

Stand Against Stigma Committee – August 11, 2020  
Feedback Notes

Captain Awesome Video Ad

Awesome video ads that will be going into production soon. Feedback from a Men's Advisory Group that advises the campaign indicated that there was a dislike of the play on stereotypes used in the script. Some found it belittling and that it did not send the right message. The committee was asked to be an additional sounding board and provide their thoughts on the current video script and reviewed a draft of a new script.

Suggestions from the committee included

- Drawing inspiration from some of the more recent mental health outreach to men, such as the Michael Phelps ads or Roman Men's Health.
- Men feel great pressure to be able to "do it all" and do so competently without asking for help. Men aren't supposed to say no to a task, and if they do say know the perception is that they can't handle it. Keep this in mind while creating messaging. Really show what it is to be in the head of a guy.
- Possibly show the COVID-19 version of the stay at home dad.
- Men in the target demographic are often at a point in their lives where they feel like they are losing their purpose or importance.
- Messaging should be done in a way that "plants seeds" in younger generations of men.