


(^{J U S T}breathe)

Brief #10

How do we balance the need for self-care with the urgency of staying informed about this crisis?



Here's our OBJECTIVE:

How might we help those who are feeling overwhelmed realize that by staying informed about COVID they are preventing future anxiety?

The PROBLEM is:

So many people are "trying to deal" with the unprecedented scale of COVID by avoiding all information, or clinging to normalcy. The more we bury our heads in the sand, the harder the shock of acceptance becomes.

The 'AHA' Insight:

Ignoring what credible professionals were saying about COVID (burying our heads in the sand) is literally why we're in this mess to begin with.

The Mindset Shift:

From "I can't handle this, so I'm just trying to pretend it's not happening" to "I'm feeling scared and alone, but I know my community needs my presence and help during this unprecedented global challenge. Helping others will make me feel less anxious."

This is the STRATEGY:

Move from self-care to community-care in the age of the virus.

breathe

Breath is a function of thought.

I T F O L L O W S T H E S T A T E O F O U R M I N D S

EVOLVE

Breath, the great equalizer. Communal breathing addresses loneliness—community—selflessness.

Let's create a platform to give ourselves purpose by helping others.

Giving back will become the new euphoria and the new normal.

EDUCATE

The Public must have a voice but only after they become well informed. Otherwise it's corrupt, confusing, business as usual.

Our product is an inclusive teaching without people feeling like they are being taught. We aim to reintroduce common sense as a political and humanitarian platform for all.

“

Breath focus is a common feature of several techniques that evoke the relaxation response.

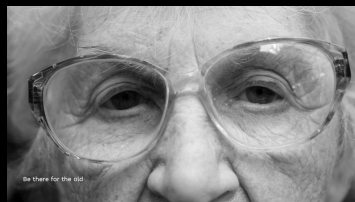
Harvard Health

“

Detrimental effects of stress, negative emotions, and sympathetic dominance of the autonomic nervous system have been shown to be counteracted by different forms of meditation, relaxation, and breathing techniques.

Springer


JUST
(breathe)



A black and white photograph of a subway platform. In the foreground, the open doors of a train are visible, with metal handrails on either side. The platform floor is made of square tiles. In the background, another train is visible on the tracks, and a staircase with a handrail is on the left. The scene is brightly lit by overhead lights.

LIFTING US ALL TO QUIET

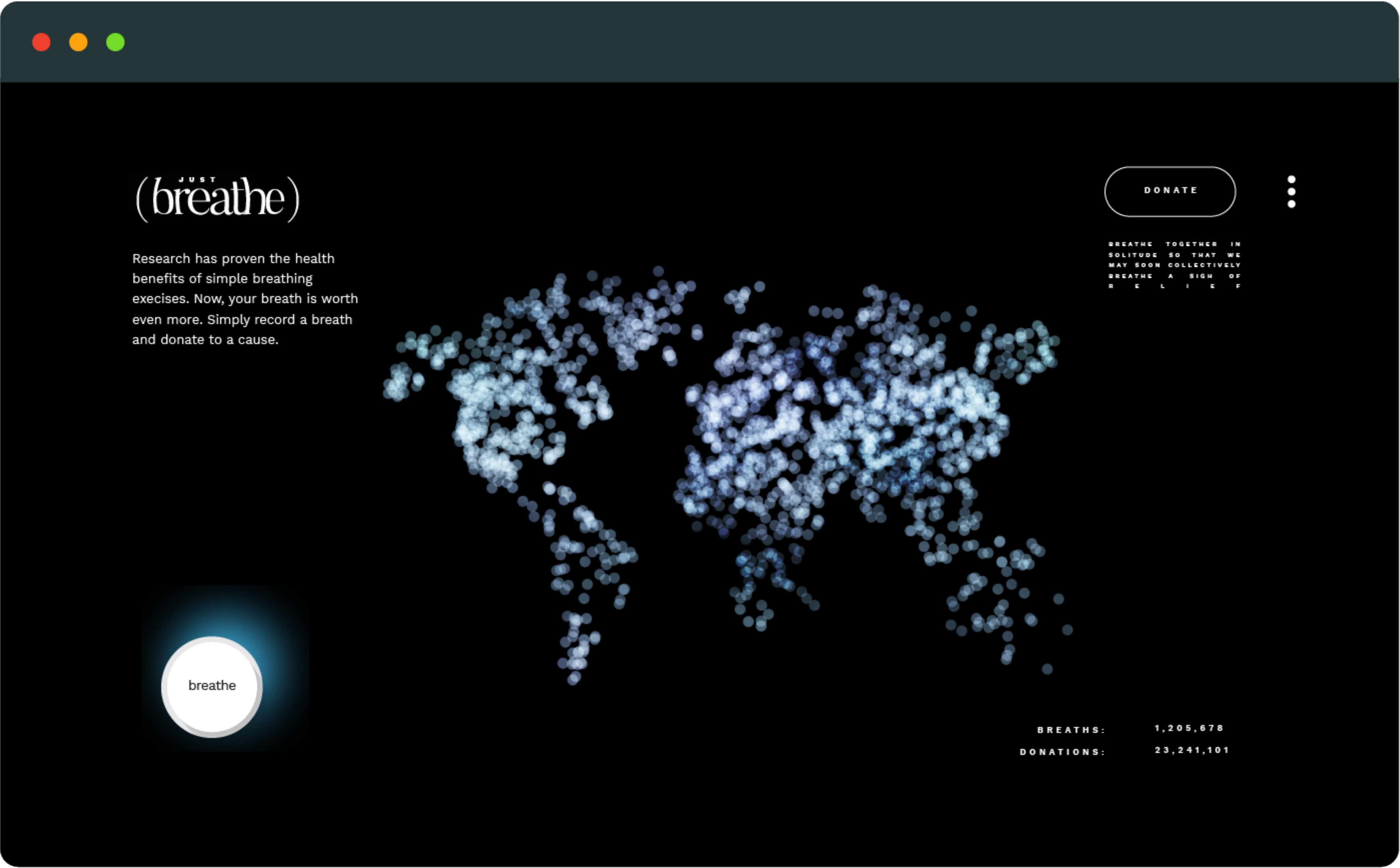
breathe.us



global campaign aimed at
encouraging us to take a moment of from
COVID-19 disinformation before diving
into the sea with the truth.

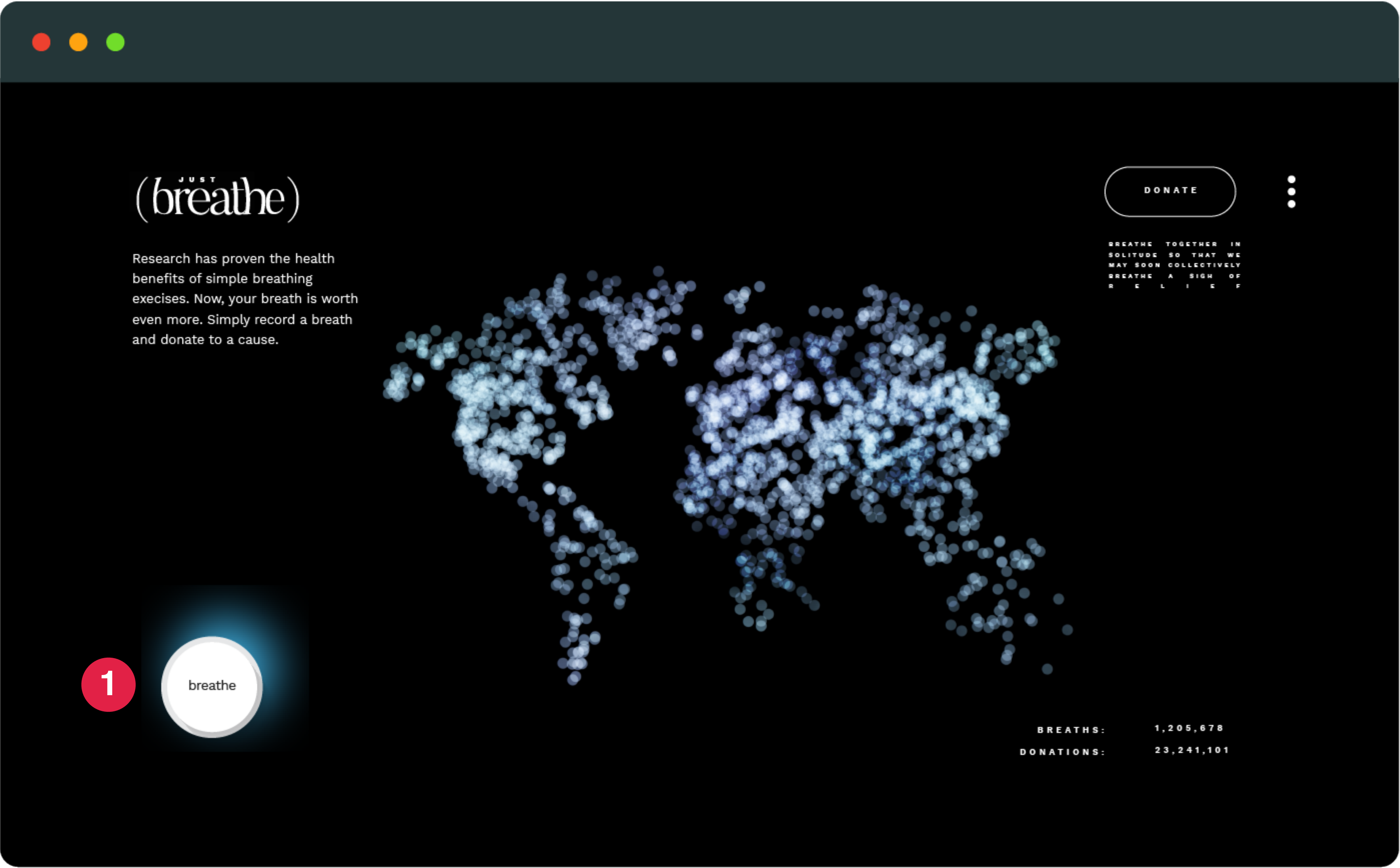
Be there for your joy

LANDING PAGE



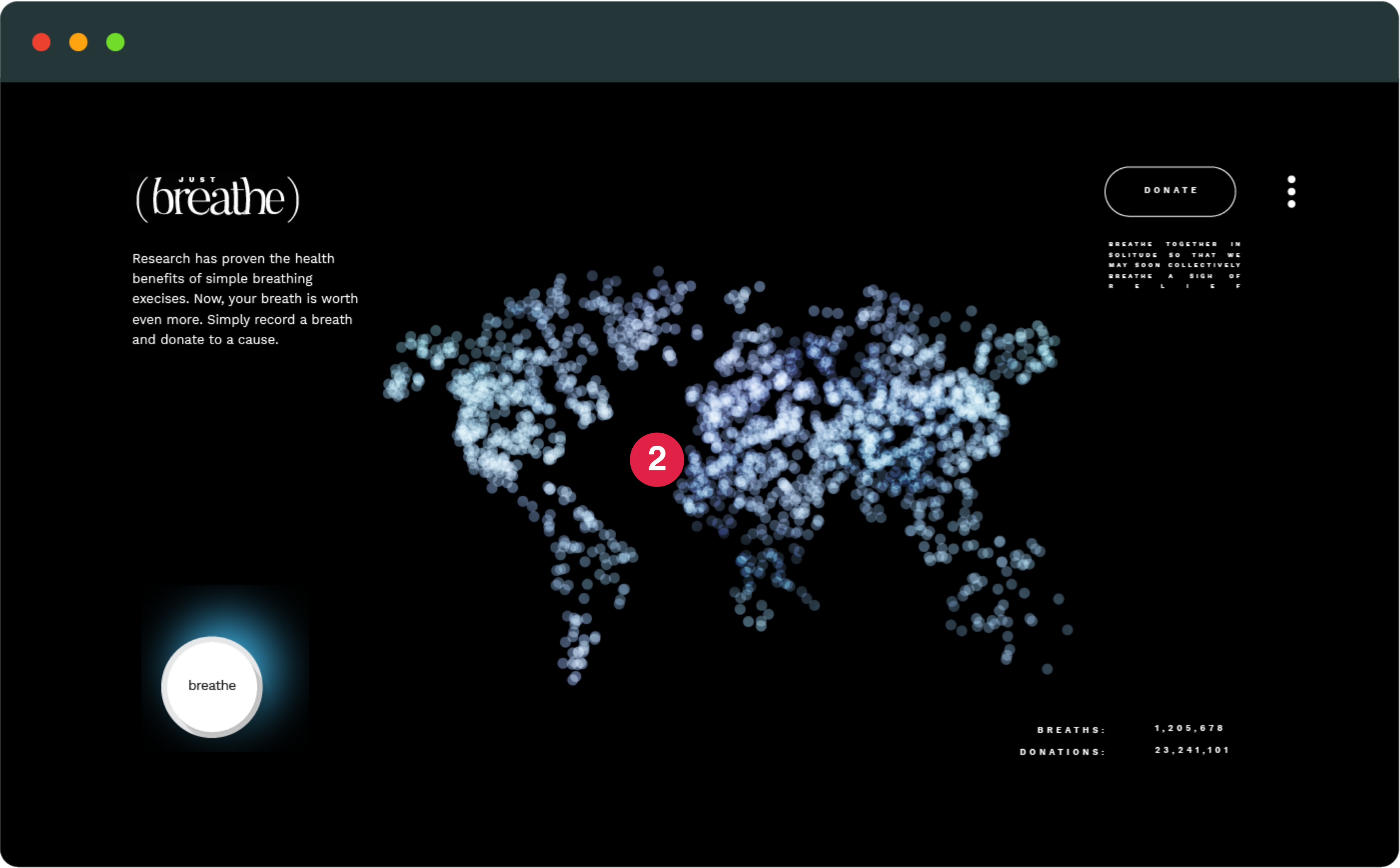
LANDING PAGE

1 The “Breathe” button.



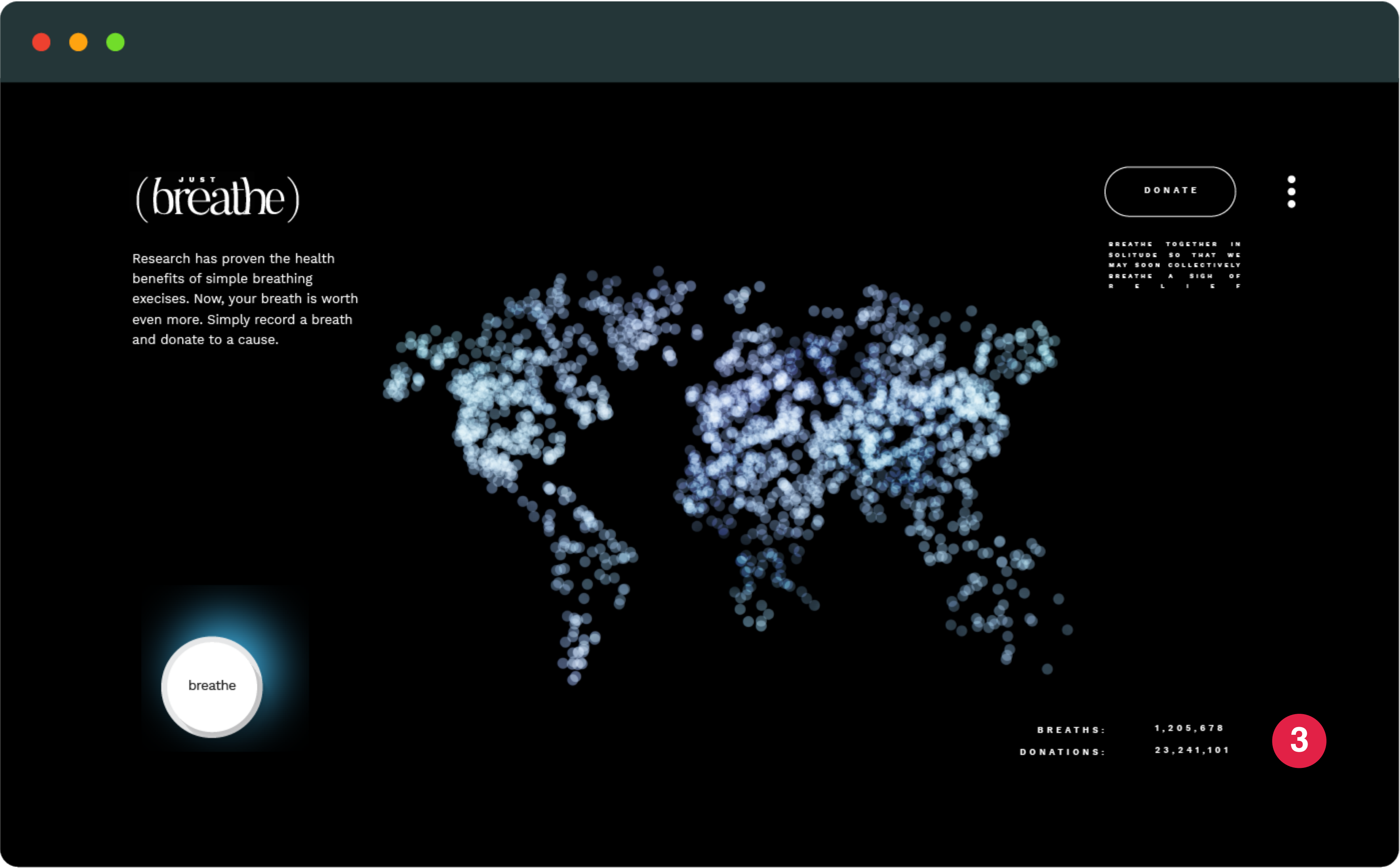
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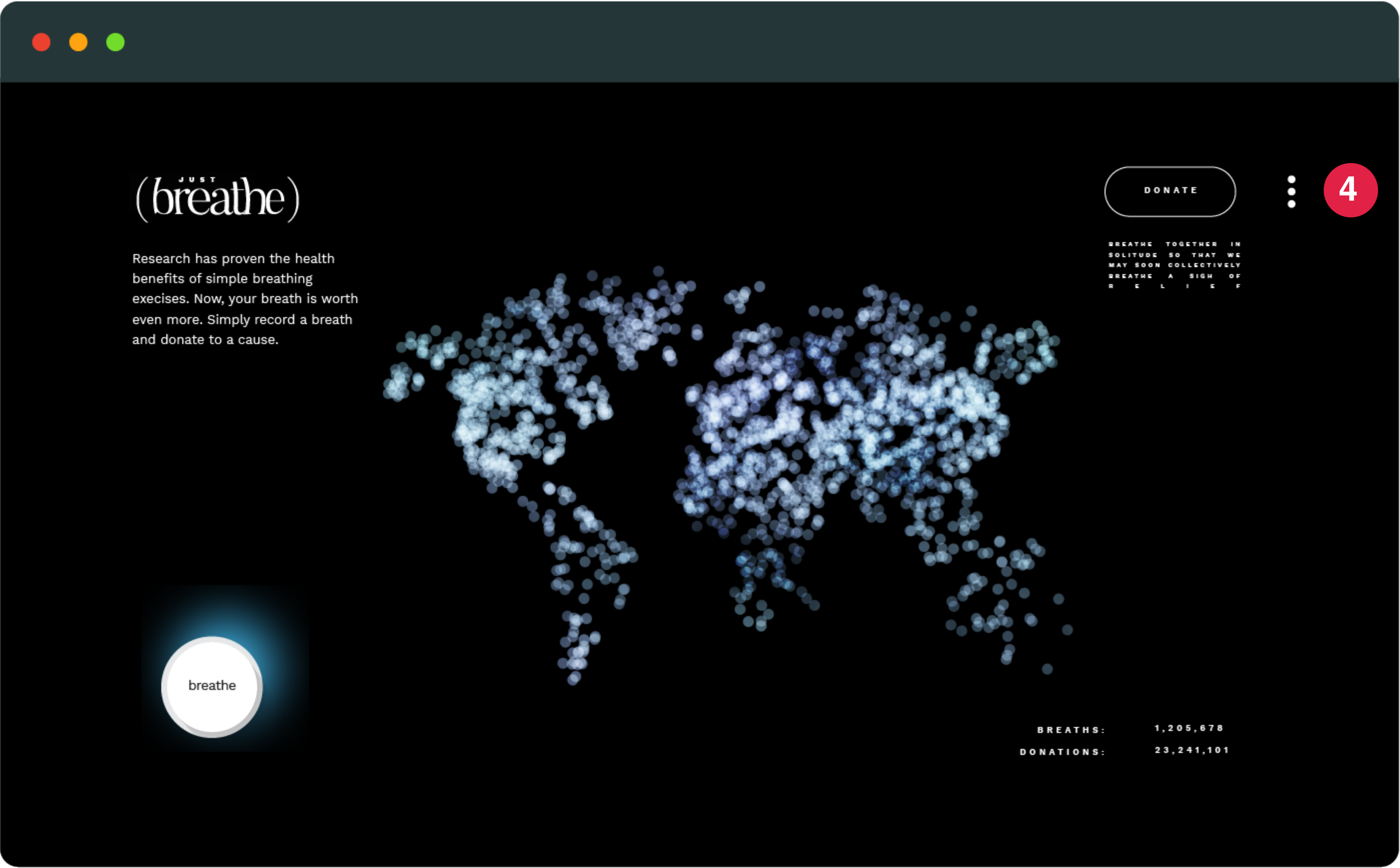
2 Community breathing



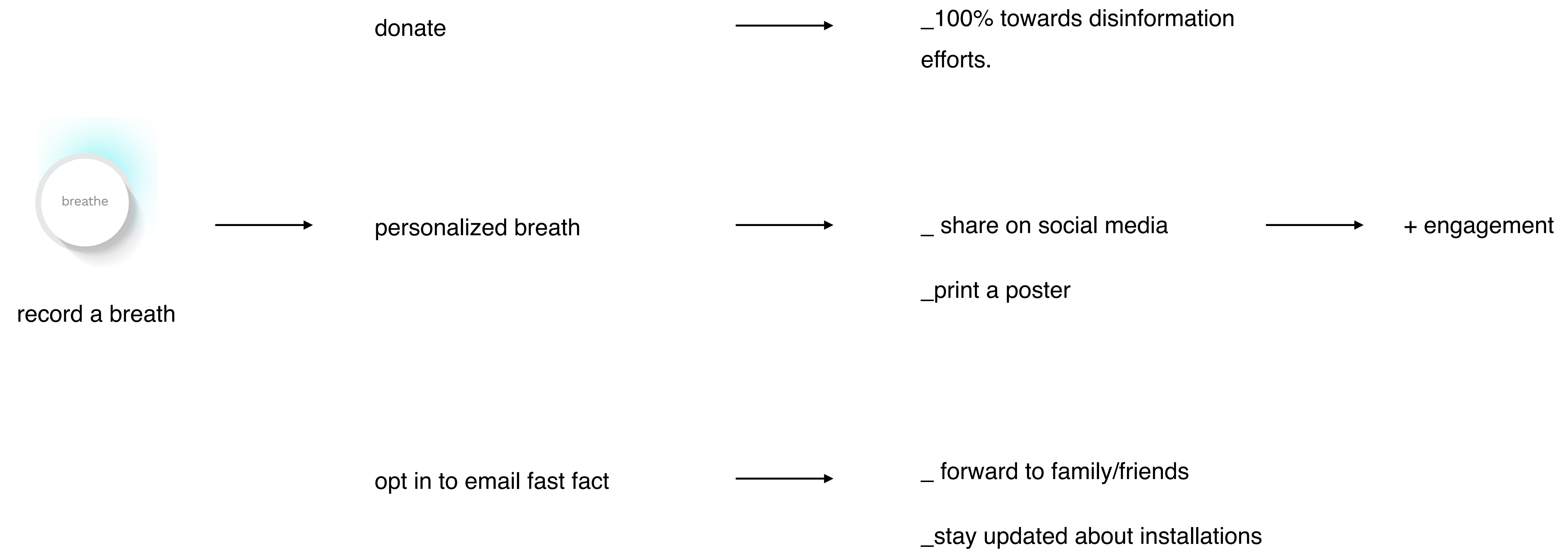
LANDING PAGE

3 Breath/Donation counter






D I G I T A L C O N T E N T S T R A T E G Y



COMBATIVE CAMPAIGN

Breathe in the Noise: LOREM IPSUM FACT Inbox x




Sean Raferty

<sean@resistcovid.com>

to me ▾

(^{JUST}breathe)



THIS WEEK'S
FAKE NEWS

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LEARN MORE

FACT

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Donald J. Trump





@realDonaldTrump · 23h



lorem ipsum disinformation lorem ipsum disinformation lorem ipsum disinformation lorem ipsum disinformation

Replying to @realDonaldTrump



JUST BREATHE: lorem ipsum fact lorem ipsum fact lorem ipsum fact lorem ipsum fact. Breathe with us and dispel disinformation: <https://bit.ly/34eEwGd>





Reply

PROMOTIONAL ECOSYSTEM



Live feed advertising

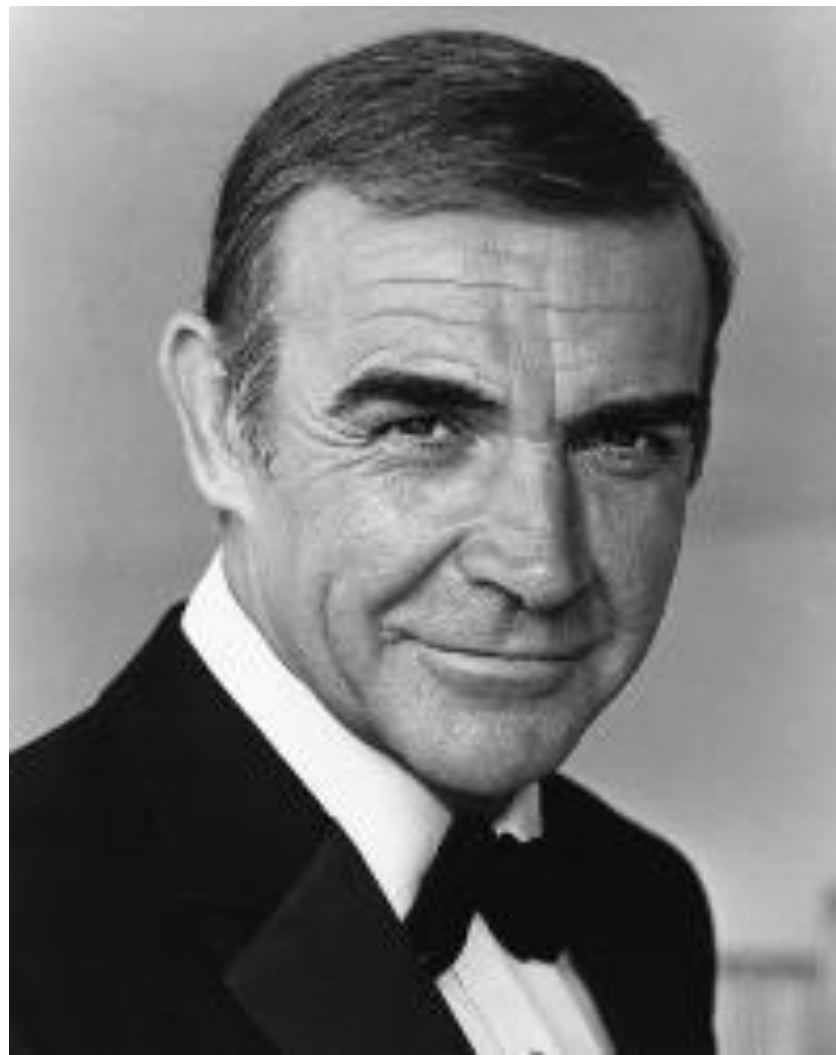


Video distribution

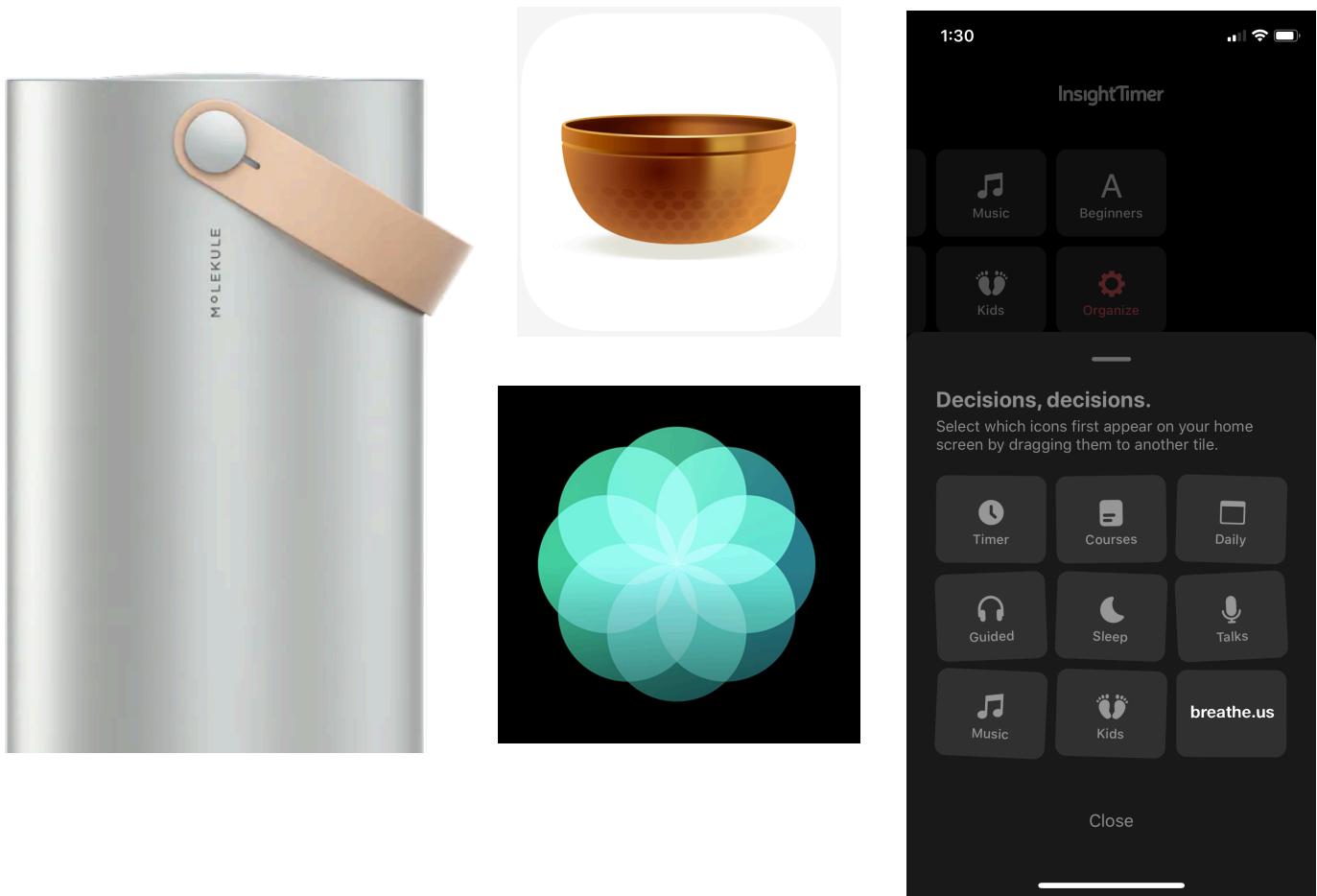


Sound/light Installation

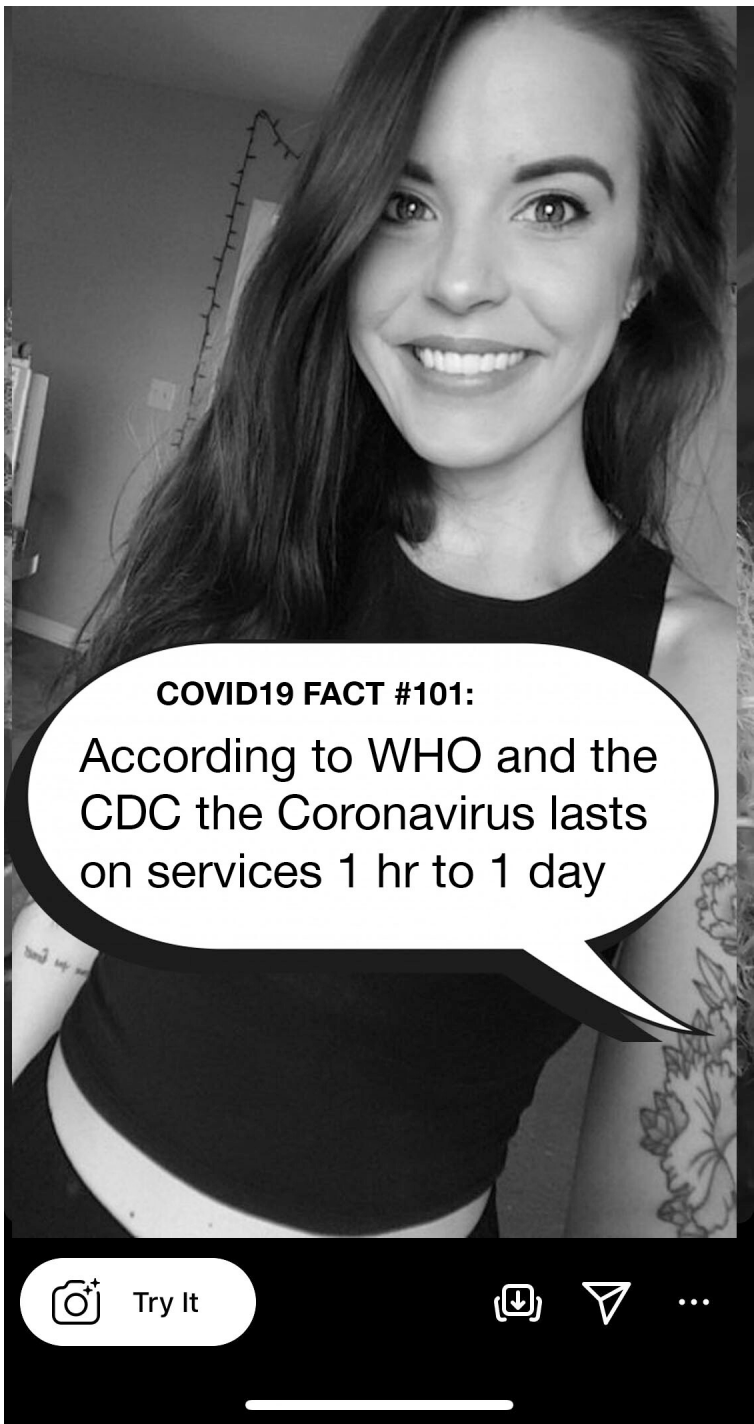
DIGITAL DISTRIBUTION



Influencer outreach
#justBreathe




Partnerships



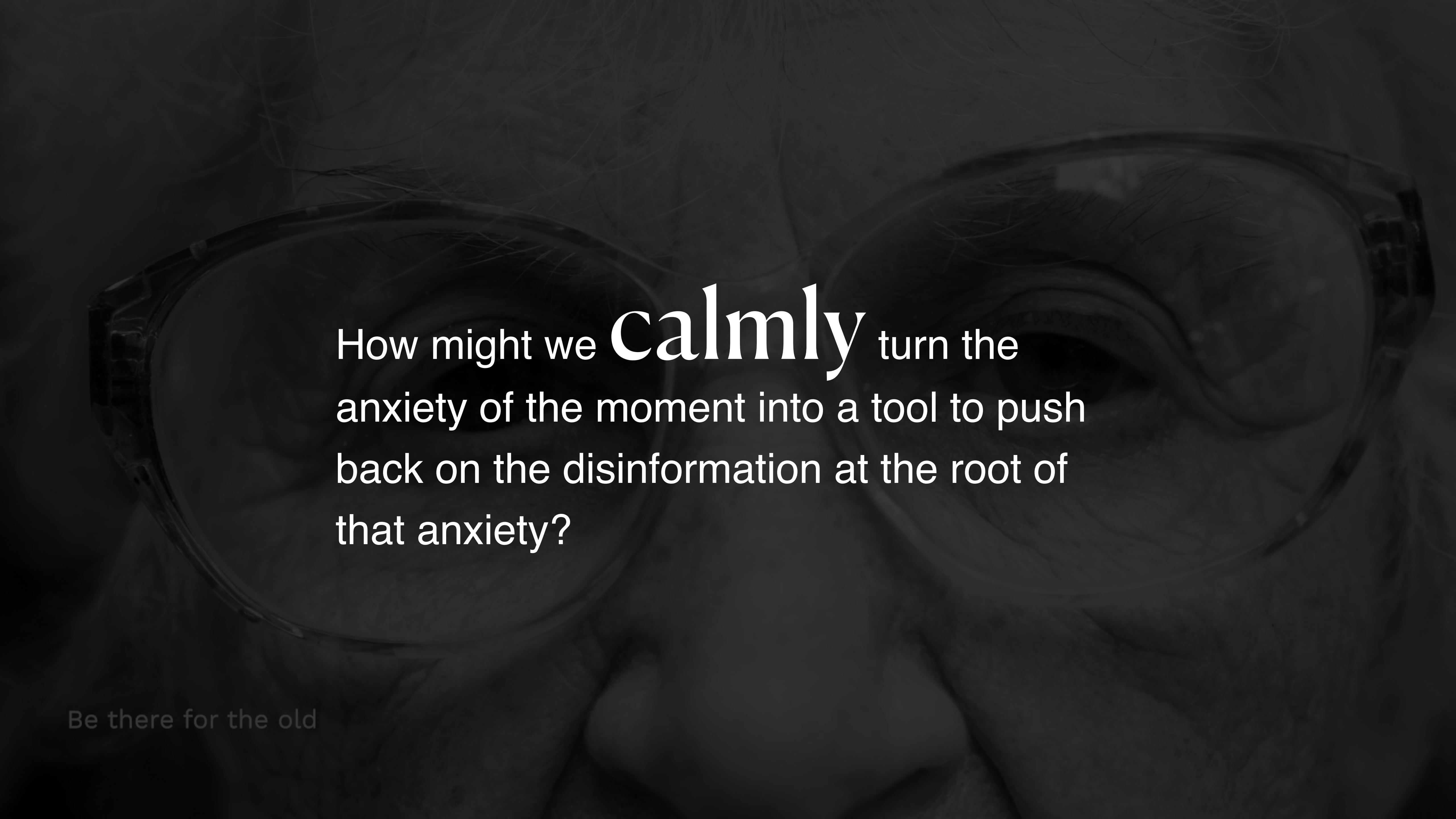
Influencers/Memes

AR filters

A black and white close-up photograph of a person wearing a surgical cap and a face mask. Only the person's eyes are visible through the mask's opening. The person is looking directly at the camera with a serious expression. The background is dark and out of focus.

FIND THE TRUTHS
THAT LIE DORMANT
WITHIN US

breathe.us



How might we **calmly** turn the
anxiety of the moment into a tool to push
back on the disinformation at the root of
that anxiety?

Be there for the old

COMBATIVE CAMPAIGN

(^{JOINT}breathe)

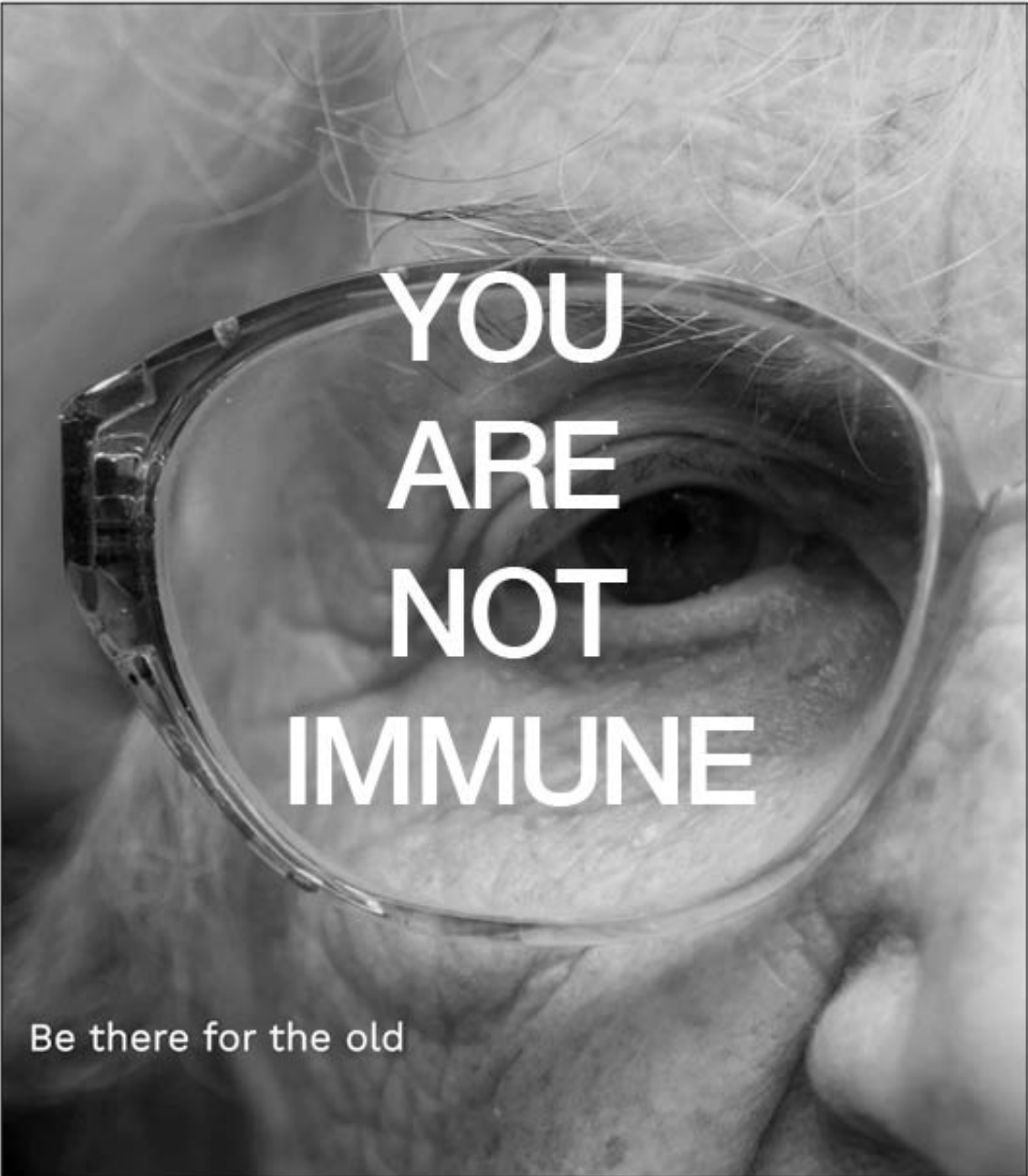


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breathe.us

Be there for the old

The background is a dark, grayscale image of a train window. The window has rounded corners and a thick frame. Through the glass, a blurred view of a train platform and tracks is visible. A white arrow points left, and the text "Area of Rescue" is faintly visible. The number "7543" is also visible on the platform. The overall mood is somber and reflective.

aaaand, exhale.

T H A N K Y O U