

DESCRIPTION: Harry Styles Foundation:

Offers assistance for people struggling in mental health as well as provides guidance for the LGBTQ community.

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Why do this project?

- People who may be struggling with mental health need resources to help treat their problems. Additionally, people in the LGBTQ community need support when going through their transitions or coming out. Harry Styles, the founder of the Harry Styles Foundation, assists financially, raises awareness, supports people struggling with mental health, and offers assistance to the LGBTQ community.

What problem are you trying to solve and/or opportunity are you trying to capitalize on?

- By donating to the Harry Styles Foundation, you are helping people who are not receiving enough support from their loved ones or who are facing problems during/after expressing their identity in the LGBTQ community; whether that is going through gender surgery or offering guidance to services that can help them through their struggles. Additionally, the foundation will raise money to be donated to mental health organizations. With donations, anybody can get support and assistance from professional providers.

Who are you trying to influence?

- The Harry Styles Foundation will target parents who have kids in the LGBTQ community. Parents who want to learn more about what kinds of assistance and support their child may need during this change. Additionally, the foundation will target young adults who struggle with finding resources and receiving mental health services. We also want to influence donors who are advocates for mental health as well as people who are allies of the LGBTQ community. Since the CEO of the Harry Styles Foundation is Harry Styles, they are targeting his fans who admire his work/music. These are Gen Z, millennials, and Gen X men and women who are between the ages of 18–50 years old and classify as middle and upper social classes.

What is the one primary message you want to send?

- The Harry Styles Foundation wants its audience to know that there is a community of people who support others in receiving the help they need, and no one should feel like they are alone in going through the process of receiving that help.

Why should the primary audience care?

- People who struggle with mental health are afraid of asking for help due to the stigma around it. The primary audience should care because by raising money for these organizations, people who aren't able to receive help will be able to find resources and services to get the help they need with the funds.

What's in it for them? How will they benefit from what you have to say?

- After donating to the foundation, donors can walk away feeling like they made an impact in the mental health community as well as the LGBTQ community.

What primary action do you want the target audience to take?

- The primary action we want our target audience to take is to click on the Facebook or Instagram ads and look through the foundation's website to see what kind of services the foundation has to offer, what areas their donations will help, as well as what the foundation's purpose is.

What's preventing the target audience from taking this action today?

- There are other mental health and LGBTQ organizations that offer similar services that people may choose over the Harry Styles foundation. Additionally, there are anti-LGBTQ people who refuse to help that community therefore will look past the advertisements.

When is the ideal time period to drive behavioral change?

- The ideal time period to drive behavioral change would be while Styles is on tour. On the big screen in arenas or concert halls, advertisements can be posted for fans to visit the website while waiting for Styles to come on stage. Additionally, when Harry helps a fan come out during one of his shows, there is a good opportunity for him to mention the foundation since everyone's attention will be on him. Another ideal time would be during the holidays and the New Year. Depression and mental health increases during these times and announcing this foundation can bring more awareness to helping people who are struggling with mental health.