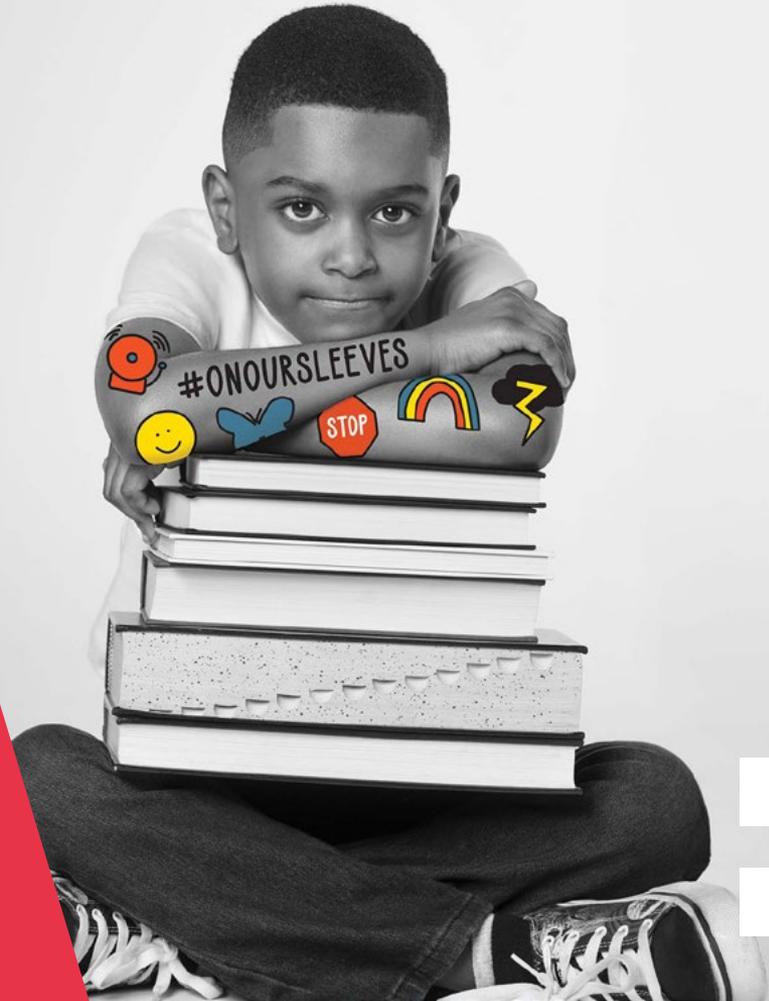


parallepath=

ON OUR SLEEVES™

As AOR Parallel Path Supports the National
Growth and Mission of On Our Sleeves —
Powered by Nationwide Children's Hospital



ON OUR SLEEVES™

The Movement to Transform Children's Mental Health



NATIONWIDE
CHILDREN'S

Client Overview

Powered by the behavioral health experts at Nationwide Children's Hospital, On Our Sleeves is the national movement to break stigmas around children's mental health. Children don't wear their thoughts on their sleeves. With 1 in 5 children living with a significant mental health concern and half of all lifetime mental health concerns starting by age 14, we need to give them a voice.

On Our Sleeves' mission is to provide free mental health educational resources to every community in America, to educate families, and empower advocates, because no child or family should struggle alone. On Our Sleeves also supports access to services by connecting families to trusted local resources.

Challenge

Nationwide Children's Hospital sought a strategic marketing partner who could achieve several key growth initiatives as On Our Sleeves went from its initial foundation as an important movement to national expansion as a platform with broad reach to multiple stakeholders.

First and foremost, Nationwide Children's Hospital needed a partner who could lean in shoulder-to-shoulder and establish the On Our Sleeves national-level footprint through the strategic development of a digital experience, awareness initiatives, and diverse fundraising programs.





Challenge

On Our Sleeves' marketing leadership was tasked with attracting and increasing awareness and engagement among multiple On Our Sleeves stakeholder audiences from corporate, education, and health partners to influencers and champions of mental health advocacy, individual donors and the grassroots users of resources – parents, teachers, coaches, and children.

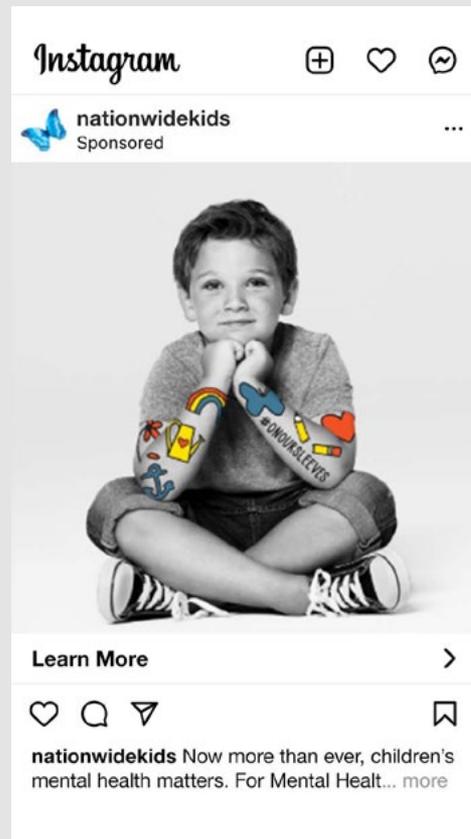
It's no small endeavor to create a nationally-recognized mental health platform.

Insights

As On Our Sleeves' Agency of Record, Parallel Path continually monitors the national landscape, bringing forth strategic recommendations and refined marketing programs based on key data-informed and market learnings.

Parallel Path needed to educate and drive forward each phase of the digital experience and marketing transformation for On Our Sleeves including their website, product, content, and marketing campaigns.

Founded in Columbus, OH, On Our Sleeves is a national movement; however, local / regional awareness was critical to rooting the organization with a foundation for growth.



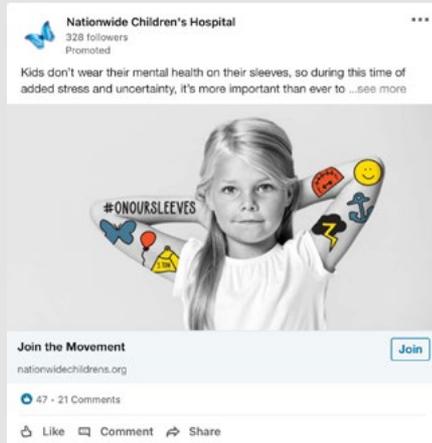
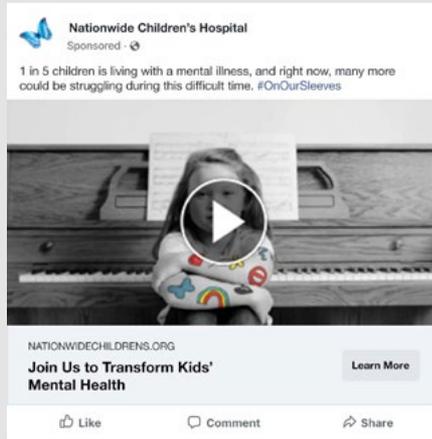
Solution

Taking a thoughtful data-driven approach, Parallel Path delivered persona and customer journey research to inform digital experience consulting and management of performance media strategy, execution, and optimization.

Over 3 years and running, Parallel Path connected and pulled through audience engagement via integrated campaign touchpoints.

The collage displays several campaign touchpoints for the "ON OUR SLEEVES" initiative, which aims to raise awareness about children's mental health. The elements include:

- Top Banner:** "ON OUR SLEEVES" logo, "NATIONWIDE CHILDREN'S" logo, the statistic "1 in 5 kids is living with a mental illness.", a "Learn About Mental Health Conditions" button, and a broken heart icon.
- Left Vertical Panel:** "ON OUR SLEEVES" and "NATIONWIDE CHILDREN'S" logos, the text "1 in 5 Kids has a Mental Illness.", a "Learn About Mental Health Conditions" button, and an image of a young girl wearing a t-shirt with "#ONOURSLEEVES" and colorful icons.
- Top Middle Panel:** "ON OUR SLEEVES" and "NATIONWIDE CHILDREN'S" logos, the text "Together we can make a change.", a "Support Children's Mental Health" button, and an image of a young girl wearing a t-shirt with "#ONOURSLEEVES" and colorful icons.
- Bottom Middle Panel:** "ON OUR SLEEVES" and "NATIONWIDE CHILDREN'S" logos, the text "1 in 5 kids is living with a mental illness.", a "Learn About Mental Health Conditions" button, and an image of a young boy wearing a t-shirt with "#ONOURSLEEVES" and colorful icons.
- Right Vertical Panel:** "ON OUR SLEEVES" and "NATIONWIDE CHILDREN'S" logos, the text "Together we can make a change.", a "Support Children's Mental Health" button, and an image of a young girl wearing a t-shirt with "#ONOURSLEEVES" and colorful icons.
- Bottom Banner:** "ON OUR SLEEVES" logo, "NATIONWIDE CHILDREN'S" logo, the text "Together we can make a change.", and a "Support Children's Mental Health" button.



Solution

National media strategy, planning, and management included buying digital and traditional media directly from premium publishers such as New York Times, O Magazine, The Wall Street Journal, National Public Radio, as well as core digital publishers, Google, Facebook, Instagram, LinkedIn, Twitter, Youtube, Pinterest. Programmatically, Parallel Path has reached audiences across the Open Web and integrated campaigns via digital radio, display, native, and connectedTV.

Parallel Path assured that the brand messaging and strategic objectives pull through from advertising to the digital experience by supporting the website and landing page user experience and user flow.

Outcomes

Since its inception in 2018, On Our Sleeves is now recognized as a leading organization in mental health awareness, advocacy and resourcing with more than 2 million people interacting with the free pediatric mental health educational resources at OnOurSleeves.org and the educator curriculums has reached more than 1.8 million students across the United States.

The On Our Sleeves corporate partners roster has grown to include some of the most respected brands and organizations in America such as Abercrombie & Fitch, Bend Active, Big Lots, Cheryl's, Columbus Crew SC, Homage, JOANN, Nationwide, and Panera.

SERVICES

Marketing Strategy

National Performance Media
Search Strategy, Planning,
and Management

Local Performance Media
Search Strategy, Planning,
and Management

Data Collection, Tracking,
Attribution, and Reporting

Digital Experience Consulting
& Management: Website User
Experience & Landing Pages

Outcomes

Education Partners, GoNoodle, Young Minds Inspired, and Boys & Girls Club of America, are helping the On Our Sleeves Alliance reach one million classrooms, or 1 in 4 students.

On Our Sleeves also partners with hospitals nationwide that are using its resources in their own communities.

With support from Parallel Path, On Our Sleeves reach and impact in supporting children's mental health continues to grow annually.

SERVICES

Persona & Customer
Journey Research

Corporate Partnership Strategy &
Coordination Support

Project Management Support

HR Recruitment Strategy &
Campaign Management

Fundraising Activation Campaigns

Are You Parallel Path's Next Client Success Story?

If you are ready to accelerate growth and would like to explore what a client partnership might be, please contact **Parallel Path, Chief Growth Officer, Hardy Kalisher** to schedule an introductory conversation at hkalisher@parallelpath.com

