

TOUCHPOINT™

KEEP IN TOUCH CAMPAIGN

YOU'RE NOT ALONE, MENTAL HEALTH IS HEALTH TOO

Amaia del Cid

Digital Strategies and PR

BA (Hons) Fashion Communication

18/03/21

Table of Contents

INTRODUCTION	3
MARKET OVERVIEW	4
PROJECT BRIEF	6
CUSTOMER PERSONA EMMA	8
CUSTOMER PERSONA JOSH	10
CUSTOMER JOURNEYS	12
CAMPAIGN TIMELINE	14
TACTICS	
INSTAGRAM POSTS	16
TWITTER POST	17
TIKTOK	18
SNAPCHAT FEATURE	19
STORYBOARD	20
TIME DIGITAL FEATURE	22
MIND X TOUCHPOINT	23
APP	24
EMAIL MARKETING	28
BILLBOARD WITH QR	29
PPC	30
MEDIA PACK	
PRESS RELEASE	34
PRODUCT ASSETS AND DETAILS	35
MEDIA CONTENTS	36
PRESS PACKAGE	38
PERSONALISATION	39
BRAND AMBASSADORS	40
DISCOUNT	41
SOCIAL MEDIA CALENDAR	42
RESEARCH	
THE BRAND IND CHANGES	45
THE ANTI-STRESS MARKET SECTOR	45
PESTEL	46
SWOT	47
BRAND POSITIONING	48
COMPETITOR ANALYSIS	49
SOSTAC	50
BRAND IDENTITY UNION	51
BRAND PRISM	52
INTERVIEW WITH EXPERT	53
TARGET AUDIENCE SURVEY	54
APPENDIX	57
REFERENCE LIST	60

Introduction

The Keep In Touch campaign is aimed to make TouchPoint (Stress Relief wereables) known to a bigger and younger audience. The situation the world is going through due to the COVID19 pandemic and its social and economic consequences means that the mental health of a large part of the population has been affected by the increase in disorders caused by stress, this opens a great market opportunity for products designed to alleviate these disorders in a natural way, without side effects and that can be used at any age, such as TouchPoint.

ABOUT THE BRAND

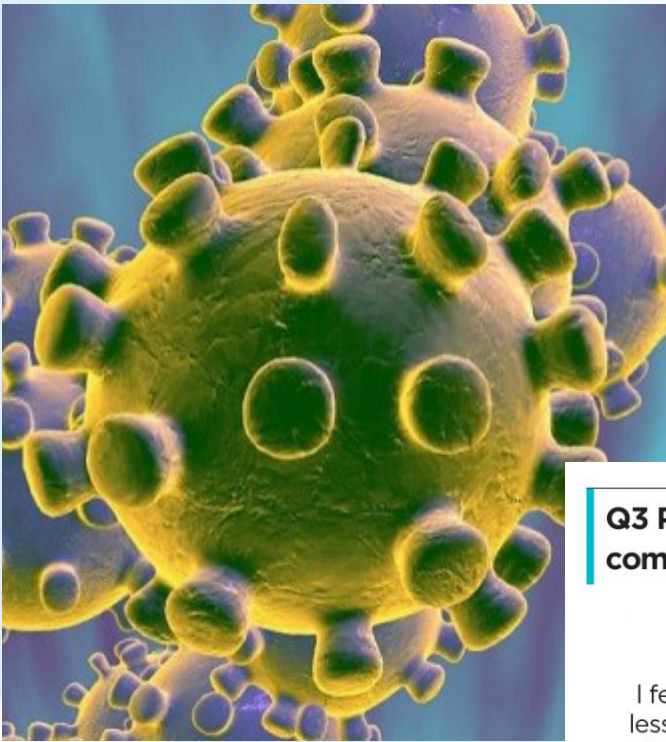
TouchPoint Solution was founded in the USA in 2017. Its founders are Dr. Andy Serkin, director of a neuropsychology research team, and Victoria Mayo CEO of the company. The brand manufactures and markets an electronic device that reduces stress and thereby helps to improve concentration, insomnia, anxiety and other symptoms caused by it, helping to improve the quality of life of its users through microvibration technology. (Touchpoint, 2017)



Market Overview

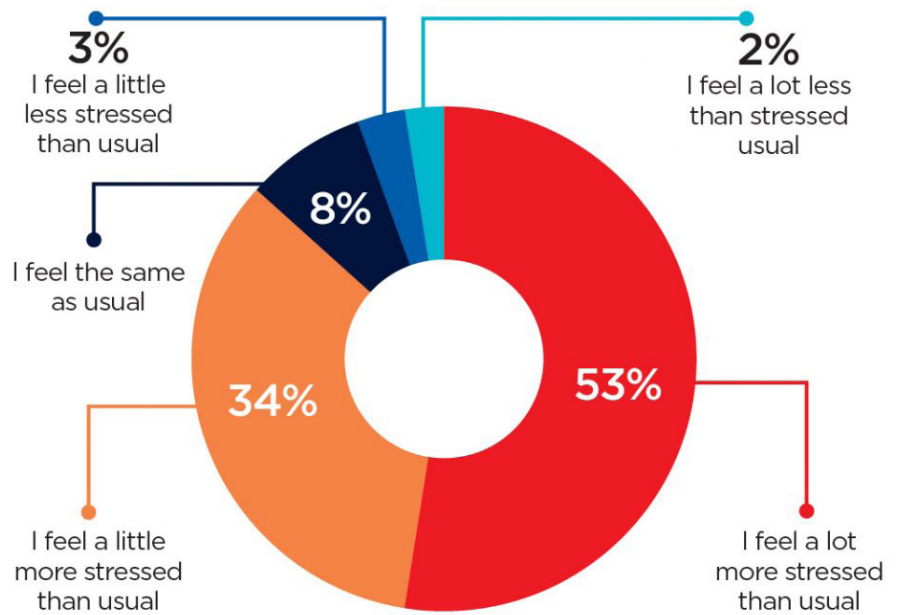
If the current lifestyle makes stress an inseparable companion of people's daily lives, according to the American Institute of stress, 77% of the population suffers from the negative effects of stress (TheTouchPoint Solution, 2021), the current global pandemic situation, confinement, social isolation, fear and economic recession have increased the stress situations to which the majority of the population, including minors, is being subjected.

This situation has increased the demand for products designed to relieve stress and its consequences, creating a great market opportunity for these products. TouchPoint belongs to the sector of stress control products based on biotechnology, non-invasive and without the use of drugs that can be used safely by the entire population, including children. TouchPoint offers a large number of studies and research that demonstrate its effectiveness in controlling stress symptoms in as little as 30 seconds. Its high effectiveness backed by doctors in neuropsychology, its ease of use and its very competitive price make it different from similar products and open up great market opportunities.



(Redacción Médica, 2021)

Q3 Please rate the level of stress you are experiencing now compared with before the start of the Covid-19 pandemic



(Nursing Times, 2020)

(HullLive, 2020)



Project Brief

KEEP IN TOUCH

The aim of this campaign is to make known to the younger population a device to help health and mental and physical well-being, due to the time when the world is experiencing such negative circumstances for the mental health of the population, an attempt will be made launch the campaign as soon as possible, trying to be finalized to be able to start in early May, when the consequences of spring assistance worsen the symptoms caused by the pandemic.

THE OBJECTIVE

To raise awareness around the topic of mental health making Touchpoint accessible for everyone with stress, anxiety or similar symptoms

STRATEGY

Create new content completely new to the brand to attract a new demographic through their preferred points of digital contact.

CAMPAIGN'S MESSAGE

You're not alone, mental
health is health too

KEY HASHTAG: **#KeepInTouch**

OVERVIEW OF CAMPAIGN TACTICS

**VIDEO
MARKETING**

PPC

**PHYSICAL
BILLBOARD WITH
QR CODE**

**INSTAGRAM, TWI-
TTER & TIKTOK
SPONSORED ADS**

**TIME MAG DIGITAL
FEATURE**

**SNAPCHAT FEATU-
RED SPONSORED
ARTICLE**

NEW APP

**MIND X
TOUCHPOINT**

EMAIL MARKETING

Customer persona: Emma



(Pinterest, 2021)

Emma
22

Job Title: Digital Marketing Intern

Family Income: 100k+

Bio: Emma is a young lady who lives with her parents. Emma has 2 close friends from college, who have bought their own house and are living with their respective partners. The fact she still hasn't moved out of her parents house and doesn't yet have her own income makes her anxious about her future specially under the current circumstances. She's also experiencing "Covid burnout" and doesn't feel fulfilled with herself.

Preferred channels:



Goals:

Wants to feel more fulfilled

Would love to start her days earlier and be more productive

Wants to start looking for an actual job and not feel as bad with herself.

Pain points:

Fears she may never stop feeling the way she does now

Frustrated of trying different types of vitamins and melatonin to help her sleep
and not feel as anxious

Key purchase drives:

This is a better solution for her anxiety and insomnia than a psychologist

Wants to try a more natural way of coping with insomnia and pills

Cool and minimalistic design of the bracelets

Customer persona: Josh

Job Title: Advertising Manager

Annual Income: 50k+

Bio: Josh was at the top of his career last year, but due to the Covid crisis he experienced a step back. Work from home has made Josh less productive. The uncertainty of not knowing when everything will be back to normal makes him feel completely burnt out apart from the stress he's currently suffering. He is looking to find an easy effective solution for his problem.

Preferred channels:



(Instagram, 2021)



Goals:

Be more productive and focus on the job

Bring back pre-Covid Josh who was always eager to work and learn every day

Start reading more books as well as working out like he did before

Pain points:

Mad at himself for the burnout he's experiencing

Frustrated because of the constant stress he keeps putting himself under

Not spending quality time with family because he lacks focus

Key purchase drives:

It seems like an easy and effective solution to his stress

Positive reviews on the website

Loves that this product is supported by science

SEES AD ON HER TIKTOK
FOR YOU PAGE



RESEARCHES
ABOUT HIS SITU-
ATION ON TWITTER
AND GETS AN



SEES THE VIDEO ON
THE TOUCHPOINT
WEBSITE AND SEES
HIMSELF REFLECTED
IN IT.

LOVES THE FACT SHE
CAN PERSONALIZE THE
WEARABLES AS WELL AS
THE TRAVELING BAG SHE
CAN GET FOR FREE

IS EAGER TO TRY THE
PRODUCT AND SEE IF
IT'S A PLAUSIBLE SOLU-
TION TO HER INSOM-
NIA AND ANXIETY

FEELS LIKE THE BRA-
CELET MIGHT BE A
FEASIBLE SOLUTION
TO HIS STRESS



BUYS THE BRACELET FOR HIM
AND HIS WIFE AND RECOM-
MENDS TO OTHER FRIENDS
TO TRY. ALSO DOESN'T FEEL
LIKE BEFORE BECAUSE HE
MAKES FRIENDS THROUGH
THE APP

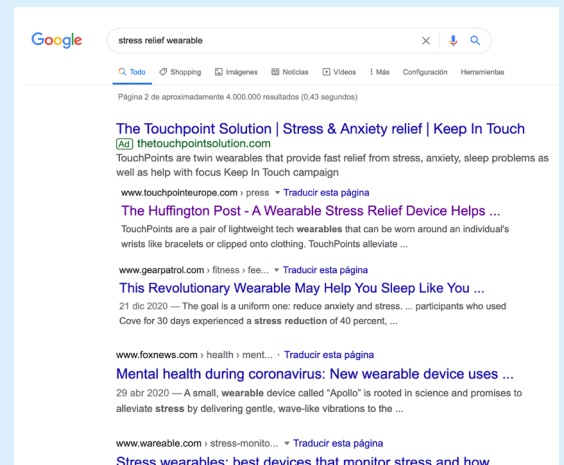
Customer Journeys



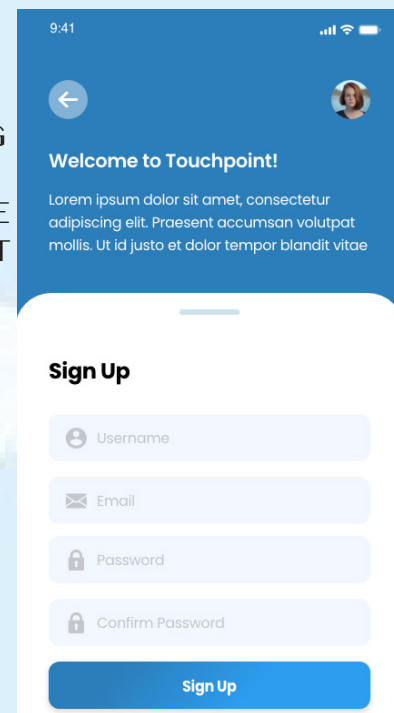
GOES FOR A RUN AND FINDS A BILLBOARD WITH THE TOUCHPOINT AD AND SCANS THE QR CODE



WHEN SEARCHING FOR STRESS RELIEF WEARABLES HE GOES ON THE LINK FOR THE TOUCHPOINT AD



ENDS UP BUYING IT AND DOWNLOADING THE APP WHERE SHE FINDS OTHER PEOPLE TO TALK ABOUT THAT ARE IN HER SAME SITUATION



EMMA

JOSH

Campaign Timeline

15 APRIL: Press release and press package will be sent out.

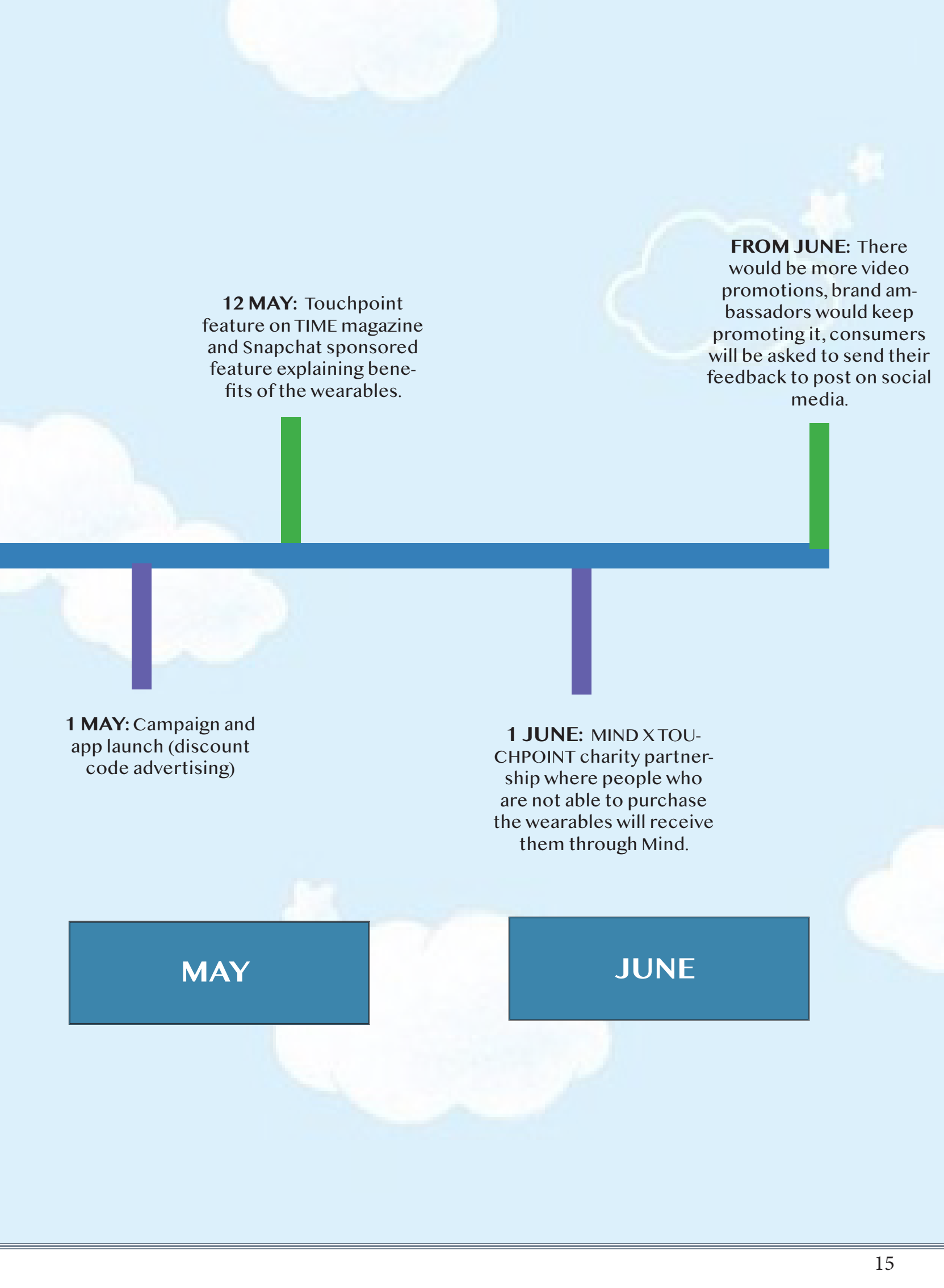
22 APRIL: Promotional video will come out on their Instagram page and as sponsored Tiktok advertisement.

29 APRIL: Sponsored posts on Instagram and Twitter.

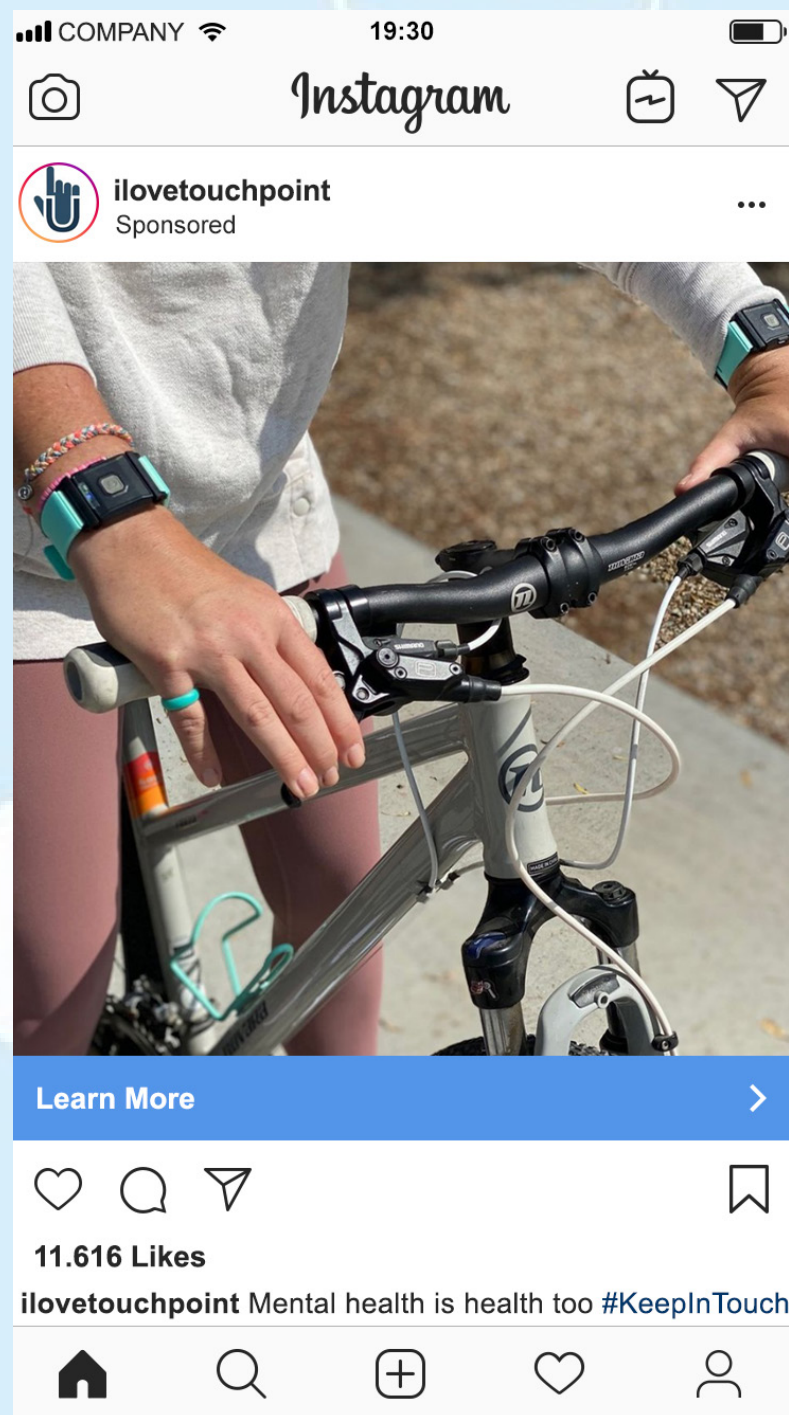
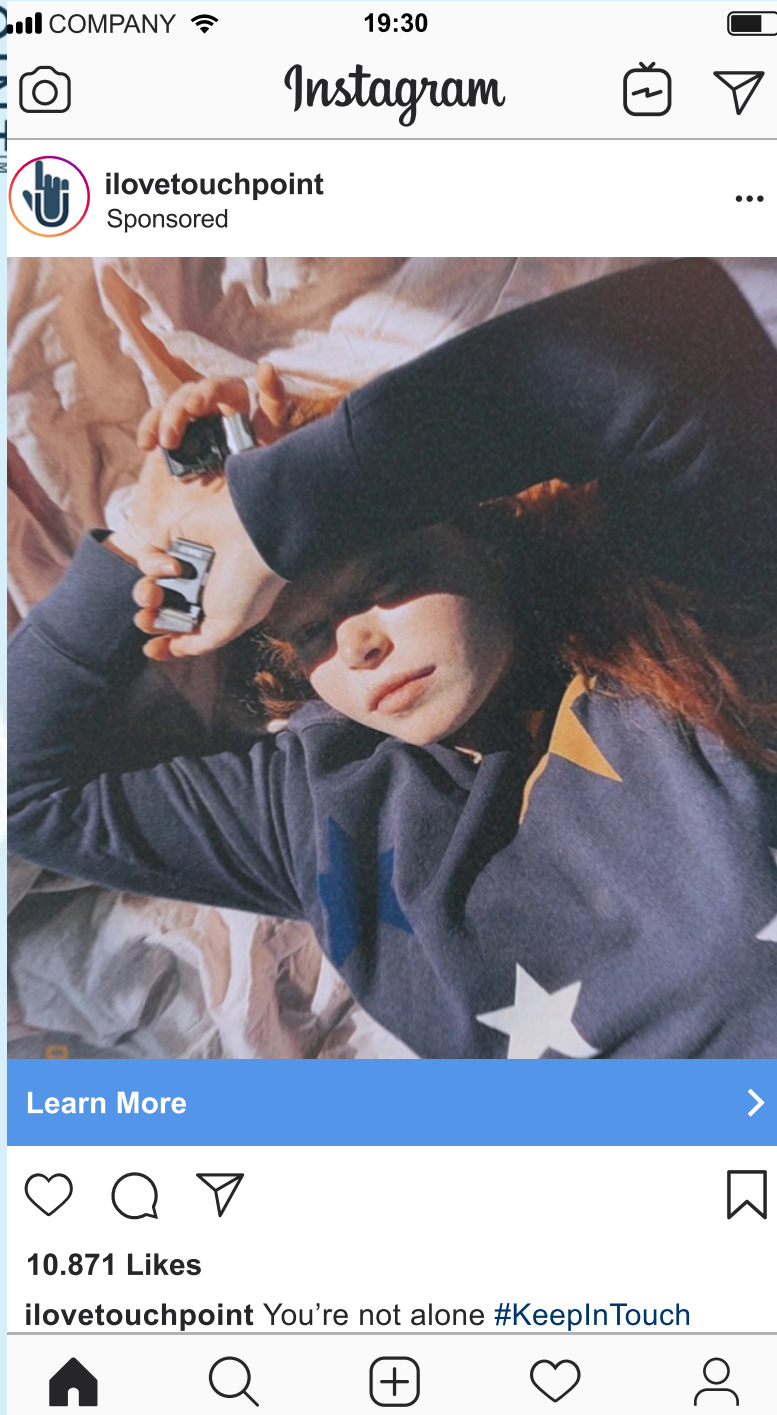
22 APRIL: Billboards around the city will come out with a QR code to scan.

29 APRIL: The influencers that received their package would post about it on their stories

APRIL



Instagram Sponsored Posts



Instagram, with more than 1 billion users, is the essential social network to enhance and promote a brand. Photographs and videos are the type of content that receive the greatest response and the level of user interaction and content is one of the highest compared to other networks, sponsored ads would be used for Touchpoint to promote their campaign with attractive headlines to lure the desired target audience. (Antonelli, 2021)

Twitter Sponsored Post

**Touchpoint**
@touchpoint

Follow

TouchPoints are clinically proven to help you manage stress, increase focus and improve performance
<https://thetouchpointsolution.com/>



1:14 PM - 1 May 2021

189 Retweet 891 Likes

 78  189  981 

 Add another Tweet

Twitter is a social network created to share information briefly and immediately, with more than 300 million monthly active users, their target audience is perfect to attract the older consumer (like Josh) that digests their news intake through Twitter, for this it is a perfect social network for companies to interact with their customers, publicize their products and increase their sales with advertising. (Forsey, 2019)



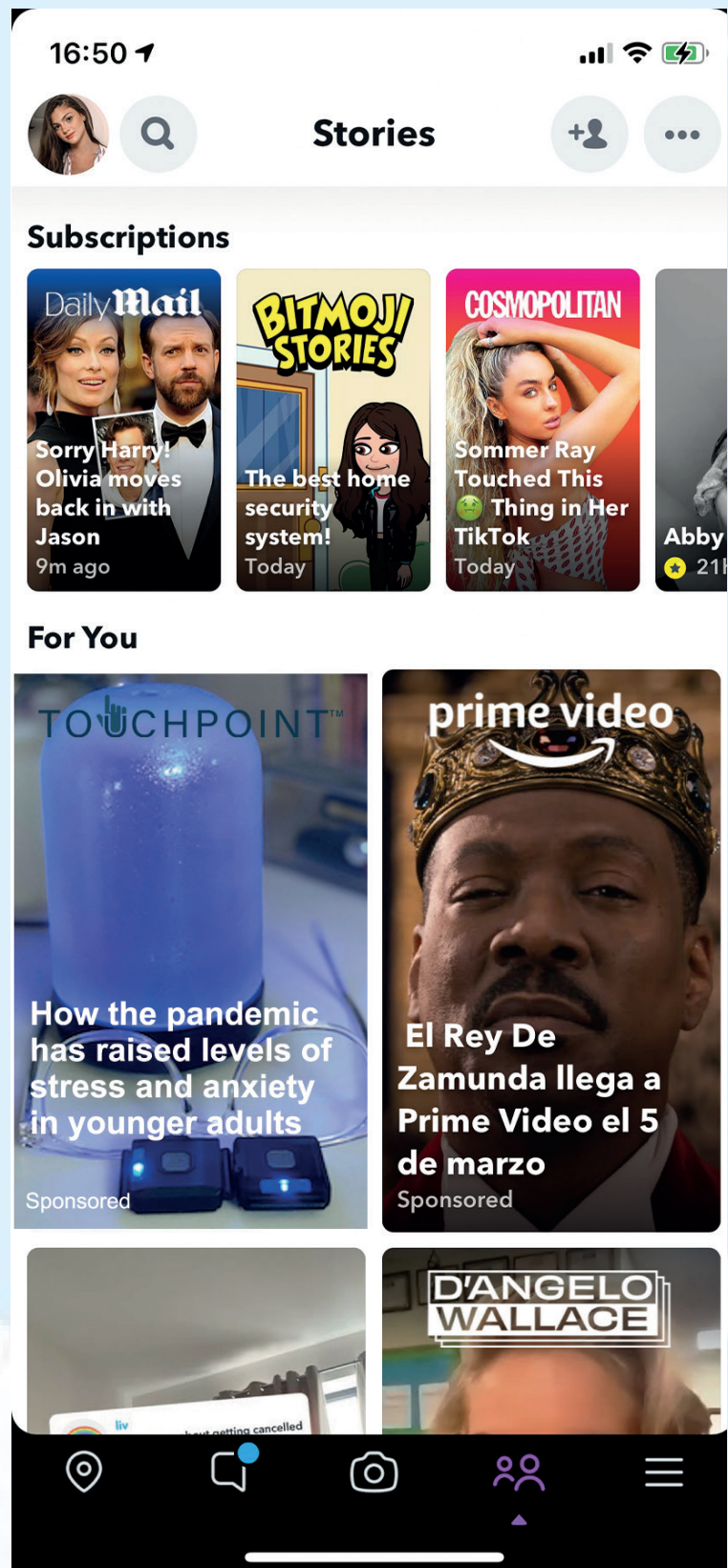
TikTok

TikTok is the social network of the moment, it has become the favorite of Generation Z and quickly begins to attract the attention of other audiences, being used more and more as a platform for promotion and content by companies, Touchpoint would take the opportunity to promote their campaign promotional video on TikTok.

(Influencer Marketing Hub, 2021)

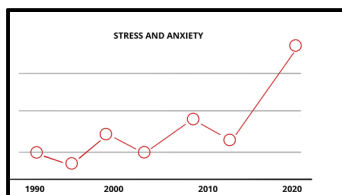
Snapchat

Snapchat is another social network used mostly by the younger target audience of Touchpoint. There would be a Snapchat sponsored article to attract the audience to read it through a well written piece on the effects of the pandemic on younger adults. Snapchat is an opportunity for Touchpoint to reach that younger audience and take advantage of its popularity to create relationships closer to their followers. (Roach, 2021)



Storyboard

1



Headline statistics "In public mental health terms, the main psychological impact to date is elevated rates of stress or anxiety."

2



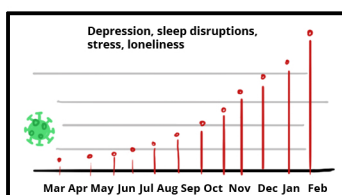
a woman not being able to sleep

3



a man stopping in the middle of the street looking worried

4



headline statistics "But, throughout the pandemic, anxiety, depression, sleep disruptions, stress and levels of loneliness have increased for many young adults (18-30)

5



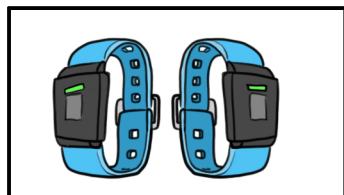
a younger guy (16-18) sitting by his computer and putting his hands in his head

6



a woman looking out the window worried, her dog besides her looking at her

1



Picture of the bracelets

2



The woman in scene 2 with the bracelets in bed again sleeping

3



The man in scene 3 running with a face mask and the bracelets

4



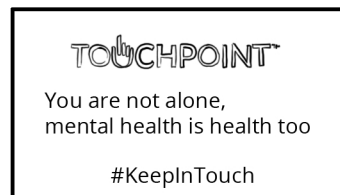
The man in scene 5 talking on his computer talking eagerly and you can see the bracelets

5



The woman in scene 6 (with the bracelets) playing with her dog

6

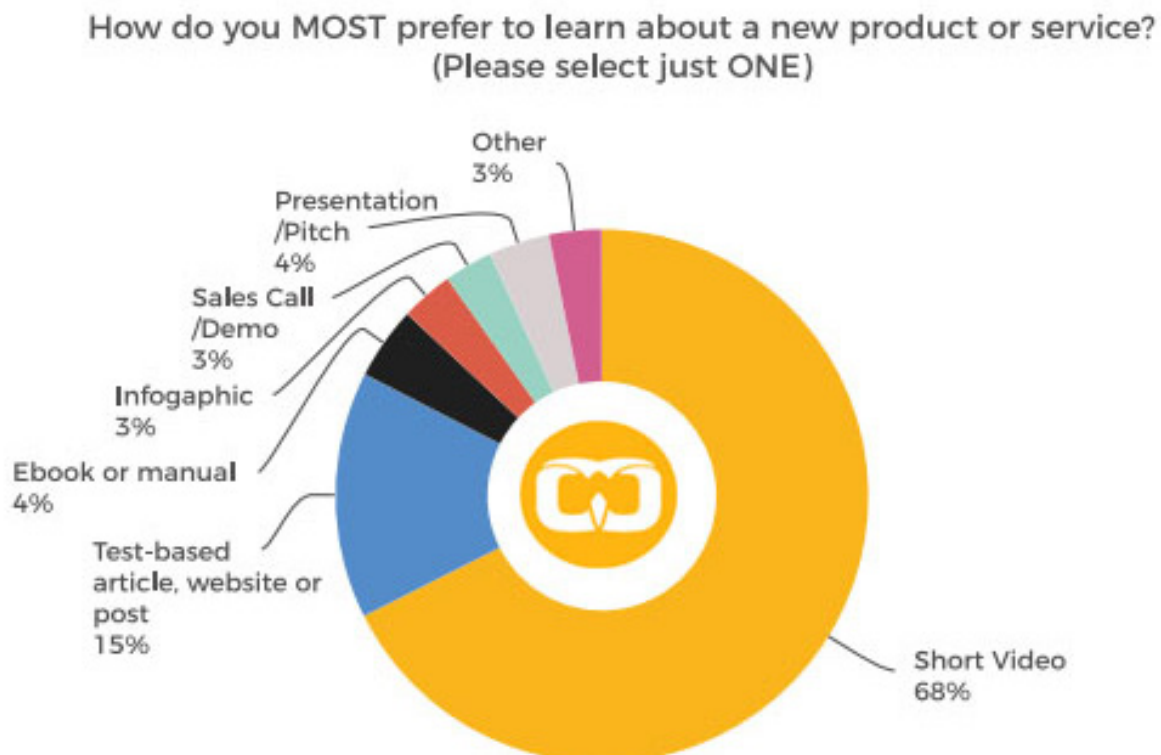


Touchpoint logo on top of the page, message below "You are not alone, mental health is health too" and below the campaign message the hashtag #KeepInTouch

Touchpoint: ***“You are not alone, mental health is health too”*** video campaign aimed to show the viewer that it’s normal to struggle with common mental health issues like anxiety, stress.... This advertisement promotes the Touchpoint wearables in a way never seen before by the brand; video. It’s meant to engage the viewer with the brand so that it attracts a potential customer. It would come on at the end of April a week before the Keep In Touch campaign launch.

WHY VIDEO MARKETING?

The resources that can be used in video marketing are enormous, images, videos, texts, voice and music can be combined creating more complete and emotional messages to tell a story and this makes users remember a brand better after seeing a video. According to the Hubspot 2020 report “93% of brands got a new customer because of a video” (Hubspot, 2020)



(Wyzol, 2019)

TIME Digital Feature

One of the press packs would be sent to the executive director of Time magazine that publishes a free digital supplement launched in June 2020 Time for Health destined "to help people live better through access to trusted health and wellness information" (Time.com, 2020) where great relevance is given to mental health. Among the objectives of this supplement is the promotion of a healthy lifestyle including the control of stress and anxiety.

Time is a magazine of great prestige that is trusted by more than 100 million readers around the world and more than 40 million visits per month in its digital edition. The TouchPoint review in the Time for Health supplement will reach a large number of customers of the target for which this campaign has been designed.



Mind X Touchpoint

TouchPoint will collaborate with the charity Mind by donating 50 bracelets each month for university students who seek to improve their mental health and their academic performance through the use of its products but do not have the means to pay the full amount price, this aims to help them in their fight against anxiety and stress as well as improving their concentration in study.



TOUCHPOINT



Welcome to Touchpoint!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent accumsan volutpat mollis. Ut id justo et dolor tempor blandit vitae

Sign Up



Sign Up



What brings you here?

Select all that apply.



Stress



Anxiety



Sleep



Panic Attacks

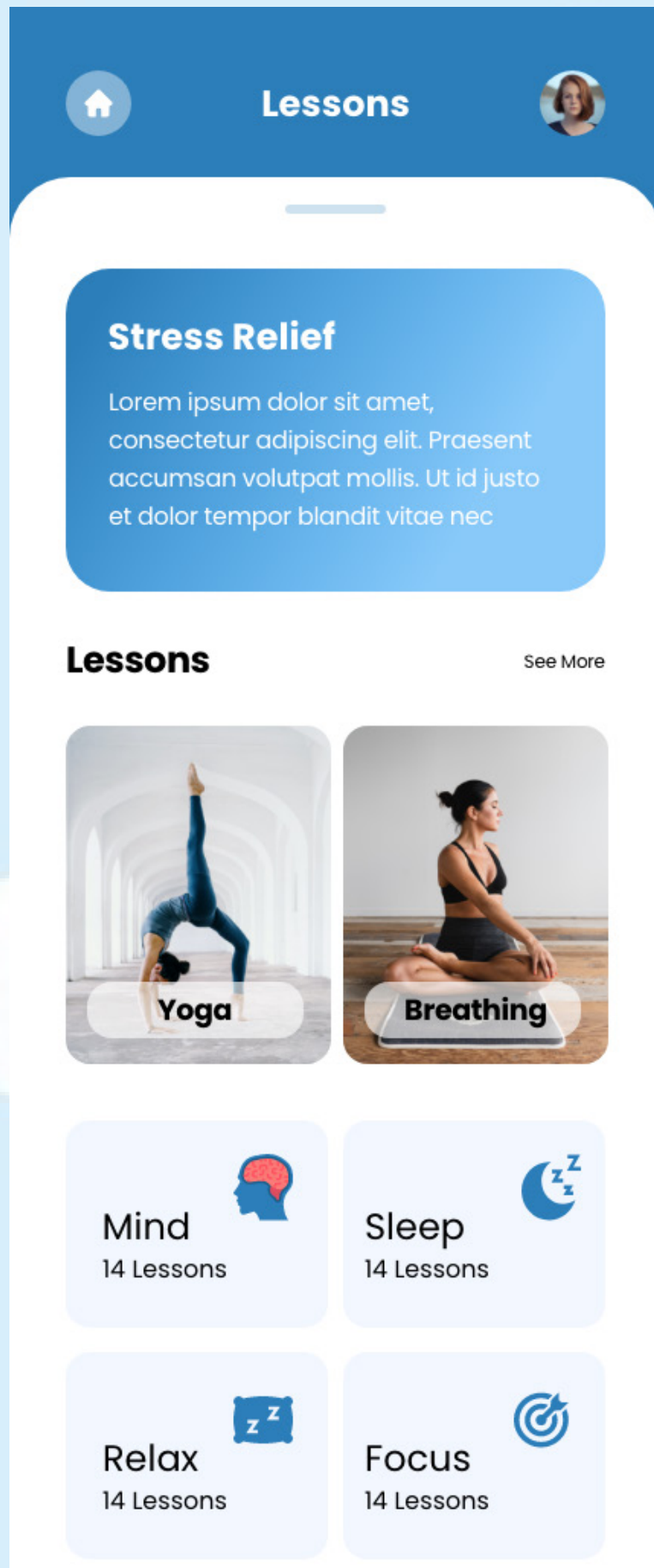


ADHD



Autism

Next



The Touchpoint app would be created in parallel to the Keep In Touch campaign on May 1st to engage with a new potential customer and make them loyal consumers instead of one time buyers, it would be available once the wearables are purchased, there would be a sign up page where the consumer would be asked why they downloaded the app for and for what reason did they purchase the wearables, from there they would be able to connect with other consumer that are struggling with the same and bond over it as well as making friends in these difficult times through the chat box on the app, the last page would have lessons and tips on how to deal with stress, anxiety, sleep and others through breathing exercises, yoga videos, focus tips etc.

WHY UX/UI DESIGN?

So first, what is UX?: To create a good UX design you have to understand the needs of the users and, of course, satisfy them in a simple and clear way. Therefore, a good result is one that is useful to the user.

What is UI?: UI or User Interface design focuses on the visual part. That is, if UX makes sure that a product is useful for users, UI makes it attractive and visual.

SO WHAT ARE THE BENEFITS OF UX/UI DESIGN?

ENCOURAGES THE USE OF INTERACTION

GENERATES LOYALTY

GENERATES RECOMMENDATIONS

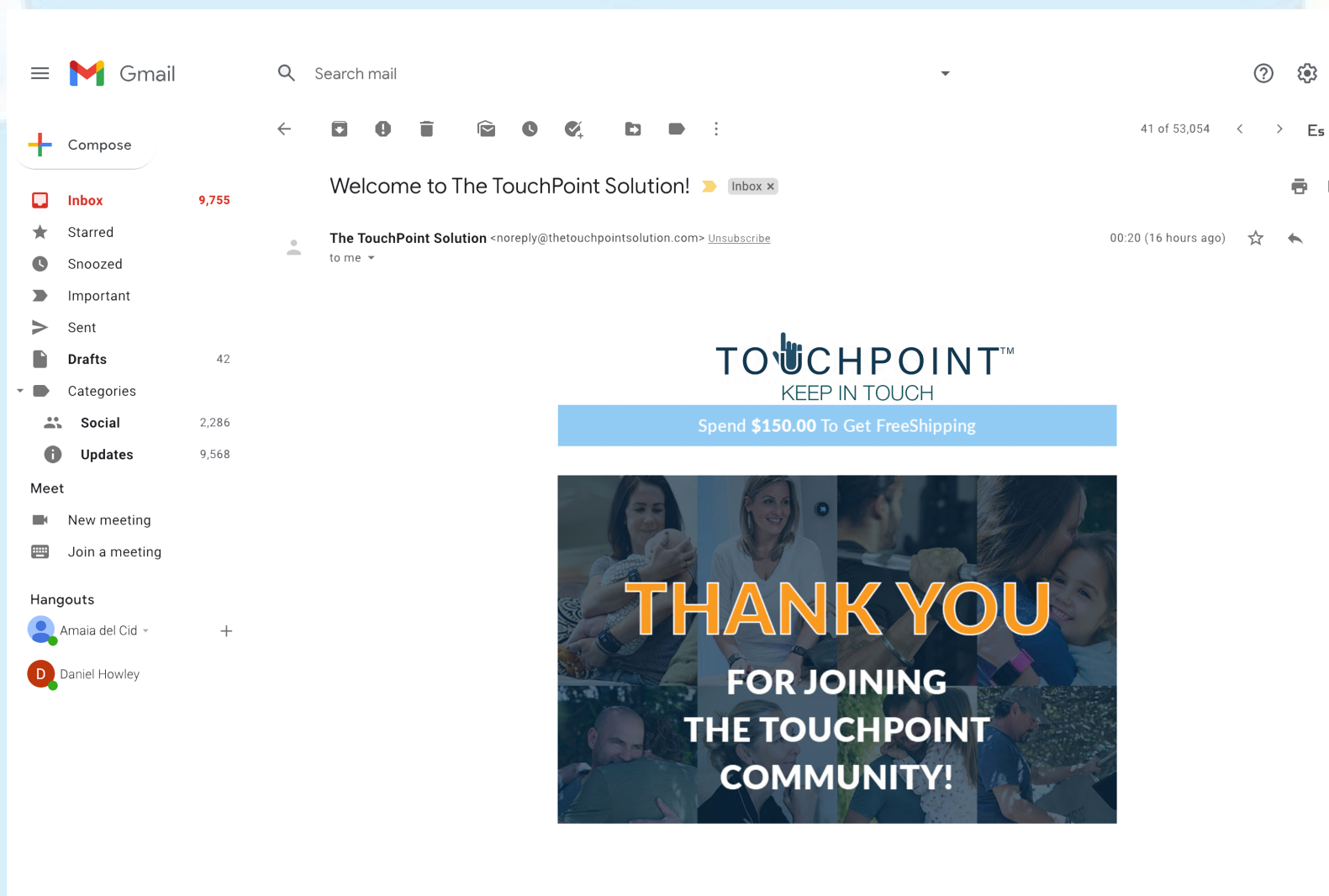
REDUCES DEVELOPMENT COSTS

REDUCES INTERNAL COSTS

(Lam, 2020)

Email Marketing

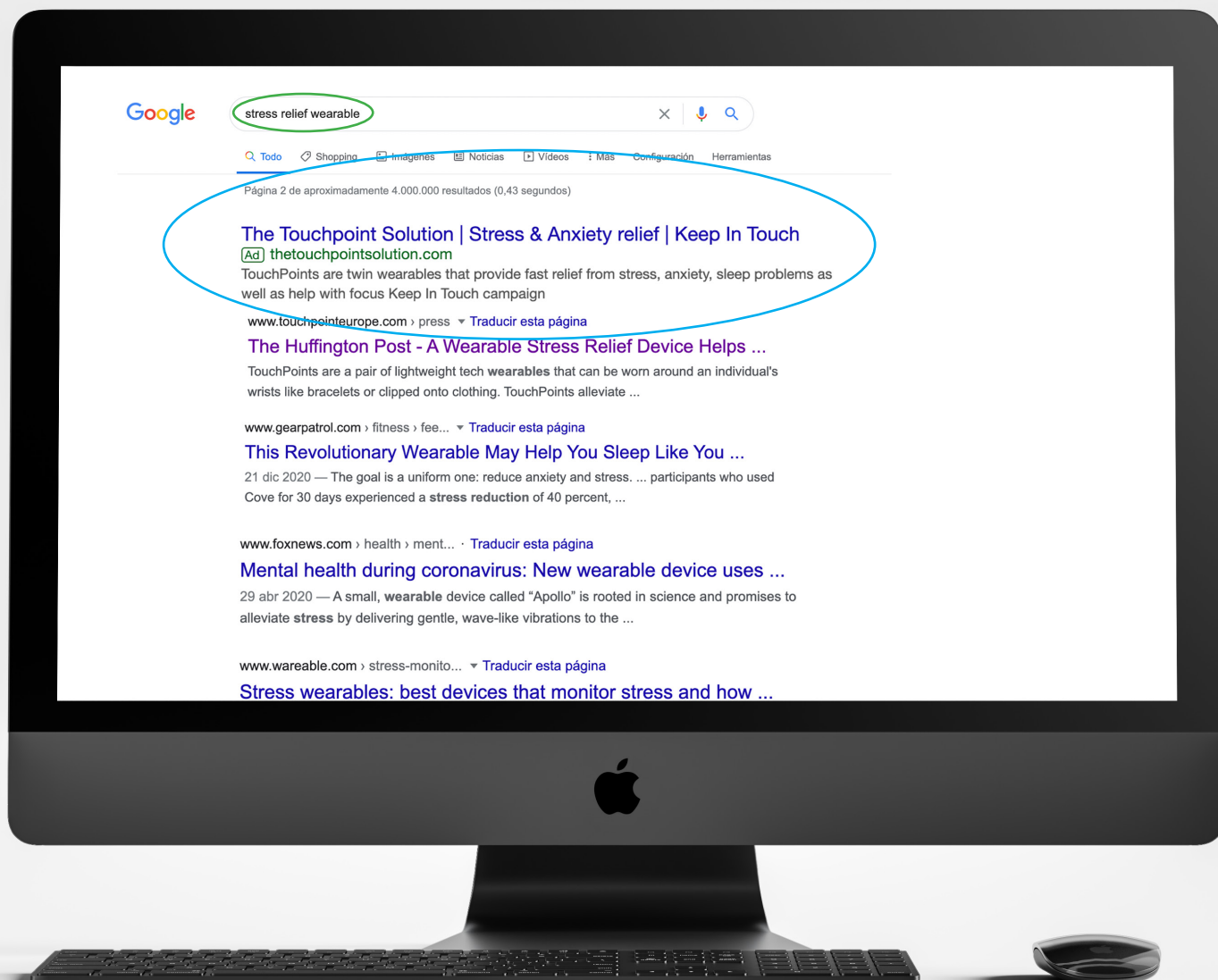
Email marketing is focused on promoting products and services through email. It has been in use for more than 40 years and it still follows one of the most effective methods for companies to connect with their customers and has a greater reach than social networks as it currently has more than 3.9 billion users in the world. (Statista, 2020)

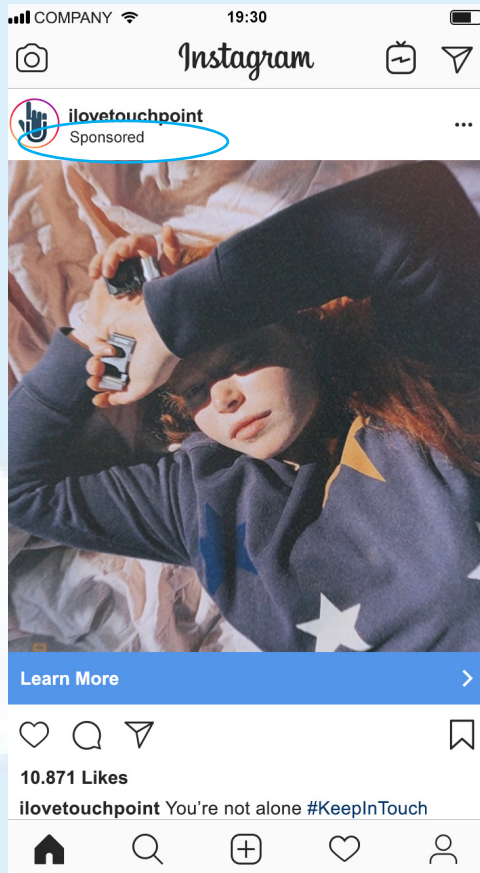




Billboard with QR code

The QR code allows you to store digital information that a company wants to communicate to its customers. Used in advertising posters, brochures, packaging ... it allows you to connect the offline and online world with a simple click on the mobile photo machine. (Neagu, 2021)





Touchpoint will enforce their PPC strategy on their biggest platforms and through Google ads by key words like “stress relief weareable” for people that might be searching for something to aliviate their health problems.

**“79% of marketers say PPC is hugely beneficial for their business.”
(Hanapin Marketing, 2019)**

“One-third of people (33%) click on a paid search ad because it directly answers their search query.” (Kemper, 2018)

Media Pack



Press release



KEEP IN TOUCH

You're not alone, mental health is health too

15 APRIL 2021

Touchpoint is happy to announce the launch of the #KeepInTouch campaign. Touchpoints are twin neuroscientific wearables worn on either side of the body preventatively in the morning or night on-the-spot for 15 minutes before, during or after a stressful situation to produce calm in real time. As a result, they also improve focus and sleep. Currently there is a perfect market gap that a product like this aims to fill. Spending a full year at home because of the Covid-19 pandemic has made everyone feel somewhat stressed, anxious and worrisome of things not going back to how they used to be before 2020, multiple sectors and generations have been fully affected but the 18-30 age range has been completely forgotten. Most of these 2 generations have had to go back home to their childhood homes and leave either their studies or work behind and have been forced to work behind a computer screen for hours on end, this has taken a huge toll on them and something that is now called "Covid burnout" has emerged. Touchpoint aims to alleviate some of these symptoms without the requirement of any type of medication or medical attention. The campaign also aims to get these people talking about their mental health struggles and meet new people that are going through the same thing.

Touchpoint, priced at £137, available in 3 colours, using patent-pending BLAST (bilateral alternating stimulation tactile) technology to reduce stress by up to 70% in as few as 30 seconds. Dr. Serin's decade of research combined with electroencephalogram data from TouchPoints users shows significant changes in key stress networks after just seconds of applied BLAST technology in TouchPoints. Available to take everywhere with you, in a complementary travel bag so you can pull them out and wear them whenever you feel like you need them.

Touchpoint wearables will be available online from May 1st when the full campaign will be launched on the preferred medias of the age range talked about before, a discount of 10% will also be available for the week of the campaign launch as well as personalization of the bracelets and app download where aid like breathing exercises and a chat to talk to people under the same situation that have also purchased the bracelets will be at hand to talk to and share your thoughts.

Follow us for updated on

Website: thetouchpointsolution.com
Instagram: @ilovetouchpoint

Get involved with the campaign by using:

#KeepInTouch

For future enquires or information: press@touchpoint.com

Product assets & details



TOUCHPOINTS'
BLAST TECHNOLOGY
USES GENTLE, ALTER-
NATING MICRO-VIBRA-
TIONS TO CALM YOU
IN SECONDS.



TOUCHPOINT WEARABLES
AVAILABLE IN SILVER, NAVY,
LIGHT BLUE, HOT PINK AND
BLACK.

PRICE: £137

(TheTouchpointSolution.com, 2021)

NAME	PUBLICATION/ HANDLE	TITLE
ORION CARLOTO	@ORIONVANESSA	AUTHOR/PUBLIC FIGURE
SOPHIE TURNER	@SOPHIET	ACTRESS
ZOE SUGG	@ZOESUGG	PUBLIC FIGURE/AUTHOR
DAVID DOBRIK	@DAVIDDOBRIK	YOUTUBER/PUBLIC FIGURE
CHANCE BENNETT	@CHANCETHERAPPER	RAPPER
CHARLY COX	@CHARLYCOX1	POET
ELYSE FOX	@ELYSE.FOX	FOUNDER OF SAD GIRLS CLUB
SCARLETT CURTIS	@SCARCURTIS	ACTIVIST/AUTHOR
AMY LANE	WOMEN'S HEALTH	DIGITAL EDITOR WOMEN'S HEALTH UK
TOBY WISEMAN	MEN'S HEALTH	EDITOR IN CHIEF MEN'S HEALTH UK
DAN MACSAI	TIME MAG	EXECUTIVE EDITOR TIME MAG
EZRA MILLER	@IMEZRAMILLER	ACTOR
ALEX GEORGE	@DRALEXGEORGE	DOCTOR/PUBLIC FIGURE
JESSICA CLEMONS	@ASKDRJESS	PSYCHIATRIST/PUBLIC FIGURE

WHY?

VERY VOCAL ABOUT HER MENTAL HEALTH STRUGGLES DURING THE PANDEMIC

ALWAYS SHARES RESOURCES ON INSTAGRAM ON HOW TO DEAL WITH ANXIETY, DEPRESSION AND STRESS

DURING THE PANDEMIC SHE HAS TURNED TO INSTAGRAM TO HELP OTHERS GOING THROUGH ANXIETY DURING THESE TIMES

VERY RELEVANT TO YOUNGER AUDIENCE AND HAS ALSO OPENED UP ABOUT HIS STRUGGLES WITH MENTAL HEALTH SINCE 2020 BEGAN

BIG PLATFORM, HAS TALKED ABOUT HIS STRUGGLES WITH ANXIETY

MQ MENTAL HEALTH EMBASSADOR

FOUNDED A NONPROFIT ORGANISATION FOCUSED ON WOMEN AND MENTAL HEALTH STRUGGLES

MENTAL HEALTH ACTIVIST, DURING THE PANDEMIC SHE'S BEING EVEN MORE VOCAL ABOUT ABOUT WAYS OF HELPING OTHERS COPE

RELEVANT MEDIA

RELEVANT MEDIA

RELEVANT MEDIA

HAS ALWAYS BEEN VERY VOCAL ABOUT HIS MENTAL HEALTH

YOUTH MENTAL HEALTH AMBASSADOR FOR THE BRITISH GOVERNMENT

RECOGNIZED BY FORBES AS A LEADER IN MAKING MENTAL HEALTH NOT BE AS STIGMATIZED

Press Package





Personalisation

Personalized bracelets with the recipients' names are included within the press packs. These bracelets will also be offered to customers for a small additional cost, this customization will consist of the printing of a name or a word chosen by the buyer.

Product customization creates a close and individual connection between brand and customer and provides them with a feeling of exclusivity by feeling the product as designed for them, according to a Deloitte study, 36% of consumers would consider buying personalized products or services and 1 out of 5 would be willing to pay up to 20% more for one of these products, in addition 48% would be willing to wait longer for a personalized product. Therefore offering customers the ability to customize their TouchPoint will help add value to the product.

(Deloitte, 2020)



ROXIE CEPEDA
@ROXIE_CEPEDA
12K

Influencer

Touchpoint helps her with
Covid19 burnout



JORDAN ABERNATHY
@JR_ABERNATHY
49K

Model/Poet

Touchpoint helps him with
sleep apnea



SKYLER NEAL
@WILDERSKIES
10K

Mental Health Activist

Touchpoint helps her
university anxiety



ROCIO RESTREPO
@ROCIO_RESTREPO
21K

Professional bowler

Touchpoint helps her with
pre competition stress

Brand ambassadors

Micro influencers that already use the Touchpoint wereables would be chosen for the Keep In Touch campaign to provide a more realistic and unfiltered view of something that is so personal as mental health is, people that can provide reviews after using it for a longer amount of time. This time of influencers are also on the rise and brands tend to reach out to them first.

“As of July, nearly 40% of all brand collaborations on Instagram in 2020 were with “micro” influencers with a follower count between 10,000 to 50,000.”
(Socialbakers, 2020)

Discount

Promotional codes are a perfect marketing tool with which a brand can reach its target audience and incentivize the purchase of the promoted product. Touchpoint would provide a 10% discount when purchasing the bracelet to lure the customer.

**“Online coupons allow you to both showcase prospects, bring back old customers, and convince hesitant customers to place an order.”
(Sharma, 2018)**



**You've Unlocked
A Discount on TouchPoint™**

Simply click below to find out your discount!

Expires in:

03 46

Minutes Seconds

REVEAL DISCOUNT

NO THANKS, I'D RATHER PAY FULL PRICE

22 APRIL: Promotional video will come out on their instagram page and as sponsored Tik-tok advertisement.



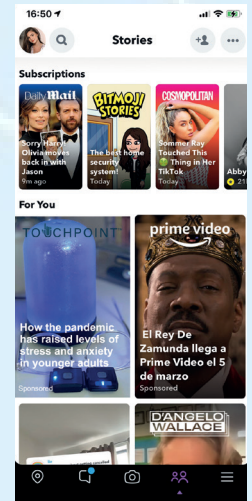
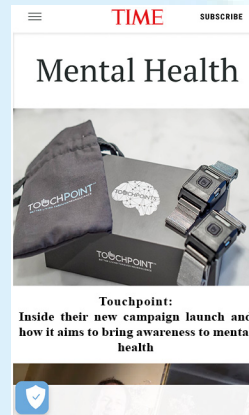
29 APRIL: The influencers that received their package would post about it on their stories.



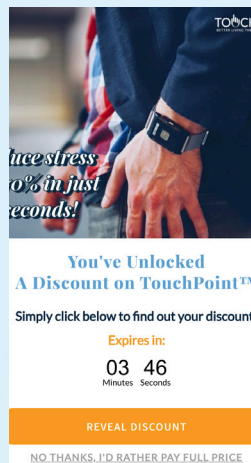
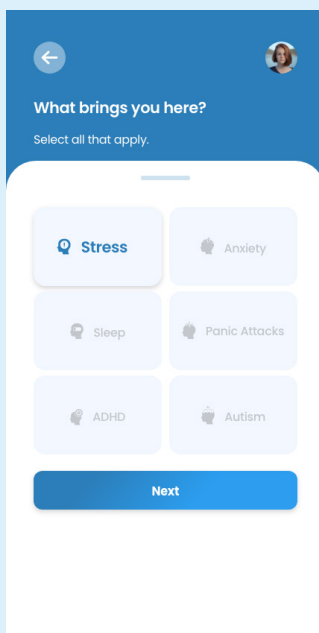
29 APRIL: Sponsored posts on Instagram and Twitter.



12 MAY: Touchpoint feature on TIME magazine and Snapchat sponsored feature explaining benefits of the wearables.



1 MAY: Campaign and app launch (discount code advertising)



Research

The PR and promotions industry changes

Social changes make marketing strategies more focused on finding a customer profile to target their campaigns and those customers are increasingly more varied, complex and harder to target. The increasing presence and rise of social networks makes campaigns more focused on the digital world which makes it easier to identify the customer niche

The anti-stress market sector

The market for anti-stress devices has been growing in recent years. Advances in neuroscience have made it possible to develop devices that can read and modify brain waves, going beyond the technology used in smartwatches or fitness trackers that control heart rate, breathing or movement, creating other wearable devices that offer relief from stress, combat insomnia, anxiety and generally improve mental health

Pestel

Political

The COVID pandemic has caused crises and political clashes in most countries. In the United Kingdom, as early as April 2020, the opposition leader Keir Starmer urged the government to recognize the mistakes made, especially the delay in ordering the national lockdown.

(BBC, 2021)

Economical

The economic crisis caused by the COVID pandemic has already caused losses of more than 4.5% in the world economy. Some losses that go hand in hand with an increase in unemployment figures and the level of poverty of the world population.

(Statista, 2021)

Social

The life changes that the pandemic has brought; lockdown, social isolation, fear of contracting the disease or losing loved ones, the economic recession and the continuous feeling of general insecurity in which the population lives have brought with them an increase in mental illnesses and the use of substances for alleviating the symptoms.

(KFF, 2021)

Technological

The COVID 19 crisis has accelerated global technological development. Companies have increased their digitization and consumers have also increased the use of new technologies to buy, communicate, work, entertain or study.

(McKinsey, 2020)

Environmental

The result of the lockdown and the reduction in mobility has had a temporary positive effect on some environmental aspects such as air or water quality, but the pandemic has also had a negative impact that the increase in the use of plastics will last longer. and single-use materials such as masks, gloves and other medical or protective equipment that must be disposed of.

(EEA, 2020)

Legal

The struggle to control the effects of the pandemic have forced governments to take legislative measures such as house confinements and the closures of companies and educational centers.

(GovUK, 2021)

Swot

STRENGTHS

It is a widely tested product with proven efficacy.

Combat stress, anxiety, insomnia and other disorders like ADHD naturally.

It helps not to be dependent on medications

WEAKNESSES

Until now the brand has limited its market to patients with diagnosed disorders

Lack of consumer confidence towards miracle products

OPPORTUNITIES

The COVID pandemic is causing a large increase in stress-related disorders

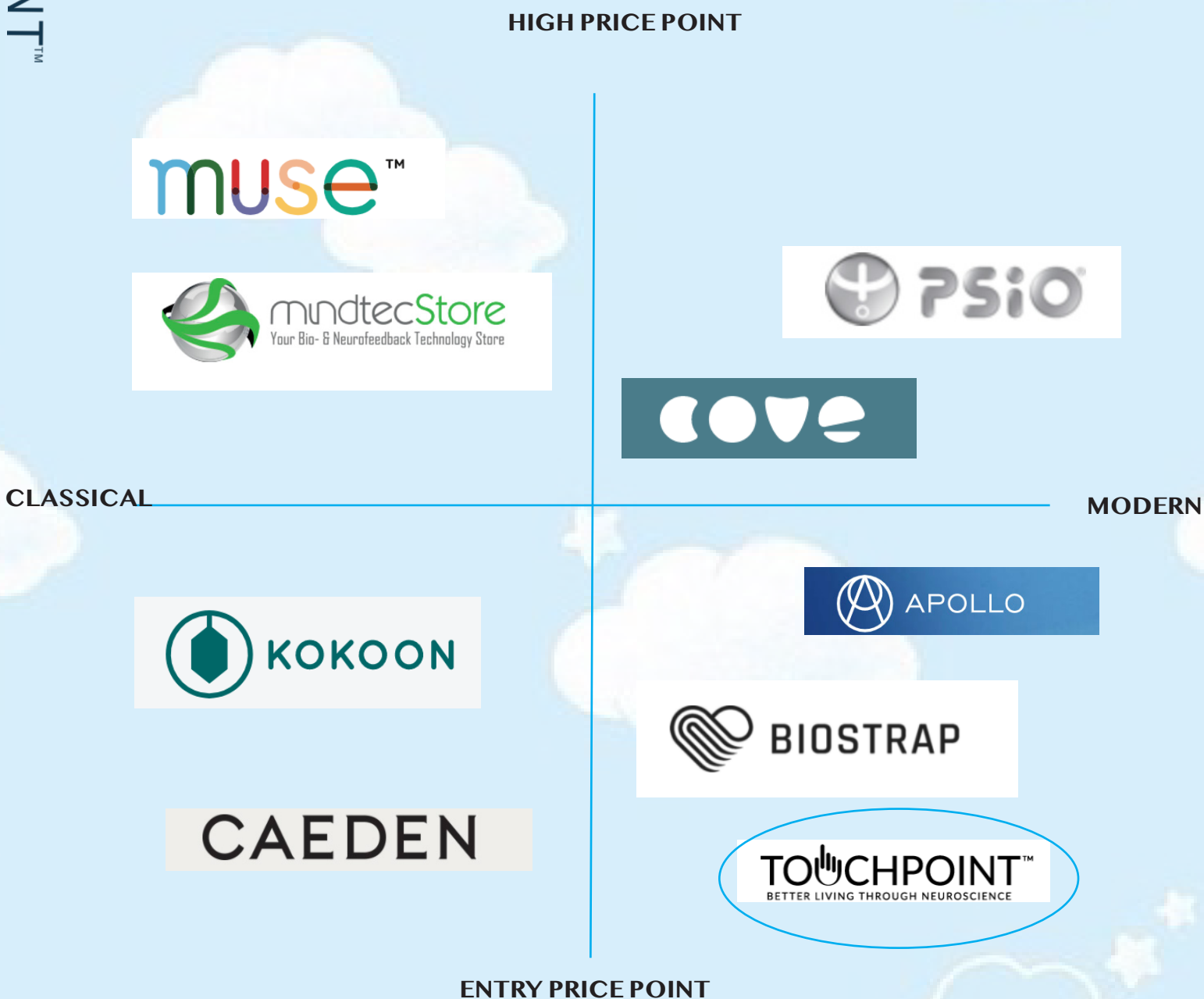
Increases the market niche and interest in products to combat these disorders

THREATS

Similar products at a lower price

Being seen as an unreliable miracle product

Brand positioning of stress relief wearables



Competitor analysis of stress-relief wearables

TOUCHPOINT



\$189

The wearables emit vibrations that disengage your standard stress response which can impact your performance and health

APOLLO
NEURO



\$349

"real-time stress control for better sleep, focus, energy, calm, and more" through haptic touch.

SONA
CAEDEN



\$199

Sona's advanced sensor tracks heart rate apart from increasing focus and reducing stress.

COVE



\$490

Cove is the first wearable device with stress-canceling technology. It uses gentle vibrations behind your ears to activate the part of your brain that regulates anxiety.

SOSTAC

Situation

Touchpoint is committed to engage with their customers in a way where they feel safe and feel like they can express themselves and give them a platform where to be themselves and be understood through the brand and the product.

Objectives

Touchpoint's biggest aim with the #KeepInTouch campaign is opening up to a bigger target audience to make themselves known as a helpful alternative to mental health illnesses and becoming the best among their competitors whilst raising brand awareness focusing on a sensible topic by making consumers not feel ashamed of their struggles.

Strategy

The strategy is to help Touchpoint expand their audience to a younger consumer making the possible clients feel comfortable and part of a community focusing on them as individuals and not their health.

Tactics

The tactics used for the #KeepInTouch campaign would be to appeal to this younger for digital demographic by using social media platforms such as instagram or tiktok to engage with this new audience.

Actions

The goals for the Keep in Touch strategy are appealing to a whole new younger demographic that Touchpoint doesn't reach because of their focus on their niche, this would be done by undertaking deep market research to find out what this new audience values.

Control

The outcome would be to have this campaign appeal to this demographic so they become a loyal customer of the brand and for Touchpoint to become the best in their sector and expand out of the niche market.

Brand Identity Onion

2ND LAYER: CORE VALUES

TRANSPARENT

ETHICAL

ENGAGED

AWARE

4TH LAYER: BRAND IN ACTION

ENCOURAGES CUSTOMERS TO NOT FEEL ASHAMED ABOUT THEIR STRUGGLES

OFFERS BESPOKE INFORMATION ABOUT THEIR PRODUCTS AND MENTAL HEALTH.

HIGH QUALITY PRODUCT

CALM, LOGICAL
AND RATIONAL, READY TO DESTRESS?
(VICKY MAYO, TOUCHPOINT'S
FOUNDER)

3RD LAYER: PERSONALITY

INNOVATIVE

OPEN-MINDED

EMPOWERING

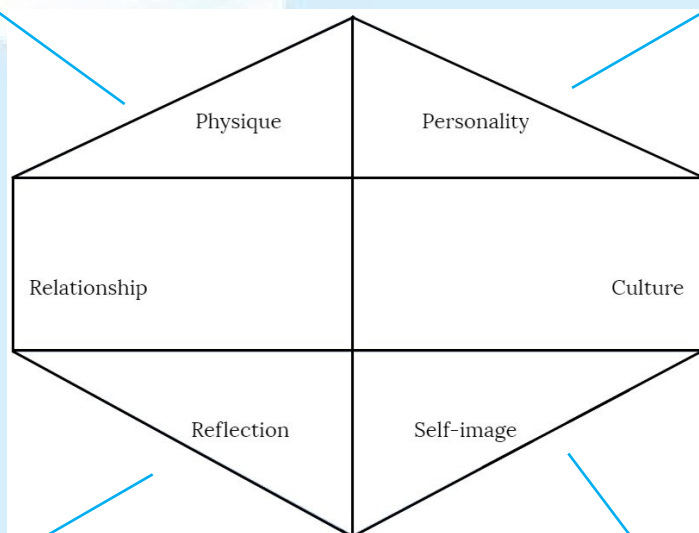
UNDERSTANDING

Brand prism

TOUCHPOINT'S PHYSIQUE CAN BE SEEN IN THEIR PRODUCTS, THEY ARE SLEEK AND MODERN WHICH MAKES THE BRAND HAVE A SENSE OF EXCLUSIVITY AND MODERNITY.

TOUCHPOINT'S PERSONALITY IS REPRESENTED IN THEIR VALUES, IT'S QUITE A NEW BRAND THAT FOCUSES ON THE RESEARCH AND ETHICS AS WELL AS GIVING A FACE TO MENTAL HEALTH AND ENCOURAGING PEOPLE TO NOT FEEL ASHAMED ABOUT IT AND PROVIDING A SOLUTION FOR THEM TO FEEL BETTER. THIS MAKES THE BRAND OPEN-MINDED AND CAPABLE TO OVERCOME ADVERSITIES.

TOUCHPOINT'S CULTURE IS OPEN-MINDED AND ENCOURAGING WITH THEIR CLIENTS AND THEIR STRUGGLES WHICH MAKES THE BRAND FEEL LIKE A SAFE PLACE FOR CONSUMERS.



TOUCHPOINT'S RELATIONSHIP WITH ITS CUSTOMERS IN ABSTRACT TERMS IS OF A SERIOUS AND UNDERSTANDING NATURE, IN TANGIBLE MANNERS THE BRAND STAYS CLOSE TO CUSTOMERS BY PROVIDING WELL RESEARCHED ACADEMIC PAPERS ABOUT MENTAL HEALTH AND PAPERS AS WELL AS FOR THE YOUNGER DEMOGRAPHIC THAT THEY ENGAGE WITH THROUGH TIKTOKS.

TOUCHPOINT'S REFLECTION SHOULD BE SEEN THROUGH THE NEW TARGET AUDIENCE THE CAMPAIGN WILL ATTRACT WHICH IS 18-35 FOR THEM TO BE SEEN AS A YOUNGER MORE DIGITALLY ENGAGED BRAND.

TOUCHPOINT'S SELF-IMAGE IS HOW THE CUSTOMERS SEE THE BRAND, IN THIS CASE THE INTENTION FOR TOUCHPOINT CUSTOMERS IT TO SEE THE BRAND AS SOMEONE THEY CAN RELATE TO AND A HAND IN TIMES OF NEED AS WELL AS TO BE A WAY FOR THEM TO ACCEPT AND NOT BE ASHAMED OF THEIR HEALTH. THIS WOULD MAKE TOUCHPOINT HAVE LOYAL CONSUMERS THAT DON'T JUST BUY THE PRODUCT AND LEAVE BUT ENGAGE WITH THE BRAND AS A WHOLE.

Interview with an expert in the psychiatry sector

Interview with Dr. Oscar Taboada Losada. Director of the Taboada clinic and head of the clinical psychiatry service of the Abente y Lago of A Coruña public hospital

ADC: Has the pandemic and lockdown affected mental health?

OTL: Yes, a lot, the consultations have increased more than 50% for this reason. It is a situation of which we have no previous references and it makes us feel frustrated which increases that stress and anxiety, people feel lonely, isolated ... Our normality has been altered and we do not know if it will ever return.

ADC: What are the most common symptoms caused by the current circumstances?

OTL: Insomnia and sleep disorders, anxiety, lack of concentration, apathy, panic attacks, depression ... they are multiple and affect people who have never had these types of symptoms.

ADC: Do you have to use medications to treat these disorders?

OTL: They are the easiest resource for us and necessary in many occasions, people want to stop feeling bad and medications such as benzodiazepines provide relief, but they can be dangerous in the long term.

ADC: What do you think of the new technologies to reduce stress?

OTL: They are used clinically and the use of these devices for individual use is increasing. They are a good resource and many psychiatrists, psychologists and neurologists are recommending them to some patients, they work in most cases and have no side effects which is great.

OTL: Oscar Taboada Losada

ADC: Amaia del Cid

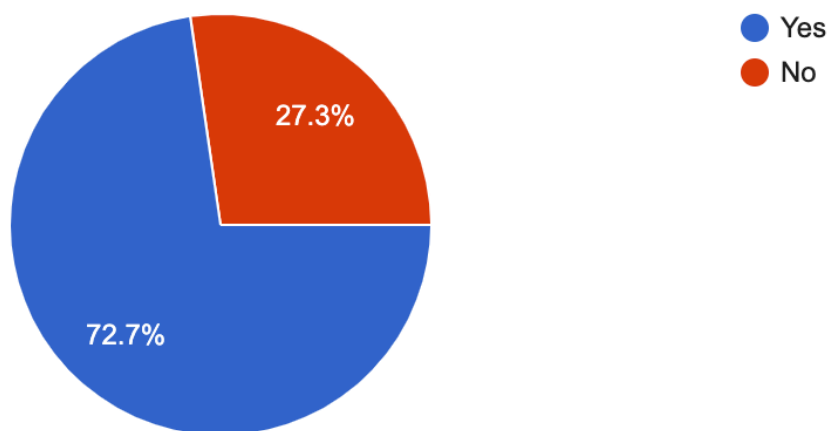
This interview has been translated from Spanish so
some words might not be/mean the same.

Target Audience Survey

During the lockdown, have you experienced any of these symptoms?

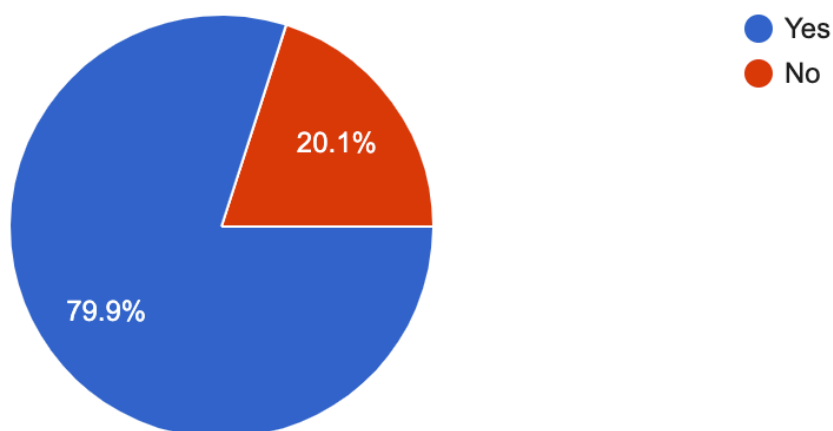
Fear of something bad happening that is not in your hands to fix

315 responses



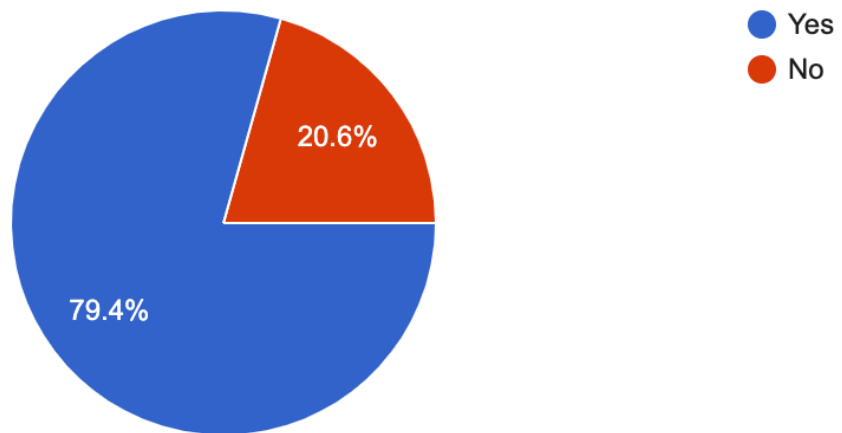
Difficulty to sleep

314 responses



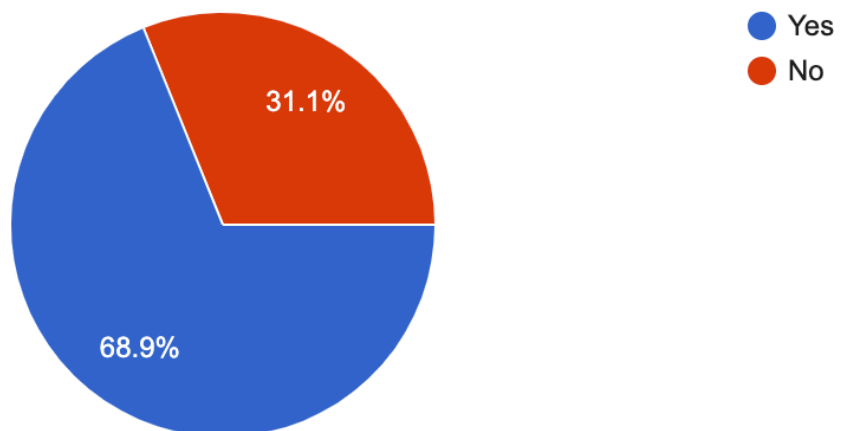
Feeling anxious or restless

315 responses



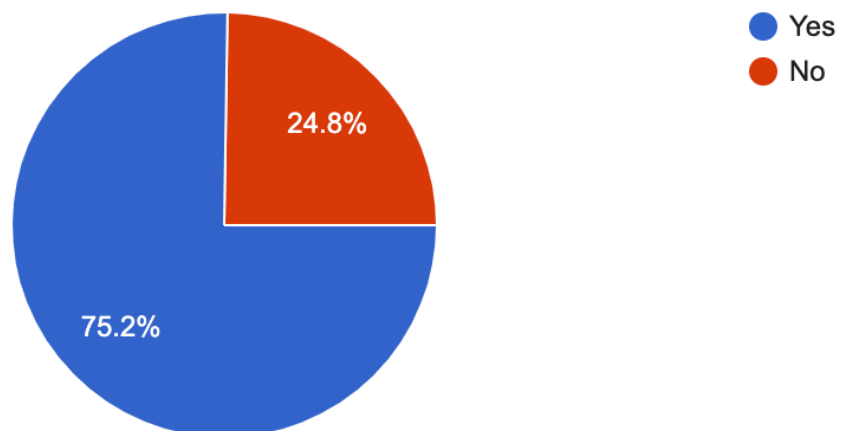
More prone to irritability

315 responses



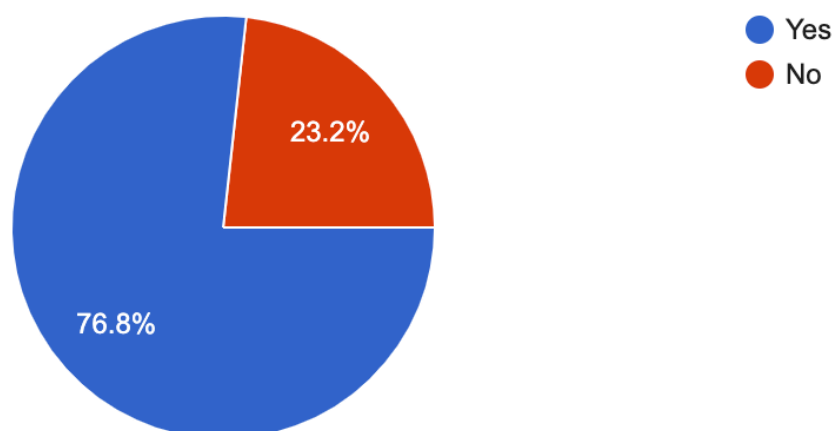
Lack of concentration

315 responses



Lack of energy

314 responses





Appendix

Writing A DS Project Brief: Guidance Document

This is a guidance document that includes a basic structure of key elements to consider and include when writing your creative brief for your DS assignment.

1. Brand Name + Logo Touchpoint

TOUCHPOINT™

2. Brand & Product/Product Range: The Background

TouchPoints are twin neuroscientific wearables worn on either side of the body preventatively in the morning or night or on-the-spot for 15 minutes before, during or after a stressful situation to produce calm in real time. As a result, they also improve focus and sleep; a perfect addition to homework or bedtime routines.

3. Brand & Product/Product Range: The Problem

Not properly marketed, limited product awareness

4. The Big Picture (the facts): (according to the American Institute of stress, 77% of the population suffers from the negative effects of stress)

5. The Objective: To raise awareness around the topic of mental health making Touchpoint accessible for everyone with stress, anxiety or similar symptoms

6. Target Consumer: Younger adults (millennials, gen z) that due to the ongoing covid crisis have been suffering from mild stress and anxiety

7. Consumer Benefits: A bracelet that provides anxiety and stress relief as well as helping with sleep and bettering the quality of your performance and focus

8. Brand Benefits: Marketing the product outside the niche market it currently holds whilst getting possible customers that don't know about the product

9. The Challenge: What is there to overcome? What barriers or resistance might there be to either break-down or reduce?

10. The Big Idea: The campaign concept explained (one simple idea). What is its purpose?

11. Campaign's message: You're not alone, mental health is health too

* **Make your document look creative! Think: a simple layout of digestible information - Canva templates, infographic charts, etc.**

DS Project Brief: Strategy & Digital Assets Outline

This is a guidance document that includes a basic structure of key elements and assets to consider when planning your strategy for your DS assignment.

Campaign Name: Keep in Touch

Key Message: You are not alone, mental health is health too

Key Hashtags: #KeepInTouch

Customer Persona(s): Emma (gen Z) Josh (millennial)

The Tactics: 1. Mobile phone app

- 2 . Influencer gifting
- 3 . Social media (tiktok, instagram, twitter)
- 4 . PPC (google tiktok and instagram ads)
5. Video marketing (storyboard)
- 6 . Charity???
- 7 . Email marketing??
8. Promotional codes??

Digital Assets: 1. App for mobile devices

3. QR Code
4. Film/Video
7. Photography/images/stills
8. 'Gifting' & Packaging
9. Email marketing mailshots
10. Advertising Material
11. Social Media Posts
12. PPC
13. Charity
14. Promotional Codes/ Mail-out Magazine Vouchers
15. Editorial Feature content

Reference List

Picture Reference

- Amazon.es. 2021. *QR Code Scan & Create: Amazon.es: Appstore para Android*. [online] Available at: <https://www.amazon.es/RPS-Lab-Code-Scan-Create/dp/B084KKM255> [Accessed 2 March 2021].
- Apollo Neuroscience, Inc. 2021. *Shop Apollo / Wearable Devices For Stress Relief*. [online] Available at: <https://apolloneuro.com/product/apollo/> [Accessed 10 February 2021].
- Behance.net. 2018. *Instagram Sponsored ads*. [online] Available at: <https://www.behance.net/gallery/69391183/FREE-Instagram-Ads-Mockup-2018> [Accessed 13 February 2021].
- Behance.net. 2020. *TikTok Sponsored ad*. [online] Available at: [https://www.behance.net/gallery/102803211/TikTok-Ad-Mockup-\(Free-PSD-file\)](https://www.behance.net/gallery/102803211/TikTok-Ad-Mockup-(Free-PSD-file)) [Accessed 13 February 2021].
- Biostrap, 2021. *Biostrap Shop*. [online] Available at: <https://shop.biostrap.com/> [Accessed 22 February 2021].
- Caeden.com, 2021. *Sona Bracelet Caeden*. [online] Available at: <http://www.caeden.com/sona/> [Accessed 10 February 2021].
- Daily Mockup. 2021. *Press Release Mockup PSD Template 2021 - Daily Mockup*. [online] Available at: <https://daily-mockup.com/downloads/free-party-flyer-mockup/> [Accessed 9 March 2021].
- Emotiv Epoc X, 2021. *Emotiv Epoc X mobile EEG Brainwear device managed*. [online] Available at: <https://www.mindtecstore.com/Emotiv-Epocx> [Accessed 22 February 2021].
- Eu.kokoon.io, 2021. *Sleep Headphones (Designed for Ultimate Comfort) / Kokoon*. [online] Available at: <https://eu.kokoon.io/> [Accessed 22 February 2021].
- Feelcove.com, 2021. *Buy Cove: A hug for your mind*. [online] Available at: <https://www.feelcove.com/product/cove> [Accessed 10 February 2021].
- Graphicburger.com. 2014. *Street Billboard PSD MockUp*. [online] Available at: <https://graphicburger.com/street-billboard-psd-mockup/> [Accessed 3 March 2021].
- Graphicburger.com. 2016. *Press Package MockUp*. [online] Available at: <https://graphicburger.com/card-board-box-psd-mockup/> [Accessed 5 March 2021].
- HuffPost, 2017. *Brand Onion Quote* [online] Available at: https://www.huffpost.com/entry/a-wearable-stress-relief-device-helps-you-relax-while_b_59c47092e4b0b7022a64696d [Accessed 23 January 2021].
- HullLive, 2020. *Lockdown Market research*. [online] Available at: <https://www.walesonline.co.uk/news/uk-news/unused-shopping-vouchers-worth-up-19001461> [Accessed 31 January 2021].
- Instagram.com. 2021. *Customer persona Josh*. [online] Available at: <https://www.instagram.com/p/CL-FW6S-LMzv/> [Accessed 15 February 2021].
- Mockup Den. 2020. *Travel Bag Mockup*. [online] Available at: <https://mockupden.com/free-makeup-bag-mockup-psd-template/> [Accessed 10 March 2021].
- Muse, 2021. *Muse wearable stress device*. [online] Available at: <https://choosemuse.com/shop/> [Accessed 22 February 2021].

Nursing Times. 2020. Exclusive: *Nursing Times* survey reveals negative impact of Covid-19 on nurse mental health | *Nursing Times*. [online] Available at: <https://www.nursingtimes.net/news/mental-health/exclusive-survey-reveals-negative-impact-of-covid-19-on-nurse-mental-health-29-04-2020/> [Accessed 2021].

Pinterest. 2021. *Customer persona Emma*. [online] Available at: <https://www.pinterest.es/pin/8022105575386975/> [Accessed 15 February 2021].

Psio.com. 2021. *Sitio web oficial de PSiO*. [online] Available at: <https://www.psio.com/es/> [Accessed 22 February 2021].

Redacción Médica, 2021. *Market research Covid picture*. [online] Available at: <https://www.redaccionmedica.com/directo/coronavirus-ultimas-noticias/20210316/> [Accessed 1 March 2021].

TouchPointEurope, 2021. *Cover Picture* [online] Available at: <https://www.touchpointeurope.com/> [Accessed 26 January 2021].

TouchPointEurope, 2021. *Touchpoint Europe - Better sleep, Stress relief & reduced anxiety*. [online] Available at: <https://www.touchpointeurope.com/> [Accessed 26 January 2021].

TheTouchPoint Solution™, 2021. *TouchPoints | Scientifically-Proven Stress Management*. [online] Available at: <https://thetouchpointsolution.com/pages/research> [Accessed 27 February 2021].

Unblast, 2019. *Free Twitter Post Mockup (2019)*. [online] Available at: <https://unblast.com/download/14241/> [Accessed 1 March 2021].

Wyzowl, 2019. *The State of Video Marketing 2019* | Wyzowl. [online] Available at: <https://www.digitalmarketingcommunity.com/researches/the-state-of-video-marketing-2019-wyzowl/> [Accessed 17 February 2021].

Other Sources

Antonelli, W. 2021. *A beginner's guide to Instagram, the wildly popular photo-sharing app with over a billion users*. [online] Business Insider. Available at: <https://www.businessinsider.com/what-is-instagram-how-to-use-guide> [Accessed 1 March 2021].

BBC News, 2021. *Coronavirus: UK lockdown extended for 'at least' three weeks*. [online] Available at: <https://www.bbc.com/news/uk-52313715> [Accessed 27 January 2021].

Business Insider. 2020. *'Micro' and 'nano' Instagram influencers have proven effective for many marketers, but new data suggests only a small fraction of them are working with brands*. [online] Available at: <https://www.businessinsider.com/instagram-micro-nano-influencers-are-large-percentage-of-brand-deals-2020-8> [Accessed 10 March 2021].

del Cid, A (2020). Questionnaire. *Target Audience Touchpoint*. Google Docs.

Deloitte United Kingdom. 2020. *Annual Reports / Deloitte UK*. [online] Available at: <https://www2.deloitte.com/uk/en/pages/about-deloitte-uk/articles/annual-reports.html> [Accessed 1 March 2021].

EEA, 2020. *COVID-19 measures have mixed impacts on the environment*. [online] Available at: <https://www.eea.europa.eu/highlights/impact-of-covid-19-lockdown> [Accessed 27 January 2021].

Forsey, C. 2019. *What Is Twitter and How Does It Work?*. [online] Blog.hubspot.com. Available at: <https://blog.hubspot.com/marketing/what-is-twitter> [Accessed 11 February 2021].

GOV.UK, 2021. *National lockdown: Stay at Home*. [online] Available at: <https://www.gov.uk/guidance/national-lockdown-stay-at-home> [Accessed 27 January 2021].

Hanapin Marketing, 2019. *List of PPC Statistics 2021*. [online] Available at: [https://ppcprotect.com/ppc-statistics/#:~:text=50%25%20of%20people%20arriving%20at,came%20from%20an%20organic%20link.&text=One%2Dthird%20of%20people%20\(33,directly%20answers%20their%20search%20query.>](https://ppcprotect.com/ppc-statistics/#:~:text=50%25%20of%20people%20arriving%20at,came%20from%20an%20organic%20link.&text=One%2Dthird%20of%20people%20(33,directly%20answers%20their%20search%20query.>) [Accessed 11 February 2021].

Hubspot.com. 2021. *2021 Marketing Statistics, Trends & Data — The Ultimate List of Digital Marketing Stats*. [online] Available at: <https://www.hubspot.com/marketing-statistics> [Accessed 2 March 2021].

HuffPost, 2017. *Brand Onion Quote* [online] Available at: https://www.huffpost.com/entry/a-wearable-stress-relief-device-helps-you-relax-while_b_59c47092e4b0b7022a64696d [Accessed 23 January 2021].

Influencer Marketing Hub, 2021. *TikTok Statistics - Revenue, Users & Engagement Stats (2021)*. [online] Available at: <https://influencermarketinghub.com/tiktok-stats/> [Accessed 1 February 2021].

Instagram, 2021. *Brand Ambassador Jordan Abernathy*. [online] Available at: https://www.instagram.com/jr_abernathy/?hl=es [Accessed 1 March 2021].

Instagram, 2021. *Brand Ambassador Skyler Neal*. [online] Available at: <https://www.instagram.com/wilders-kies/?hl=es> [Accessed 1 March 2021].

Instagram, 2021. *Brand Ambassador Roxie Cepeda*. [online] Available at: <https://www.instagram.com/roxie_cepeda/?hl=es> [Accessed 1 March 2021].

Instagram, 2021. *Brand Ambassador Rocio Restrepo*. [online] Available at: <https://www.instagram.com/rocio_restrepo/?hl=es> [Accessed 1 March 2021].

Instagram, 2021. *Orion Carloto Media Handle*. [online] Available at: <<https://www.instagram.com/orion-vanessa/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Sophie Turner Media Handle*. [online] Available at: <<https://www.instagram.com/so-phiet/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *David Dobrik Media Handle*. [online] Available at: <<https://www.instagram.com/david-dobrik/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Chance Bennet Media Handle*. [online] Available at: <<https://www.instagram.com/chanceetherapper/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Charly Cox Media Handle*. [online] Available at: <<https://www.instagram.com/charlycox1/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Elyse Fox Media Handle*. [online] Available at: <<https://www.instagram.com/elysefox/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Scarlett Curtis Media Handle*. [online] Available at: <<https://www.instagram.com/scar-curtis/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Ezra Miller Media Handle*. [online] Available at: <<https://www.instagram.com/imezra-miller/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Dr Alex George Media Handle*. [online] Available at: <<https://www.instagram.com/dralexgeorge/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Jessica Clemons Media Handle*. [online] Available at: <<https://www.instagram.com/ask-drjess/?hl=es>> [Accessed 20 February 2021].

Instagram, 2021. *Zoe Sugg Handle Media*. [online] Available at: <<https://www.instagram.com/zoesugg/?hl=es>> [Accessed 1 March 2021].

Kemper, G., 2018. *Search Engine Marketing: Why People Click on Paid Search Ads* | Clutch.co. [online] Clutch.co. Available at: <<https://clutch.co/seo-firms/resources/search-engine-marketing-why-people-click-paid-search-ads>> [Accessed 4 February 2021].

KFF, 2021. *The Implications of COVID-19 for Mental Health and Substance Use*. [online] Available at: <<https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/>> [Accessed 27 January 2021].

Lam, R, 2020. *Explore the Importance of UX/UI Design in Customer Interaction* | New Digital Noise. [online] New Digital Noise. Available at: <https://newdigitalnoise.com/explore-the-importance-of-ux-ui-design-in-customer-interaction> [Accessed 3 February 2021].

Mckinsey & Company, 2020. *How COVID-19 has pushed companies over the technology tipping point—and transformed business forever.* [online] Available at: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever> [Accessed 27 January 2021].

Men's Health. 2021. *Toby Wiseman Publication Handle.* [online] Available at: <https://www.menshealth.com/uk/> [Accessed 20 February 2021].

Neagut, C., 2021. *What is a QR code? What are QR codes used for? - Digital Citizen.* [online] Digital Citizen. Available at: <https://www.digitalcitizen.life/simple-questions-what-are-qr-codes-and-why-are-they-useful/> [Accessed 17 March 2021].

Roach, A. 2021. *The Ultimate Guide to Snapchat Marketing.* [online] Oberlo.com. Available at: <https://www.oberlo.com/blog/ultimate-guide-snapchat-marketing> [Accessed 10 February 2021].

Sharma, A., 2018. *Coupon Marketing Strategy—How and Why Marketers Should Use Coupon Codes* | Hacker Noon. [online] Hackernoon.com. Available at: <https://hackernoon.com/coupon-marketing-strategy-how-and-why-marketers-should-use-coupon-codes-9b0e1de7a012> [Accessed 20 February 2021].

Statista. 2021. *Number of e-mail users worldwide 2024* | Statista. [online] Available at: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/> [Accessed 24 February 2021].

Taboada, O (2021). Personal Interview. *Discussing Covid, Stress and other symptoms.* with del A. del Cid, 23 February 2021. Phone Call

TheTouchPoint Solution™. 2021. *The Touchpoint Solution™ | Lifestyle Wearables for Relieving Stress.* [online] Available at: <https://thetouchpointsolution.com/> [Accessed 23 January 2021].

Time. 2021. *Dan Macsai Publication Handle.* [online] Available at: <https://time.com/tag/u-k/> [Accessed 20 February 2021].

Time, 2021. *Mental Health* | Time. [online] Available at: <https://time.com/tag/mental-health/> [Accessed 7 March 2021].