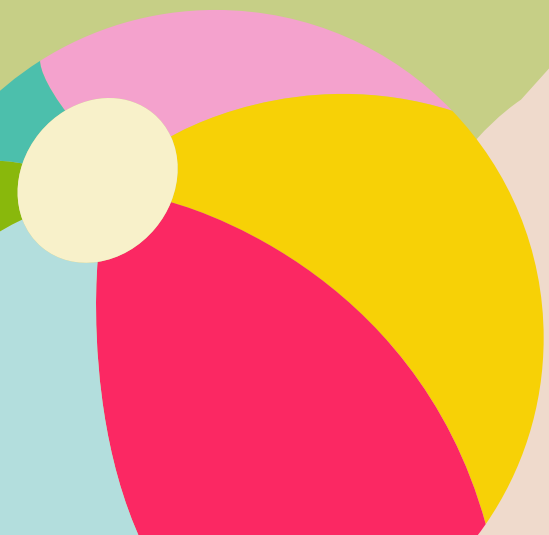


ELEVATE YOUR MENTAL HEALTH THROUGH PHYSICAL ACTIVITY"

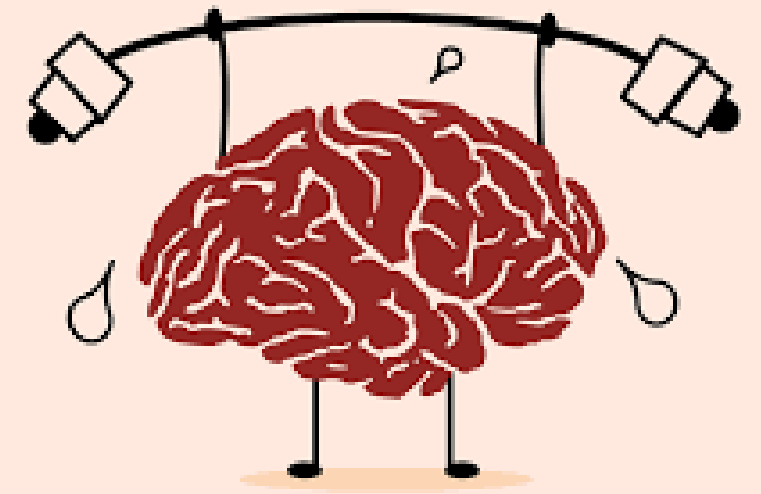
"Mind in Motion"



Target Audience

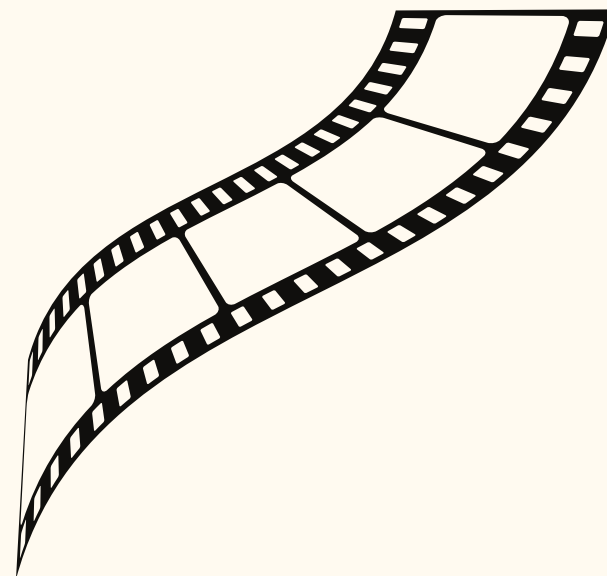
In today's world, the mental health of adolescents becomes a crucial issue as they transition from junior to senior school. Managing the academic demands of RoSA, choosing subjects, HSC, and personal growth are some of the challenges these students encounter during this significant period.

To address this, our campaign aims to inform high school juniors transitioning to senior school about the mental health advantages linked to engaging in physical activities, offering them a tool to alleviate the pressures they face.

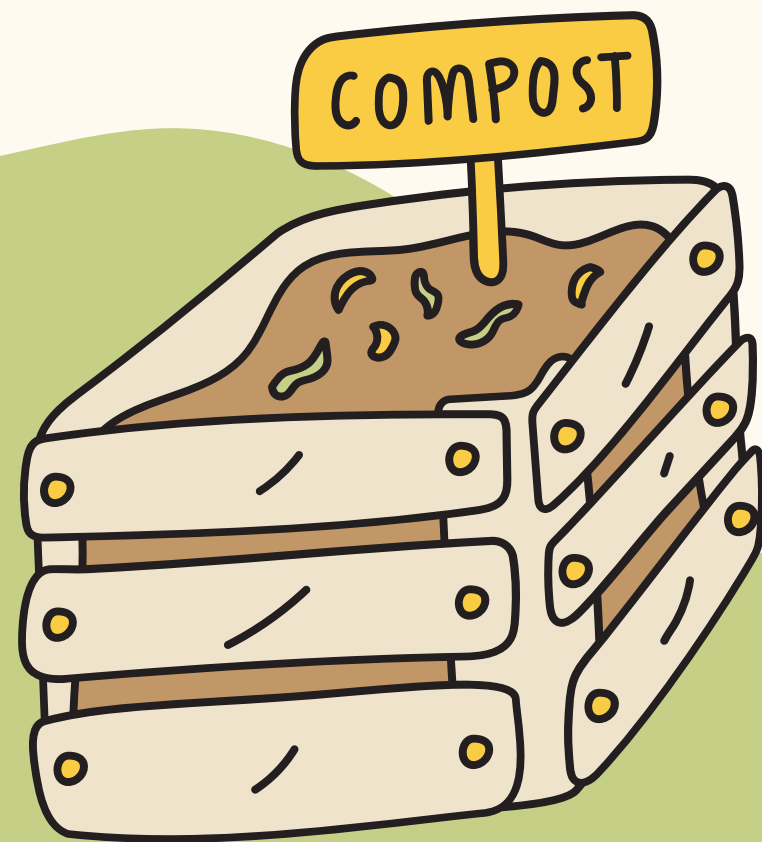
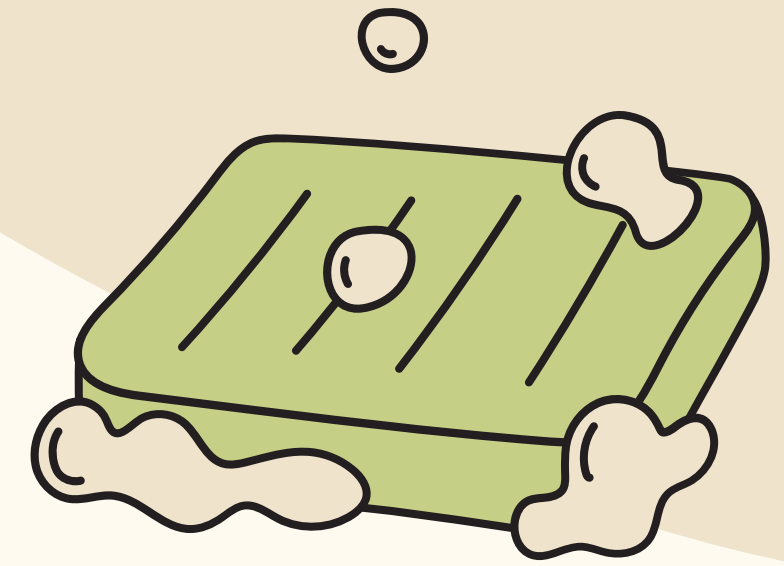


What is our campaign about?

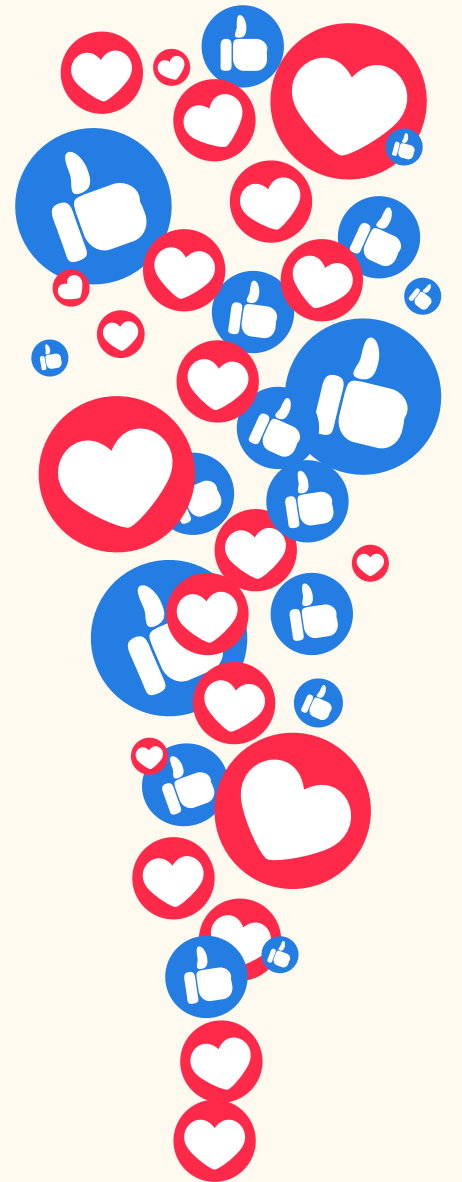
Our campaign is an Instagram Reel strategy utilising the 'Fat Cat AI' trend popular on social media at the moment to attract our target audience and transition into promoting our campaign goals. This reel includes a seamless transition from the trend showcasing and explaining the benefits of physical activity and its affects on mental health to our targetted audience.



Why Instagram?



Instagram is an effective platform for engaging high school students in the "Mind in Motion" campaign due to its popularity, visual appeal, interactive features, and trend influence. The platform's widespread usage, focus on visual content, and interactive tools like Stories and Reels help reach and resonate with our specific target audience.



Our cat Reel



ME  W

Story

In our reel, we explore a ginger cat's journey from sad and unfit to happy and healthy. The message we strive to send from this reel to our target audience is to use physical activity as a tool to overcome mental despair.

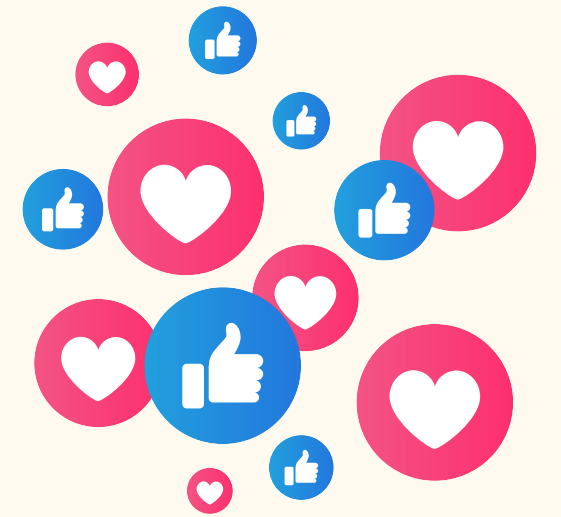
As shown in the video, young people can participate in physical activity to not only improve their physical fitness but also improve their mental wellbeing at the same time.



How would we measure the success of our campaign?



Engagement Metrics: Tracking likes, comments, shares, and saves on posts and reels, where high engagement rates would indicate that the content resonates with our targetted audience.



Follower Growth: Monitoring the increase in followers on the campaign's Instagram page, where we would post this reel and potentially other reels like this it in the future.



[Follow](#)



Potential influence

Improved Mental Health

By promoting regular physical activity as a means to manage stress, reduce anxiety, and enhance mood, the campaign can contribute to improved overall mental well-being among students.

Academic Performance

Research consistently indicates a positive correlation between physical activity and intellectual function. Seniors who integrate exercise into their daily routines may benefit from enhanced concentration, memory, and academic performance.

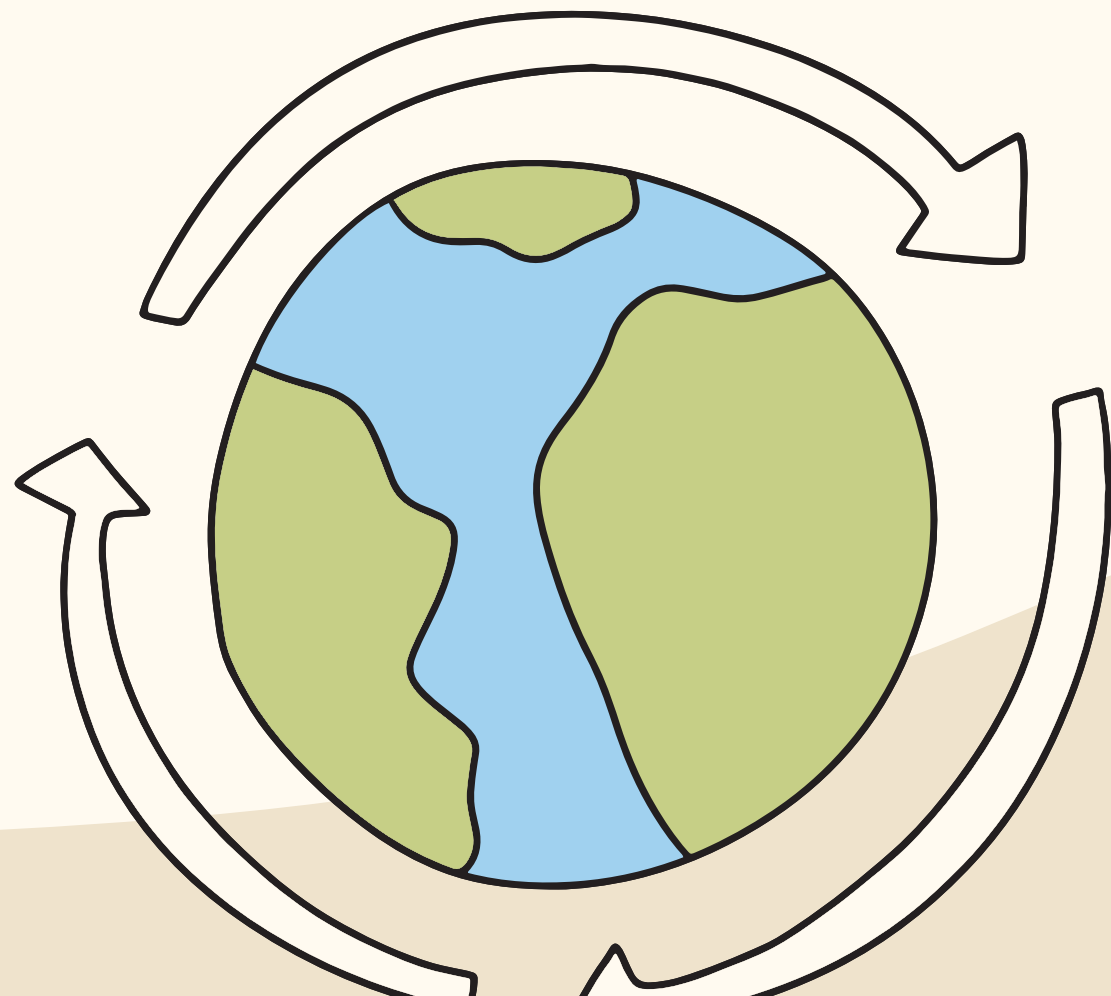
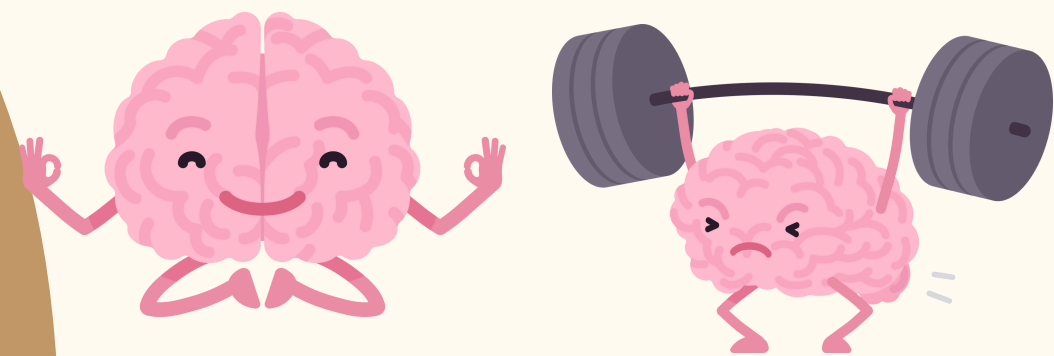
Lifelong Habits

Encouraging seniors to adopt regular physical activity as a habit promotes lifelong wellness. By establishing healthy routines early in life, students are more likely to continue prioritising their physical and mental health.

MIND IN MOTION:

stay fit don't quit

Mental health



Physical Activity

