mental healthcare and most importantly to be a support system to the ones who need it.

How could iDare help?

There is no one size that fits all in MH.

Hence, we asked Bengaluru itself... **How are you, really?**

Campaign - Phase 1

No hidden agenda, no selling!
**An anonymous campaign
with just 1 question...**

ನೀವು ಹೇಗಿದ್ದೀರಿ?

LOOK CLOSELY
**HOW ARE YOU,
REALLY?**

~~I'm Good~~
~~I'm Fine~~

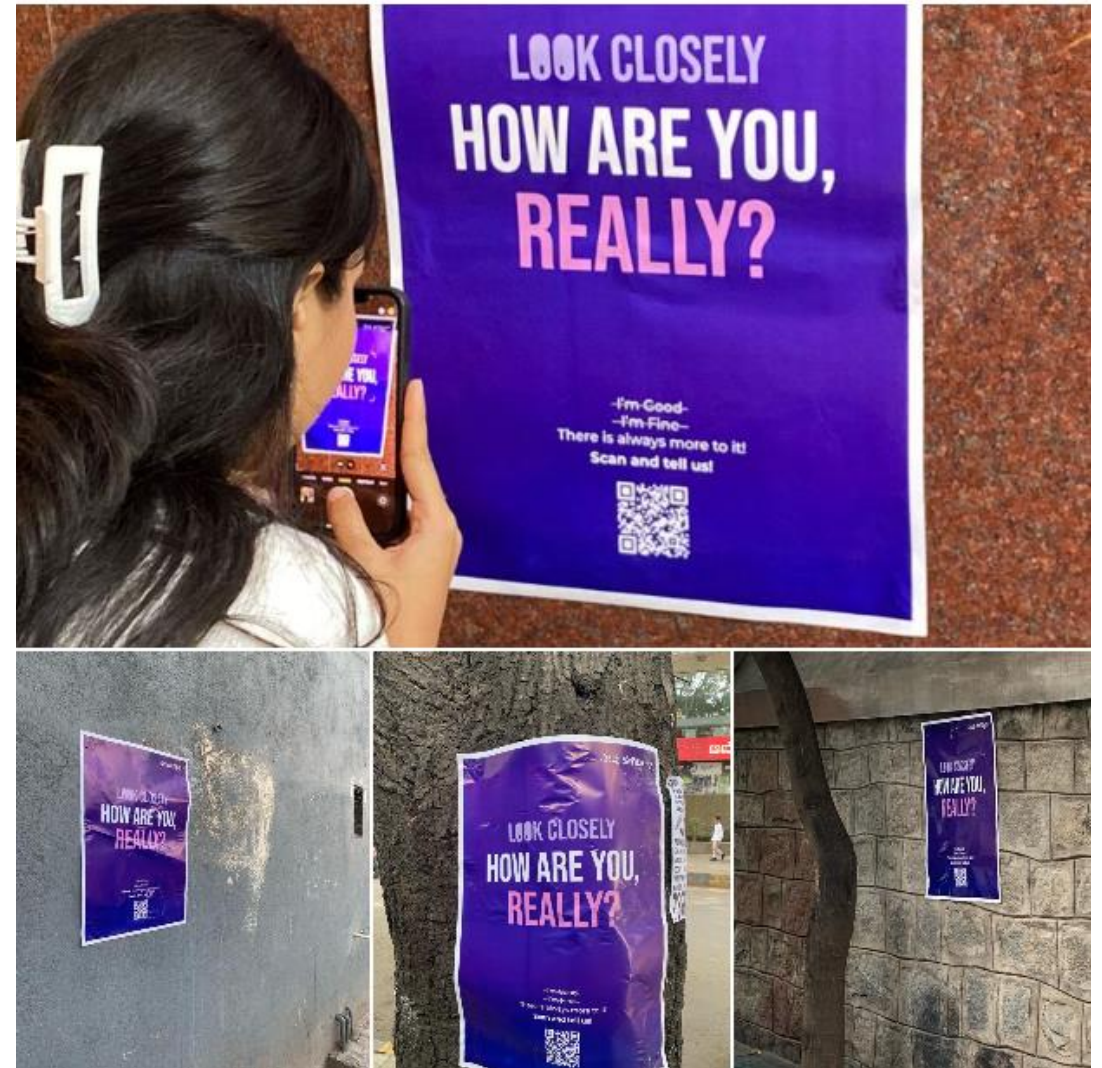
There is always more to it!

Scan and tell us!



Who, Where & How?

1. A3 posters at 25 **college vicinities** where students hang.
2. 4 **WeWork spaces** across Bengaluru
3. 30 of city's happening **cafes and night clubs**
4. 7-day **Vox-pops** at city hotspots



The landing page was
**a place to express
without judgement.**

Users had a space to write how they are really
as well as 5 prompts to help them emote.

We are on a mission to find out how
the people of Bengaluru are really!

By expressing yourselves, know that you
are helping yourself and the city at large.

**LOOK CLOSELY
HOW ARE YOU,
REALLY?**

Write how you really are here

Having a hard time expressing how you are?
Try picking a word below!

Feeling... ▾ Feeling... ▾ Feeling... ▾

Feeling... ▾ Feeling... ▾

Submit

Curious?
Watch this space for more!

Yes, the city got curious!

Micro and macro influencers covered our posters with curiosity and shared how they felt and asked their tribe to introspect and share their feeling.



Campaign - Phase 2

Now that we asked the question,

it's time to close the circle.

Reveal communication:
**Feel, deal and heal
with iDare**

FEELING STRESSED?
FEELING DEPRESSED?
FEELING CONFUSED?
FEELING ANXIOUS?
FEELING LOST?
FEELING PRESSURIZED?
FEELING HEARTBROKEN?
FEELING INSECURE?
FEELING

It's time to Look Closely...

FEEL, DEAL AND HEAL WITH iDARE

Chat support, therapy, inspiration, legal support and lot more...



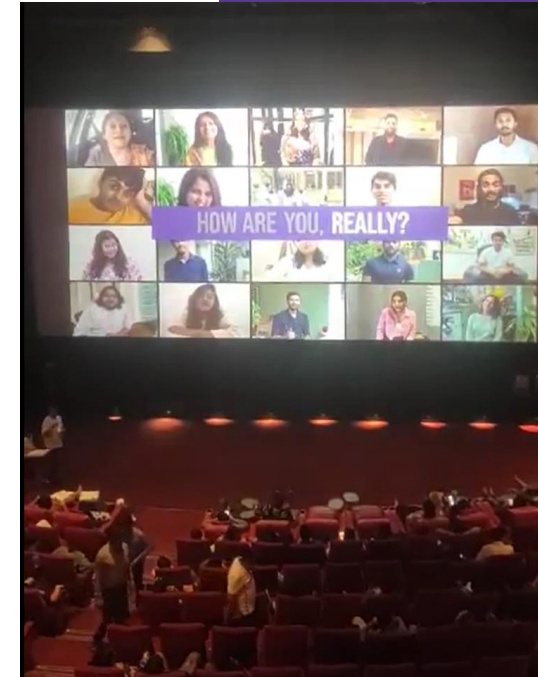
SCAN TO KNOW MORE



DOWNLOAD THE APP

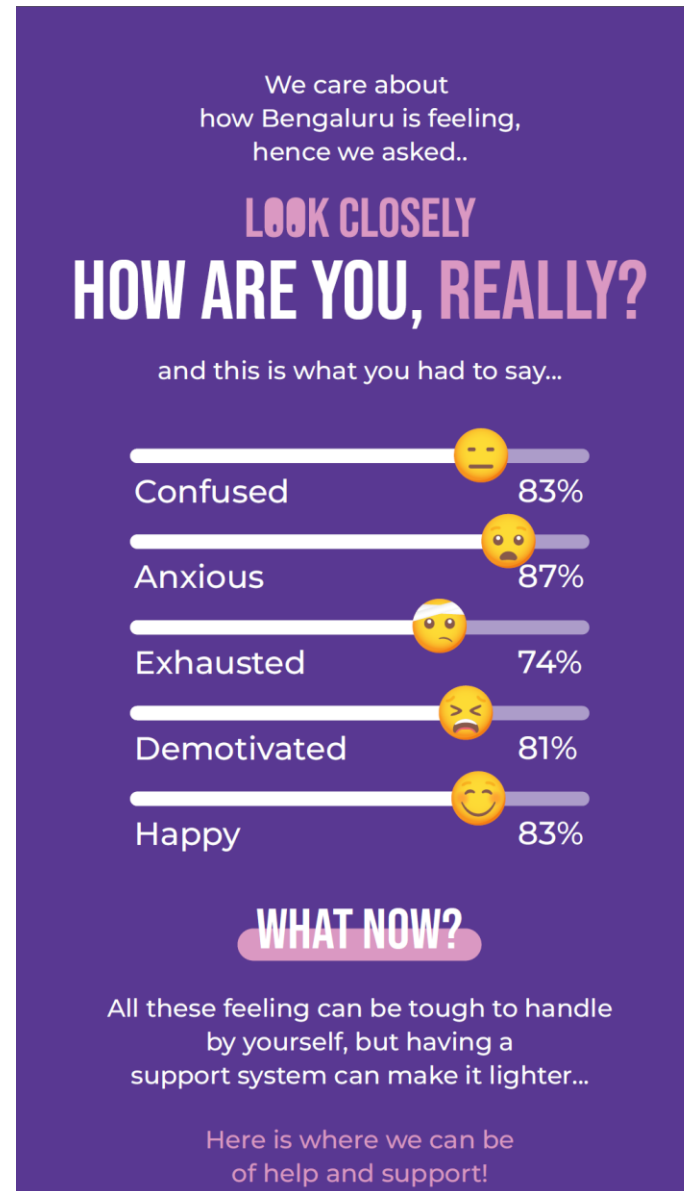
Who, Where & How?

1. A3 posters at 25 college vicinities.
2. Café and Night clubs
3. Pop-ups at WeWork
4. Metro Purple Line
5. PVR screens
6. Flash Mob x Christ University



The reveal page was
**a place to find help,
open new doors to heal.**

We shared what we received and provided a safe space for users to find tools, information and professional assistance to take care of their mental health.



Get SUPPORT at no cost!

Free emotional support system (call / chat) with our trained professionals

for when you need to:
Express
Vent
Seek advice
Feel heard and understood

Be INSPIRED at no cost!

Daily Podcasts
Real-life Stories
Check-in and Connection building activities
Journal prompts
Therapy techniques
Thought provoking articles
Engaging videos

Stay ENGAGED

Affordable Therapy
Expert Legal
Counseling sessions
Engaging Workshops
Community Events such as Self Care Sunday, Mindful Dating, Art therapy and more
Weekly Venting Circles

Utilize our SAFETY MAPS at no cost!

Navigate to your closest safe zones during emergencies that make you feel unsafe and also find the closest hospitals, police stations and ATMs near you.

Through the ups and downs of life, know that you are not alone.

We are here for you!
Come feel, deal and heal with us.

Download the iDare app now!



What we achieved by
**asking a simple
question**

- ✓ Brand Goodwill
- ✓ Communicate brand offerings creatively
- ✓ Humanize app-based MH services
- ✓ Help people express without stigma
- ✓ Normalize and vocalize Mental Healthcare
- ✓ Gather a network to build a community

In the world of feelings,
Numbers matter too

App installs: **1282**

Social Media impressions: **600k+**

Restaurants touched: **25+**

Colleges: **20+**

Coworking spaces: 4

Influencers: **40**

Ad impression: **30,00,000+**

Give ways:

100 users got free first session

+ 1 year of therapy to 1 user

We believe in the power of
Collaboration

Multiplex Partner



Hospitality Partner



Social Partner



Office space Associate



University Associate

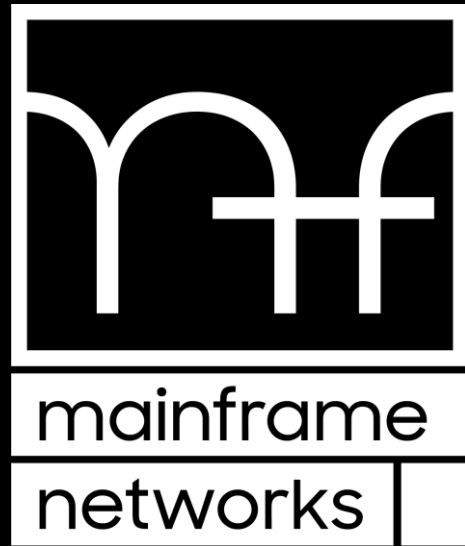


Public Transport Associate



Digital Associate





We are **Mainframe Networks**

and we prioritize

Principles over People

People over Profits and

Profits over Probabilities