



FLUSH Rebirth
Mental Health Fine ART Experience:
**Brand Inclusivity
Opportunity**

*"The art we hang on the walls of a room can have a profound effect on
our mood and reaction to the space"*

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Abstract

FLUSH Rebirth of Mental Health Fine ART Experience

This initiative aims to raise awareness towards mental health issues through fine art and open conversations about people with mental health issues in society.

Projects included in this inclusive art collect open an organic flow to ideas turning bank customers into bank communities and advocates.

Visual art has stabilizing physical and psychological effects on individuals:

- Reducing distress
- Increasing self-reflection and self-awareness
- Altering behaviour and thinking patterns
- Normalizing heart rate, blood pressure, or even cortisol levels

Overview

Why Now? Why Here? Why Us?

Imagine if you could be the first chain of any corporation, say, McDonalds to feature a culturally inclusive offering that sparked a viral, nationwide following. Imagine the conversation that would spark, the lives it would change, and the authority it would bring.

We present to you that same level of opportunity focused on inclusivity, though hyper localized marketing with FLUSH rebirth mental health supporting art

Opportunity

What's Your Story?

Never in history has connecting with customers through inclusivity been more vital to the livelihood of a brand. Likewise, consumers are more engaged than ever, opposing large corporations and seeing through 'fake' attempts at brand inclusivity.

The FLUSH rebirth presents a unique opportunity to showcase brand diversity and inclusion through art that is #Real, authentic, and in support of a positive, increasingly respected cause: Mental Health awareness.

Solving Problems Through Art

1

These hand-selected art pieces are created for the realities of those who are impacted by mental health and as part of the FLUSH Promotions x FEMALEFACELESS ART campaign.

This artwork brings transparency to "the realities of facing mental health" and allows brands to engage with customers on their level.

Inclusivity = Brand Loyalty

01

Thoughtful inclusivity will help your brand gain new customers and retain existing customers. For existing customers, inclusivity will help them create a stronger bond with your company.

Building brand loyalty is crucial to any company, inclusivity will show your consumer base that you care about them as individuals as well as embrace their differences.

Brands that are genuinely inclusive make an effort to connect with and communicate with their audience. They actively strive to use their brand to reflect who their customer is, as well as inspire their audience to **embrace everyone's similarities and differences**.

A 2019, Adobe research report showed:

61%

of Americans find diversity in advertising important

38%

of consumers are more likely to trust brands that do well with showing diversity

Imagery = Values of Organization

02

Brick and mortar imagery should replicate the true values of an organization.

In an era when social media and the internet dictates much of what customers and employees talk about, being **authentic and accountable about diversity and inclusion becomes an important issue.**

One of the best ways to get it right is to include diverse people, and people from different racial backgrounds in the design and delivery of marketing campaigns.

Inclusive art is not be a gimmick. It should be part and parcel of brand commitment to promoting authentic diversity and inclusion.

This growing cohort of younger consumers votes for diversity and inclusion with their wallets and spreads the word on social media.

75% of Gen Zers will end relationships with companies perceived as macho, racist, or homophobic.



Visual Diversity = Win for All

03

Business is about belonging.

When your customers feel like they belong with you, they reward you with their loyalty. When they don't feel like they belong, they go off in search of another brand that does make them feel that way.

Belonging has a spillover effect.

Increasingly your customers will have differences that make them not fit so neatly into what is considered “mainstream” or “normal.” And if you don't work to accommodate those differences, to make them feel like they belong, not only do you risk losing that customer, but those in their circle too.

In a market where consumers have more options than ever to solve their problems, they no longer have to just “accept it” when a brand doesn't cater to their unique needs and include their unique values

**They have options,
and they know it.**



Final Thoughts

The presence of art has a positive influence on brand image and enhances perceived fit, resulting in more favorable brand extension evaluations.

By its very nature, visual art exudes an aura of culture, luxury, and prestige.

Thank you

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