

Clear Your Head Phase 6

Stakeholder Toolkit

8 April 2021



Campaign Background

- The Clear Your Head campaign is encouraging people to keep up any active habits they may have started during the pandemic.
- Covid-19 continues to show us that people are struggling with their mental health.
- In particular, young people aged 18-44 are indicating higher levels of struggling with managing their mental health.
- Audience insight has identified the need to continue to support this younger population to look after their mental health as we emerge from lockdown.



Clear Your Head: Phase 6

- This campaign phase returns to messaging around:
 - **Clear Your Head** - Self-care (keeping active, sticking to a routine, doing things you enjoy)
 - **Mood** - Managing intense moods
 - **Feeling Alone** - The importance of keeping in touch with family and friends to combat loneliness.
- **What are we asking people to do?**
 - To visit the website – clearyourhead.scot – and take on board the practical tips and ideas on how to manage their mood, keep going and feel the benefits.
- The campaign will run from 8 April 2021 until 9 May 2021



Assets

- In this toolkit you will find the following:
 1. **Social Stills / Copy**
 2. **Social Videos (30s and 15s)**
 3. **TV/VOD**
 4. **Campaign Website**
- 1. Social Stills
 - [Download all social stills and linked copy](#)



Social Video

2. Social Video

- 30 Seconds:

- [Clear Your Head](#)
- [Managing Mood](#)

- 15 Seconds:

- [Clear Your Head](#)
- [Managing Mood](#)
- [Feeling Alone](#)



TV/VOD and Website

3. TV/VOD

- The 30 second animations will be shown across TV/VOD.
- You can view the TV advert online:
 - [Clear Your Head](#)
 - [Managing Mood](#)

4. [Website:](#)

- The campaign website, clearyourhead.scot has been updated in line with evolved creative.
- The website includes new tips to help individuals with their mental health during the Spring period.



Thank you for supporting the campaign

For more information:

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