Project **HEAL**

PUBLIC RELATIONS STRATEGY

PRESENTED BY: BRIAN KEARNEY

The Assignment

Plan and execute new marketing and public relations efforts that facilitate brand awareness

Activate PR initiatives that attract and cultivate deep, personal and long-term relationships with both media and sponsors/donors

The Opportunities

Storytelling

- Brand
- Grant recipients
- Founders
- Events/brand activations

Public Relations Objectives

1. Build brand awareness surrounding Project HEAL through regular placements print and online publications, focusing on its origin story, mission, recipient testimonials, and charity events.

2. Establish Liana and Kristina as experts in the field of eating disorder recovery through unique content creation for print and digital publications, as well as general media pitching.

3. Attract donors and sponsors through influencer outreach and media relations activities.

Ongoing Pitch Types

Blogs

- General brand pitch highlighting Project HEAL's origin and its mission
- Profile pieces on founders Liana and Kristina
- Guest posts through use of Project HEAL blog content

Hyperlocal

- Pitch highlighting Liana's battle with eating disorder, from start to recovery, and inspiration for starting Project HEAL (NY focus)
- Pitch highlighting Kristina's battle with eating disorder, from start to recovery, and inspiration for starting Project HEAL (CA focus)
- Invite media to events/fundraisers

National

- General brand pitch highlighting Project HEAL's origin and its mission
- Expert commentary from Liana, Kristina, and Eddie on trends in pop culture related to body image, self-esteem, eating disorders, and related topics.
- Fighting for 500 Gala

Influencer

- Social outreach and pitches to top tier influencers with loyal followings to expose the Project HEAL brand to a wider audience
- Partnership pitches

SAMPLE PITCH ANGLES

Mutual Support Through Recovery, Now Two Girls Support Those Who Can't Afford Treatment

- **Pitch**: Highlight how Liana and Kristina met in treatment and supported each other to full recovery. Emphasize the lack of insurance aid for eating disorder treatment, and how Project HEAL aims to assist those who are seeking recovery.

- **Audience:** Local and national print, online, and broadcast media covering general interest, lifestyle, women's interest, beauty, health, and related topics.

De-Stigmatizing Male Eating Disorders

- **Pitch:** Highlight that although the eating disorder female-to-male ratio is 3:1, 10 million men will suffer from a clinically significant ED at some time in their life. Address the double stigma men face, which is an ED is characterized as feminine or gay, and for seeking psychological help. Emphasize any difficulties Eddie faced during his recovery process because he was male.

- **Audience**: Local and national print, online, and broadcast media covering general interest, lifestyle, men's interest, beauty, health, and related topics.

SAMPLE PITCH ANGLES

10 Things to Avoid Saying to Someone Early in Recovery

- **Pitch**: Compile list of ten statements/questions to avoid when with someone who is new or just starting their eating disorder recovery process. Emphasize how chosen statements/questions could trigger, cause unnecessary negative thinking, etc.

- **Audience:** Local and national print, and online media covering general interest, lifestyle, women's interest, beauty, health, and related topics.

Pop Culture's Negative Effect on Young Boys and Girls

- **Pitch:** Highlight recent pop culture, media, and/or marketing campaigns that contain potentially harmful messaging or images young children may be affected by in terms of body image, self esteem, unrealistic beauty standards, etc..
- **Audience**: Local and national print, online, and broadcast media covering general interest, lifestyle, parenting, beauty, and related topics.

Sample Outlets

teenVOGUE

Men'sHealth

THE WALL STREET JOURNAL.

redbook

NYLON

The New York Times

marie claire

TODAY

COSMOPOLITAN

seventeen

PR Timeline

- Brand pitch
- PSA

- PSA
- De-stigmatizing male eating disorders
- Brand pitch/interviews with founders
- Expert commentary from Kristina, Liana, and/or Eddie
- Fighting for 500 Gala

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- Fighting for 500 Gala

- Fighting for 500 Gala post-event

- Recap of year's activity; results; achievements

*subject to change

Thank You