





## CAUSE CAMPAIGN

# UNTYPE INITIATIVE

RESEARCH | BRAND DESIGN | VIDEO ANIMATION | DESIGN THINKING

# ONLY HAVE 30 SECONDS

### Task:

Create a Cause Campaign they said.

### Situation:

We first sought out to help Men with male body dysmorphia, but as the research grew, we found that Male Body Dysmorphia is only a layer of symptoms to a more significant issue which is physiological issues in men.

### Consumer Insight:

In talking to Doctors, Psychologist and men from all walks of life, we found that they don't talk about their problems especially with topics like depression, body issues, mental health because it wasn't "Manly" but.. they will address them through humor.

### Objective:

Getting people to talk about mental health of men

### Opportunity:

We knew that we could change the perception of masculinity overnight, so we created a campaign to start a conversation and get people talking about mental illness and the struggles that men face on a daily basis. It all boiled down to stereotyping.

### Brand:

We created the Untype initiative. Its a partnership with NAMI, one of the largest organization, that study and help people with mental illness. A cause campaign would bring awareness across the board for mental illness but most specifically show men that its ok to talk about their issues

### Concept:

Letting people define their own Masculinity through a 16-bit video game.

# WHY MEN?

Because nobody else is talking to them! Men are perceived to never need help—and that’s exactly why they’re not getting the mental health resources they need. Men are constantly told that they have to fit into one type of masculinity—they’re athletic or brainy, the class clown or the ladies’ man, they’re stoic or sensitive. They’re told they can’t be multi-faceted, and they internalize these stereotypes without even noticing. At best, they develop a skewed perception of what it means to be a man. At worst, they develop some pretty serious mental health problems.

## FOCUS GROUP

Everyone when talking about emotional subjects or issues of masculinity use associative humor to keep the conversation going. Everyone gave examples of the stereotypical man when asked about role models, but when talking about them personally they started to realize that what they said prior didn't fit.

## EXPERTS

The idea of their masculinity is apart of the symptom “You don’t have many examples of different types of masculinity in media - you're either the tough guy, the funny guy, the smart guy, or the athletic guy. All these stereotypes don’t present opportunities for them to discuss difficult things”

## THE FACTS

**1 IN 20 MEN  
LIVE WITH AN  
EATING DISORDER**

**1 IN 10 MEN  
LIVE WITH  
DEPRESSION**

**1 IN 5 MEN  
WILL DEVELOP AN  
ALCOHOL DISORDER**

Plus, men are way less likely to get help than women, for a few reasons: Talking about feelings isn’t traditionally “manly.” There are way fewer mental health resources for men, and men feel uncomfortable in situations that are traditionally feminine—aka almost every mental health clinic ever. They don't even realize they have a problem! Men's mental health is so rarely talked about, lots of men don't even recognize that something's wrong. So, yeah. We felt like men could use some help.

# CHECK OUT THE WEBSITE FOR MORE INFO

[www.theuntypeinitiative.com](http://www.theuntypeinitiative.com)

# ANIMATED A GAME CONCEPT

We cannot change mental illness in men overnight, but maybe we can change the conversation about what defines a man in this day and age. The character is inspired by the gray area. Because even in today's world men are being spoken to by brands, media, and their friends to retrofit who they are. That is why we created a brand to be partnered with the most substantial Mental Health Organization NAMI to help break the social constructs of stereotypes.

## THINK ABOUT IT LIKE A BUZZFEED QUIZ TRANSPORTING YOU INTO A 16-BIT WORLD TO TACKLE MASCULINITY

### MANEFESTO

Narrow expectations of men constrict them, squeezing out any room for varied emotions, interests, and physiques. Men learn to carefully curate a public persona, hiding the pieces of them that don't quite fit.

Men, for so long you've had to identify yourself as this or that. You're athletic or you're brainy. You're the class clown or you're the ladies' man. You're stoic or sensitive. You're masculine or you're feminine, and if you're masculine you better be able to talk sports, stocks, and fixing kitchen sinks.

But what happens when the box doesn't quite fit everything you do, say, think, or believe inside it? When something about you doesn't measure up to the men you've seen all your life—your dad; your favorite baseball player; your classmates, colleagues, and friends. When you know that society has certain stereotyped expectations of men, but you've always thought you were immune to those pressures.

Men internalize these stereotypes without even noticing. At best, they develop a skewed perception of what "masculinity" means. At worst, they develop serious mental health issues and have no idea where to turn for help. In either case, absolutely no one is telling them what's happening.

So, men, we're here to let you know that you decide the type of man you are. We don't care if you unwind at the salon or the sports bar, or the salon and then the sports bar. You have our permission to celebrate every piece of what makes you a man.

We know that you've kept some of these pieces hidden, and that just granting you permission isn't enough. But we hope that little by little, you'll start to realize what we've known all along.

No matter what, you are man.





I AM CREATIVE

I AM DRAMATIC

I AM RUGGED

I AM MUSCULAR



# ANIMATED A SOCIAL AD TO INSPIRE THE BREAKING OF THE TYPE ASKING MEN TO REDEFINE MASCULINITY

We want people to be able to feel that their titles do not mean anything. To celebrate everything that makes them unique and hopefully show that there is help out there. Men just can't be afraid to ask the right questions anymore. Creating this brand while fake was super important to me because this would have been something I would have liked to have known when I was younger that molds are meant to be broken.

To view more about this project and the team visit [www.theuntypeinitiative.com](http://www.theuntypeinitiative.com)

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