



Created by Carolina Goris

# NYC Well

NYC Well is New York City's free, confidential support, crisis intervention, and information and referral service for anyone seeking help for mental health and/or substance misuse concerns, available 24 hours a day, 7 days a week, 365 days a year. NYC Well is staffed by trained professionals who can help you find the services that best meet your needs.

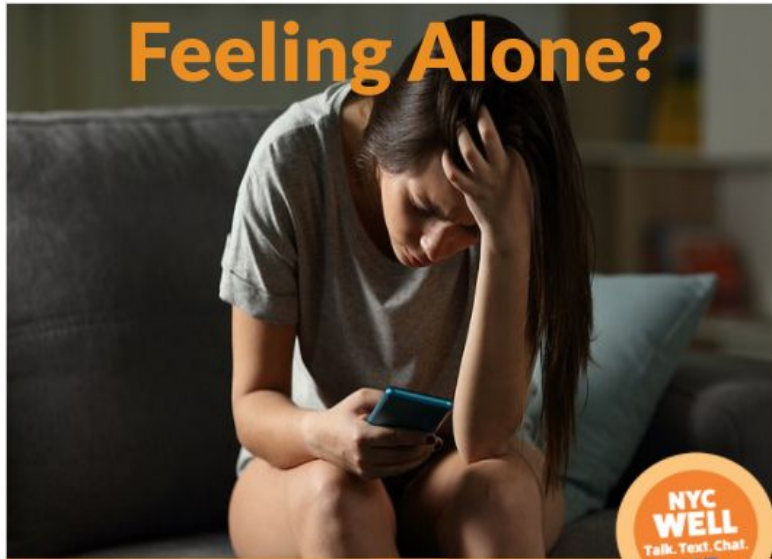
In the midst of a global pandemic, NYC Well aims to provide resources and counseling through telephone, via text, or chatting online. NYC Well focus is to help New Yorkers who feel overwhelmed, sad, anxious, and afraid by providing resources that show effective ways to remain positive and use healthy coping skills.



# Print Ad

We are advertising to bring awareness of the services that the program provides for New York residents. It's extremely helpful during this time of need because it offers reliable information and various ways to deal with anxiety, depression, and stress due to COVID-19. Our objective is to make New Yorkers aware of the program. The ad is a call-to-action for the audience to reach out for help with mental health.

# Feeling Alone?



We're here to help.  
Reach out by Phone Call.  
Stay Connected, Reach Out.

Free, confidential, 24/7

Talk: 1-888-NYCWELL  
(1-888-692-9355)  
Text WELL to 65173  
Chat [nyc.gov/nycwell](https://nyc.gov/nycwell)



The City of New York  
Mayor Bill de Blasio

Chirlane L. McCray  
First Lady of New York City  
Board Chair, Mayor's Fund  
to Advance NYC

#howdoyouconnect?



# Feeling Isolated?



We're here to help.  
Reach out by **Text!**  
Stay Connected, Reach Out.

Free, confidential, 24/7

Talk 1-888-NYCWELL  
(1-888-692-9355)  
Text WELL to 65173  
Chat [nyc.gov/nycwell](http://nyc.gov/nycwell)



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Chirlane L. McCray  
First Lady of New York City  
Board Chair, Mayor's Fund  
to Advance NYC

#howdoyouconnect?





# Feeling Trapped?



We're here to help.  
Reach out by Video Chat!  
Stay Connected, Reach Out.  
Free, confidential, 24/7

Talk 1-888-NYCWELL (1-888-692-9355)  
Text WELL to 65173  
Chat [nyc.gov/nycwell](http://nyc.gov/nycwell)



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#howdoyouconnect?



# Campaign for Television

→ Our communication objective:

To remind people who are feeling alone, that they are not alone and we are available to help, anytime, no matter who they are or what they are dealing with.

→ Our Execution:

We used testimonials to demonstrate diversity of people and mental health issues a lot of New Yorkers may be experiencing during this time.



# STORYBOARD FOR TV

MCA 36300 – ADVERTISING COPYWRITING

CLIENT: NYC Well

NAME OF TV SPOT: Together But Not Alone

DURATION: **30 SECONDS**

## AUDIO

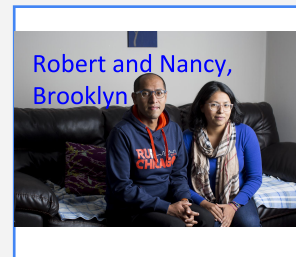
Music Begins,  
Somber Piano  
instrumental

Dialogue: “I am  
dealing with high  
anxiety and  
depression”

Rebecca: “It’s been  
difficult maintaining  
my mental health”

Jennifer: “I have  
never felt so alone in  
my life.”

Robert: “We were in  
panic because of our  
immigration status”



## VIDEO

Logos: NYC Well  
brought to you by  
NYC Health  
Department

Super: Sara, Queens  
Speaking, looking  
outside of the  
window

Super: Rebecca,  
Manhattan  
Speaking, on a sofa.

Super: Jennifer,  
Queens  
Speaking on a sofa,  
computer in front of  
her with a dog.

Super: Robert and  
Nancy, Brooklyn  
Couple on a sofa  
speaking.





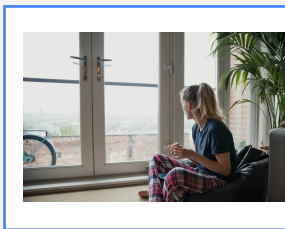
# STORYBOARD FOR TV

## MCA 36300 – ADVERTISING COPYWRITING

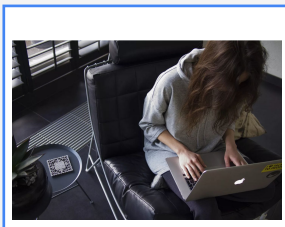
DURATION: 30 SECONDS

### AUDIO

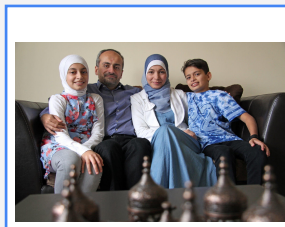
ANNOUNCER  
Dialogue: NYC Well  
takes care of all  
New Yorkers...



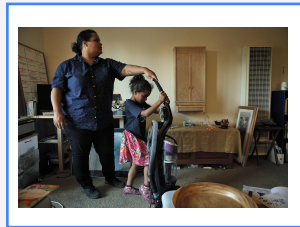
...because we know  
what you are going  
through.



We offer free counseling  
and resources for mental  
hygiene in different  
languages...



And regardless of  
health coverage and  
immigration status.



Music out  
Dialogue: Reach out  
to NYC Well for  
support. We are here  
for you.



### VIDEO

Woman on a bean  
bag chair looking  
outside a window.

Woman in front of a  
computer talking to  
someone on NYC  
well.

Family sitting  
together at home.

Family dancing  
together

Supers: Telephone  
number, website url, text  
information  
Logos: NYC Well, Social  
media logos  
Tagline: We are here for  
New Yorkers.



# Social Media Campaign on Instagram

- The purpose of this campaign is to provide a more visual outlook displaying testimonials from people of all different demographics.
- This will communicate that anyone from any background can feel comfortable reaching out to NYC Well.
- This will mainly target millennials and gen z considering the majority of Instagram users are within that range.
- Thought Process: If people have visuals demonstrating that our service is available to anyone, they will feel more encouraged to reach out.



# Instagram Account Campaign

The screenshot shows the Instagram profile for nycwell.health. The profile picture is a circular logo with the text "NYC WELL Talk. Text. Chat. 24/7". The bio includes the name "NYC Well", the description "Mental Health Service", and the website "nycwell.cityofnewyork.us/en". There are three interactive buttons: "CHAT", "CALL", and "TEXT". Below the bio, there are three post thumbnails. The first shows a woman with a quote about mental health support. The second is an illustration of a person pulling a curtain. The third shows a group of people at an event with a caption about the launch of NYC Well.

**NYC WELL**  
Talk. Text. Chat.  
24/7

nycwell.health [Follow](#) [▼](#) [...](#)

12 posts 8 followers 0 following

**NYC Well**  
Mental Health Service  
NYC Well is your connection to free, confidential mental health support.  
An extension of @nychealthy  
[nycwell.cityofnewyork.us/en](https://nycwell.cityofnewyork.us/en)

**CHAT**  
Chat With ...

**CALL**  
Call Us!

**TEXT**  
Text Us!

**POSTS** **TAGGED**

**“**  
If you or someone you care about struggles with mental illness or substance misuse, you shouldn't have to struggle to get help. With NYC Well, support is as close as your phone or computer.

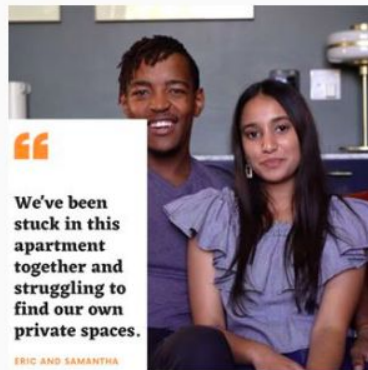
**MCOR**  
More Action In

**Thrive NYC**

First Lady Chirlane McCray, along with the American Psychiatric Association President Maria A. Oquendo, M.D., elected officials and health leaders, today announced the launch of NYC Well, a one-click, one call connection to counseling, crisis intervention, peer support and referrals to ongoing treatment services.



# Instagram Campaign



# Instagram Campaign

The image displays a 2x3 grid of Instagram-style posts. Each post consists of a photo or illustration on the right and a text quote on the left. The top row features a man in a kitchen, a yellow figure holding hearts, and a family in a mosque. The bottom row features a couple on a couch, a person with a battery icon, and a woman sitting. Each post includes a quote icon and a name/caption below the text.

**“**

**Both of my parent are essential workers and I'm scared.**

DEMETRIUS, STUDENT

**“**

**We haven't been able to visit our mosque in weeks and it's devastating**

THE ASSAD FAMILY

**“**

**We were in panic because of our immigration status**

MARCOS & ROSA

**“**

**I needed help with my substance abuse and depression during isolation.**

CANDICE, MOTHER

# Social Media Campaign on Facebook

- Facebook is used to create a space where people can come together and form a group to talk about what they have been going through.
- Our Facebook's main advantage is the Messenger. Through Messenger, people are able to quickly message and be in contact with a professional who can help them.
- Our Facebook also has posts of testimonials and facts about NYC Well.



# Facebook Page - NYC Well



Call **1-888-NYC-Well**  
Text **WELL to 65173**  
Chat **nyc.gov/nycwell**

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24/7/365, NYC Well is here for New Yorkers.

#NYCWELL

Thrive NYC | NYC



**NYC Well**


Health & Wellness Website


 Send Message


[Home](#) [Services](#) [Reviews](#) [Shop](#) [More](#) ▾


 Like  Message  

**About** [See All](#)

 0 people follow this

 [Send Message](#)

 [Health & Wellness Website](#)

 **NYC Well**  
33 mins ·  

You can always reach out to NYC Well through FB messenger, 24/7. That's what Martha and her family did while struggling through quarantine.  
Talk. Text. Chat. 24/7

**Photos** [See All](#)





# Facebook Cont'd

## About

[See All](#)

✔ 0 people follow this

[Send Message](#)

[Health & Wellness Website](#)

## Photos

[See All](#)



## Page Transparency

[See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - April 28, 2020

## Add Your Business to Facebook

Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)



NYC Well

33 mins · 🌐



You can always reach out to NYC Well through FB messenger, 24/7.

That's what Martha and her family did while struggling through quarantine.

Talk. Text. Chat. 24/7



Like

Comment

Share



NYC Well

34 mins · 🌐



You can always reach out to NYC Well through FB messenger, 24/7.

That's what Marcos & Rosa did while struggling through quarantine.

Talk. Text. Chat. 24/7





# Facebook Cont'd

✓ 0 people follow this

Send Message

Health & Wellness Website

## Photos

See All



## Page Transparency

See All

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

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Create Page

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020

NYC Well  
34 mins · 🌐

You can always reach out to NYC Well through FB messenger, 24/7. That's what Marcos & Rosa did while struggling through quarantine. Talk. Text. Chat. 24/7



Like

Comment

Share



NYC Well  
35 mins · 🌐

You can always reach out to NYC Well through FB messenger, 24/7. That's what Assad family did while struggling through quarantine. Talk. Text. Chat. 24/7



# Facebook Cont'd

[Send Message](#)

[Health & Wellness Website](#)

## Photos

[See All](#)



## Page Transparency

[See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

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[Create Page](#)

[Privacy](#) · [Terms](#) · [Advertising](#) · [Ad Choices](#) · [Cookies](#) · [More](#) · [Facebook](#) © 2020



NYC Well

35 mins ·

You can always reach out to NYC Well through FB messenger, 24/7. That's what Assad family did while struggling through quarantine. Talk. Text. Chat. 24/7



**We haven't been able to visit our mosque in weeks and it's devastating**

THE ASSAD FAMILY

Like

Comment

Share



NYC Well updated their cover photo.

1 hr ·



Call 1-888-NYC-Well  
Text WELL to 65173



# Social Media Campaign for Twitter

- We use twitter as a social media platform to reach out to our target audience through these unprecedented times.
- Through twitter posts we are able to give information on our program, show testimonials, and give audience referrals and resources that would be helpful.



# Twitter: @NYCHealthWell (Information)



nycwell  
@NYCHealthWell

NYC Well is your connection to free, confidential crisis counseling, mental health & substance misuse support. You can reach the toll-free help line 24 hrs a day, 7 days a week by phone, text & online chat. Mental health professionals there can link you to the services you need.



Call **1-888-NYC-Well**  
Text **WELL to 65173**  
Chat **nyc.gov/nycwell**

24/7/365, NYC Well is here  
for New Yorkers.

#NYCWELL

Thrive  
NYC



Edit profile

**nycwell**

@NYCHealthWell

NYC Well is your connection to free counseling, mental health support 24 hours a day, 7 days a week by phone, text and online chat. [@NYCHealthy](#)

Joined April 2020

5 Following 1 Follower

Pinned Tweet



**nycwell** @NYCHealthWell · 23h

Are you having trouble coping due to COVID-19? We've created a list of apps (lots with COVID-specific content) that are FREE to use during the pandemic.

[nycwell.cityofnewyork.us/en/covid-19-di...](https://nycwell.cityofnewyork.us/en/covid-19-di...)



# Twitter: @NYCHealthWell (Testimonials)



nycwell  
@NYCHealthWell

"A lot of us are dealing high anxiety and depression during these times."- Sara, Queens

Here is a list of FREE digital mental health resources for the duration of the COVID-19 pandemic. Visit here: [nycwell.cityofnewyork.us/en/covid-19-di...](https://nycwell.cityofnewyork.us/en/covid-19-di...)



nycwell  
@NYCHealthWell

Get Help Now! [nyc.gov/nycwell](https://nyc.gov/nycwell)  
NYC Well is there for ALL New Yorkers, regardless of immigration status or insurance coverage. Our services are FREE of cost!

We are in this together, you are not alone.  
[#NewYorkTough](https://twitter.com/hashtag/NewYorkTough)



We were in panic because of immigration status

MARCOS & ROSA

nychealthy



nycwell  
@NYCHealthWell

Rebecca in Manhattan says, "it's been difficult maintaining my mental health during this quarantine." If you need help now, reach out to NYC Well Talk. Text. Chat. 24/7.  
TO ALL New Yorkers, we are here for you.  
[nycwell.cityofnewyork.us/en/get-help-no...](https://nycwell.cityofnewyork.us/en/get-help-no...)



NYC WELL  
Talk. Text. Chat.  
24/7

nychealthy



# Twitter cont'd (Referrals)

The image shows a screenshot of a Twitter post from the account 'nycwell' (@NYCHealthWell). The post text reads: 'NYC Well has the tools to help your health and emotional wellbeing, especially during these unprecedented times. Find the right app for you: [nycwell.cityofnewyork.us/en/app-library...](https://nycwell.cityofnewyork.us/en/app-library...)'. Below the text is a white rounded rectangle containing the heading 'Find an app to help with:' followed by seven categories, each with an icon and a label: Wellbeing (smiling face), Mindfulness (eyes closed face), Depression (sad face), Anxiety (face with hand to head), Stress (frowning face), Substance Use (face with X for eyes), and Pain (face with X for eyes). At the bottom left of the screenshot is the 'nychealthy' logo.

**nycwell**  
@NYCHealthWell

NYC Well has the tools to help your health and emotional wellbeing, especially during these unprecedented times. Find the right app for you:  
[nycwell.cityofnewyork.us/en/app-library...](https://nycwell.cityofnewyork.us/en/app-library...)

**Find an app to help with:**

- Wellbeing
- Mindfulness
- Depression
- Anxiety
- Stress
- Substance Use
- Pain

nychealthy



# YouTube Ads (Social Medias with video content)

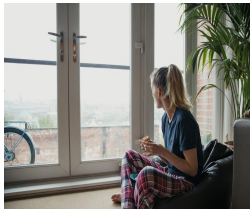


Similar to the ad made for television, but instead of 30 seconds, the video content will be 15 seconds long. The concept and main idea remains-- the visuals will be of different people who have given their testimonials in the 30-second tv ad with an announcer making the public service announcement about the real issues that real New Yorkers are faced with due to COVID-19.

Storyboard goes as follows:

## VIDEO

Woman on a bean bag chair looking outside a window.



Woman in front of a computer talking to someone on NYC well.



Girl speaking on the phone to NYC Well.



Supers: Telephone number, website url, text information

Logos: NYC Health Department, NYC Well, Social media logos

Tagline: 24/7/365, NYC Well is here for New Yorkers.

## AUDIO

ANNOUNCER: NYC Well takes care of all New Yorkers...

ANNOUNCER: ...because we know what you are going through.

ANNOUNCER: Reach out to NYC Well for support with mental hygiene and emotional wellbeing

Music out  
ANNOUNCER: We are here for you.



# NYC Well Is a program of the city of NY.

NYC Well aims to help New Yorkers by providing resources to those who feel overwhelmed by COVID-19.

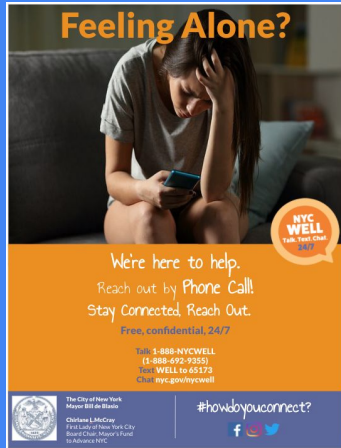
**BIG  
IDEA**

Reach out

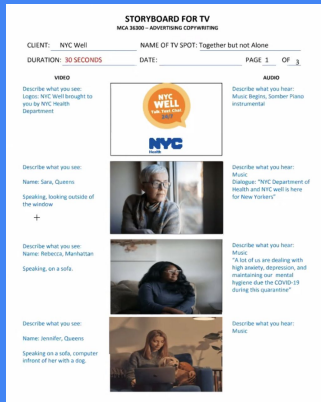
We are here to help -  
Tagline

Testimonials

Print  
Ads

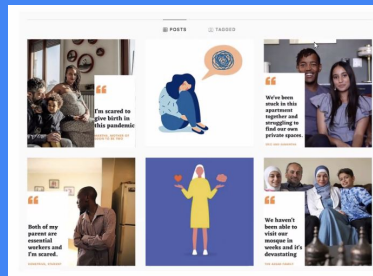
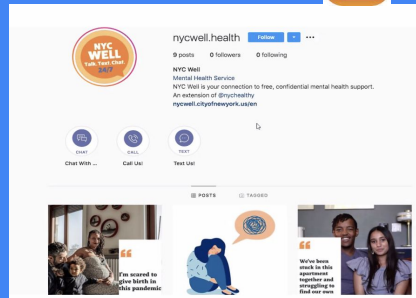


TV



Social  
Media

Resources/services testimonials,

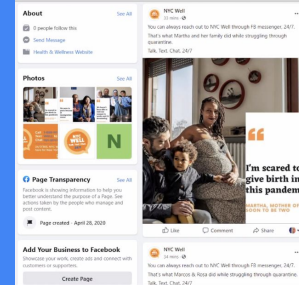
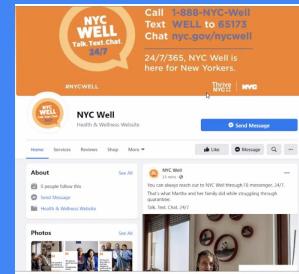


Don't be afraid to  
text us.

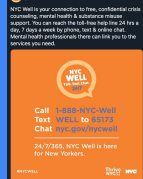
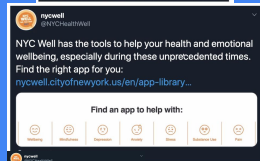
Youtube



Messenger



Testimonials





# Thank You for Watching



Q&A

