

X3M IDEAS / DIRECT BRIEF

Client:	Mani	Deadline Date	1 st March 2021
Job Name:	Mani Mum	Brand Manager	Temitope Ayeni
Job No:		Creative Lead	

BRAND SUMMARY

As part of the Mother's Day Celebration this year, we want to celebrate our mothers who suffer or have suffered from postpartum depression which is a public health issue on the rise in Nigeria and Africa with very few documented or diagnosed cases due to the perceived stigma of asking for help and this has resulted in lots of mothers suffering in silence and death.

Postpartum depression is a mental health disorder that occurs after childbirth and has a disabling effect on both mother and child. The recent report stated approximately 70% to 80% of women will experience, at a minimum, the 'baby blues'. Many of these women will experience the more severe condition of postpartum depression or a related condition in America. If these figures are this alarming for a developed nation, how much more for a country like Nigeria where this mental health disorder is rarely acknowledged not to talk of being diagnosed.

We would like to get people talking about this serious mental health issue, educate them on the disorder, and get more people to seek help for this and other mental health challenges.

WHAT IS THE AGENCY TASK

- Develop powerful creatives that speak to postpartum depression in mothers in Nigeria and Africa.
- Develop visuals that educate on postpartum depression, its effects on mothers, children and family units.
- Develop visuals that encourage people to seek help and assure mothers they are not alone and that they are loved.

MANDATORIES

- The creatives must communicate mother's day and spotlight postpartum depression.

ANY ADDITIONAL INFORMATION

- There is complete creative freedom on this, so ensure the messaging of the visuals speak to people's emotions and give them the push to want to know more about this issue and ask for help where needed.

DELIVERABLES

S/N	Creative Materials	Design Options
1.	Creative Visuals	4