



UNSpoken STRUGGLES

A JOURNEY TO MENTAL WELLNESS

Documentary Marketing Deck

A NORJE MEDIA GROUP PRODUCTION

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01

INTRODUCTION

INTRODUCTION



SYNOPSIS

"UNSPOKEN STRUGGLES: A JOURNEY TO MENTAL WELLNESS" IS A COMPELLING, IN-DEPTH DOCUMENTARY THAT SHINES A LIGHT ON THE OFTEN-HIDDEN BATTLES MANY FACE IN THE REALM OF MENTAL HEALTH. THROUGH RAW, AUTHENTIC STORIES AND RE-ENACTMENTS, THE FILM TAKES VIEWERS ON AN EMOTIONAL JOURNEY THROUGH THE COMPLEXITIES OF MENTAL HEALTH DISORDERS SUCH AS TRAUMA, ANXIETY, GRIEF AND SUBSTANCE ABUSE, OFFERING A VOICE TO THOSE WHO ARE NAVIGATING THEIR OWN STRUGGLES IN SILENCE.

THIS DOCUMENTARY NOT ONLY SEEKS TO RAISE AWARENESS BUT ALSO AIMS TO EMPOWER VIEWERS TO CONFRONT THEIR OWN MENTAL HEALTH STRUGGLES, ADVOCATING FOR A WORLD WHERE NO ONE HAS TO SUFFER IN SILENCE. "UNSPOKEN STRUGGLES" IS MORE THAN A FILM; IT'S A CALL TO ACTION TO CREATE A SUPPORTIVE AND UNDERSTANDING ENVIRONMENT WHERE MENTAL WELLNESS IS NOT JUST RECOGNIZED BUT ACTIVELY PURSUED.

LOGLINE

NO MATTER ONE'S HIDDEN BATTLES WITH MENTAL ISSUES SUCH AS TRAUMA, ANXIETY, DEPRESSION OR ADDICTION, THE DOCUMENTARY OFFERS INSIGHT, EMPATHY, AND HOPE FOR ONE'S OWN PATH TO HEALING.

INTRODUCTION



THE MAIN CHARACTERS

THE MAIN CHARACTERS DEMONSTRATE RESILIENCE AND PROVIDE A POWERFUL LENS THROUGH WHICH WE CAN BETTER UNDERSTAND THE COMPLEXITIES OF MENTAL WELLNESS.

JASMINE

RE-ENACTMENT OF JASMINE'S EXPERIENCE. ONCE A BRIGHT AND PLAYFUL CHILD SHE BECAME AN ADULT HAUNTED BY TRAUMA. IT REVEALS THE LASTING IMPACT OF UNRESOLVED TRAUMA AND THE STRENGTH IT TAKES TO FIND PEACE.

KRISTI & SHANA

KRISTI AND SHANA'S POWERFUL STORIES OF EACH LOSING A SON TO SUICIDE HIGHLIGHT THE DEEP PAIN OF GRIEF, THE COMPLEXITY OF MENTAL HEALTH STRUGGLES, AND THE UNWAVERING STRENGTH THEY FOUND IN SHARING THEIR JOURNEYS.

SAM

RE-ENACTMENT OF SAM'S BATTLE WITH ADDICTION AND HIS JOURNEY TOWARD RECOVERY UNDERSCORES THE ADDED CHALLENGE MEN FACE IN OVERCOMING THE STIGMA SURROUNDING MENTAL HEALTH, OFTEN MAKING IT HARDER FOR THEM TO SEEK HELP AND FIND SUPPORT.

ROCHELLE

ROCHELLE'S JOURNEY IS SHAPED BY THE TRAUMA OF CHILDHOOD ABUSE, COMPOUNDED BY THE ANXIETY AND DEPRESSION SHE FACED AS AN ADULT, ILLUSTRATING THE COMPLEX, INTERTWINED STRUGGLES MANY ENDURE IN THEIR PATH TO HEALING.



INTRODUCTION

ABOUT THE DOCUMENTARY

“UNSPOKEN STRUGGLES: A JOURNEY TO MENTAL WELLNESS” EXPLORES THE SILENT BATTLES MANY FACE WITH MENTAL HEALTH. THROUGH POWERFUL STORIES, REAL-LIFE EXPERIENCES AND RE-ENACTMENTS, THIS DOCUMENTARY SHEDS LIGHT ON THE COMPLEXITIES OF TRAUMA, ANXIETY, GRIEF, DEPRESSION, AND SUBSTANCE ABUSE.

BY PROVIDING A VOICE TO THOSE WHO OFTEN SUFFER IN SILENCE, IT OFFERS A DEEP, EMPATHETIC LOOK INTO THEIR STRUGGLES AND TRIUMPHS, WHILE ENCOURAGING A BROADER SOCIETAL CONVERSATION TO BREAK THE STIGMA SURROUNDING MENTAL WELLNESS.

IT'S A MUST-SEE FOR ANYONE LOOKING TO UNDERSTAND THE PROFOUND IMPACT OF MENTAL HEALTH CHALLENGES, BREAK THE STIGMA SURROUNDING MENTAL WELLNESS, AND GAIN INSIGHT INTO THE JOURNEYS OF THOSE OVERCOMING TRAUMA, ANXIETY, GRIEF, AND ADDICTION.

TOTAL RUN TIME: 90 MINS
FORMAT: DOCUMENTARY

02

MARKETING

Target Audiences:

Target viewing via on-demand video streaming. The following are 4 target audience characteristics:

01



Individuals Struggling with Mental Health Issues – People dealing with anxiety, depression, trauma, grief, or substance abuse who are seeking hope, guidance, and validation in their own mental wellness journeys.

Mental Health Professionals and Caregivers – Therapists, counselors, social workers, and caregivers who are looking for deeper insights into the experiences of their clients and ways to provide better support.



02

03



Families and Loved Ones of Those Struggling with Mental Health – Individuals who have loved ones experiencing mental health challenges, aiming to understand their struggles and offer more compassionate support.

Advocates and Policy Makers – People involved in mental health advocacy or policy development who want to foster awareness, reduce stigma, and improve access to mental health resources in communities.



04

UNIQUE SELLING POINT & MARKET DIFFERENTIATORS

1

PERSONAL RAW NARRATIVES

The documentary highlights deeply personal stories of individuals from diverse backgrounds, providing an authentic and relatable perspective on mental health struggles, from childhood trauma to adult anxiety, depression, and recovery.

2

FOCUS ON UNDERREPRESENTED GROUPS

By including the experiences of men and people of color from marginalized communities, the documentary gives a voice to populations that are often stigmatized or overlooked in mental health discussions.

3

INTERSECTIONALITY OF MENTAL HEALTH ISSUES

It tackles the complexity of mental health by exploring multiple overlapping issues, such as trauma, anxiety and depression, shedding light on how they interact and impact an individual in profound ways.

4

ACTIONABLE INSIGHTS FOR VIEWERS

Along with powerful storytelling, the documentary provides practical resources and insights for those seeking help, empowering viewers to understand mental health, reduce stigma, and take actionable steps towards mental wellness.

Meet the Mental Health Experts

"Unspoken Struggles" features presentations by three licensed mental health professionals who, combined have over 40 years of clinical experience treating mental health disorders:



Mathew Jean, LMFT
Psychotherapist



Dr. Alison K. Davis, LMHC
Psychotherapist



Bridgitte Stuart, LMHC, TF-CBT
Psychotherapist

Our Production Team

"Unspoken Struggles" has the "best in the business" team of production personnel whose experience range from producing documentaries, short films and movie content.



Errol Lyons
Director



Dr. Francine Walker
Producer



Granville Bailey
Editor



Delvin Peterson
Drone Pilot

03

**MARKETING
CAMPAIGNS &
DISTRIBUTION**

01 Partnering with Community-Based Organizations

Collaborating with local organizations that serve underserved communities, such as mental health groups, social service agencies, schools, and faith-based organizations. These partnerships can help amplify the documentary's message by hosting screenings, providing resources, and engaging community leaders to promote the film.



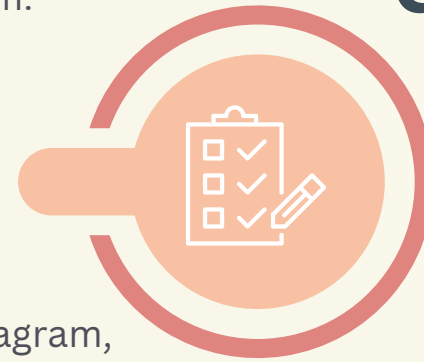
04 Leveraging Local Media Outreach

Working with local radio stations, newspapers, and television outlets that serve underserved areas to share trailers, interviews, and behind-the-scenes content. Hosting segments with mental health advocates or those featured in the documentary can raise awareness and encourage wider viewing.

Getting the Word Out!

02 Utilizing Social Media with Targeted Campaigns

Leveraging platforms like Facebook, Instagram, and YouTube to reach a broad audience, especially by using paid advertisements that target specific demographics, including underserved communities. Social media also allows for the use of hashtags, influencer collaborations, and community-driven content to create buzz and engagement around the documentary.



05 Collaborating with Influencers in Mental Health and Cultural Communities

Partnering with thought leaders and influencers from within the community who are passionate about mental health, particularly those who have a trusted following within underserved groups. These influencers can help normalize conversations about mental health and drive audiences to watch the documentary.

03 Hosting Virtual Screenings and Q&A Sessions

Conducting virtual watch parties followed by live discussions, featuring the documentary's participants, mental health professionals, or community advocates. This provides an opportunity for underserved communities to access the documentary remotely and engage in a dialogue about its themes.



06 Offering Free Screenings and Resources in Underserved Areas

Collaborating with sponsors to provide free screenings of the documentary in local community centers, libraries, schools, and churches in underserved communities. Accompany these screenings with workshops, resource guides, and facilitated discussions to provide not only the film but also practical support and connections to mental health services.

04

CONCLUSION

Following the release of the main "UNSPOKEN STRUGGLES" documentary, we intend to introduce a six-part series that dives deeper into the most prevalent mental health issues. Each episode will offer an in-depth exploration of these critical topics, shedding light on the challenges many face while seeking understanding, healing, and support.

1 ANXIETY

Anxiety is the most prevalent mental health issue. In the U.S. alone, it affects 19.1% of the adult population.

2 DEPRESSION

Depression affects 8.3% of adults, and 4% of children, with higher rates in females, making it one of the most pervasive and damaging disorders in both children and adults.

3 TRAUMA

Trauma, including Posttraumatic Stress Disorder (PTSD), impacts 3.6% of adults, with many suffering in silence, making it a critical area to address for recovery.

4 SUBSTANCE ABUSE

Substance Abuse and its intersection with mental health disorders highlight the severe impact of untreated mental illness, and its prevalence continues to rise, exacerbating challenges faced by individuals in recovery.

5 ANXIETY IN CHILDREN

Anxiety affects 10% of children ages 3-17, with a significant gender difference, affecting more females than males.

6 BEHAVIORAL DISORDERS

Behavioral Disorders in children, affects 7% of children ages 3-17, and the co-occurrence of anxiety and depression in younger populations, demand early intervention and a focus on childhood mental health to prevent lifelong struggles.



FINAL THOUGHT: FACING FORWARD

Mental health conditions like anxiety can affect children and adults to the point where they believe they are physically sick. This is because some of the symptoms mirror heart, stomach and muscle problems such as rapid heartbeat/palpitations, nausea, numbness or muscle weakness. Increasing awareness is crucial in reducing the familial and societal costs of managing symptoms.

This series will tackle these mental health issues head-on, offering insight into their causes, effects, and the importance of early diagnosis and treatment, creating a comprehensive understanding of mental health from childhood to adulthood. Through these in-depth explorations, we aim to dismantle stigma, educate, and empower families and individuals to seek both clinical and non-clinical support and healing.

Thank You.

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