

To Whom it Concern

Please accept this letter as evidence of my endorsement and approval on behalf of SOLAL of the below entry into the 2021 PRISA PRISM awards.

Client – SOLAL
Agency – Tribeca Public Relations
Category – **Healthcare**
Entry title – Stay Well with SOLAL

We are exceptionally proud of the work carried out by Tribeca Public Relations for our Stay Well with SOLAL campaign. Working side-by-side with the agency, we helped South Africans when they needed it the most and strengthened our brand's positioning, which led to increased sales of our stress range.

If you have any questions or queries, please do not hesitate to contact me directly.

Regards



Sharu Sobie
Category Marketing Manager



PRISA PRISM AWARDS 2021



Client
SOLAL

Agency
Tribeca Public Relations

Basic Category
Healthcare

Project
Stay Well with SOLAL

OPENING STATEMENT

Mental health, stress and anxiety affect over 17million South Africans, according to Mental Health Federation of South Africa. SOLAL, a holistic wellness supplement brand, has a range of stress and anxiety-relieving pharmaceutical alternatives to support positive mental health.

At a time when South Africans needed it most, our 12-month *Stay Well with SOLAL* campaign catapulted mental health awareness to the forefront, helped destigmatise talking about mental health issues, and fostered a community underpinned by informative and encouraging conversations. It provided support to people in need, strengthened SOLAL's brand awareness and increased sales by 19% over the campaign period.

Stay well with SOLAL®

STRESSED? ANXIOUS? DEPRESSED? TIRED? INSOMNIA?
Are you feeling stressed from having to juggle family, work and finances in the wake of the global pandemic, or struggling to switch off and sleep well? Whether you're multi-tasking as best as you can or feeling lonely from isolation, stress affects everyone differently and if not managed, can have a serious impact on your health. SOLAL® offers a variety of stress-relieving supplements such as SOLAL® CBD Drops, Sleep Naturally™, Stress Damage Control™, Burnout™ and 5-HT1™ that can help you adjust to a new way of life. Mind. Body. Solal.

OPPORTUNITY/CHALLENGE STATEMENT

SOLAL supports positive mental health and helps people manage stress and anxiety to live a balanced, holistic life.

Mental health, including symptoms such as stress and anxiety, suppress positive wellbeing and is stigmatised as a choice that can be turned on and off at will, which is not the case.

The onset of COVID-19 in March 2020 completely overwhelmed millions of people and heightened already anxious individuals' stress levels, leading to many feeling more helpless and in need of support.

Through this campaign, we had the opportunity to educate as many people as possible on stress-symptoms and triggers, how to cope and where to seek help when it was most needed.

WHEN YOU'RE STRESSED
your adrenal glands produce cortisol to help you cope



IF THE STRESS NEVER ENDS
the adrenal glands become exhausted



PROTECT ADRENAL GLAND FUNCTION

AND FIGHT STRESS-INDUCED FATIGUE



Educational images, videos, and content were created and leveraged across earned, owned, paid and shared platforms

RESEARCH

Mental health:

- One-third of South Africans suffer a mental health episode in their lifetime, yet 75% go undiagnosed/untreated¹.
- About 23 South Africans with mental health illnesses commit suicide everyday².
- May is Mental Health Awareness Month and 10 October is World Mental Health Day.

Mental health stigma research:

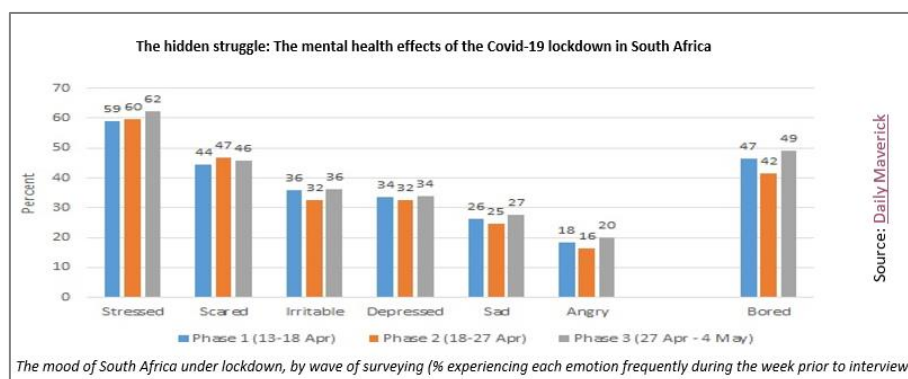
- Stigma and discrimination against people with mental illnesses is rife. Disgrace from friends, colleagues, family, or healthcare workers cause mental illness sufferers to worsen or feel isolated³.
- Fear prevents sufferers from seeking help required to live healthy and productive lives⁴.

COVID-19 impact on mental health:

- While the primary threat of COVID-19 is physical health, the pandemic took its toll on economies, social and cultural activities, and people's mental health.
- A SADAG survey revealed:
 - 65% respondents had heightened stress challenges during the first few weeks of lockdown in South Africa⁵
 - Helpline call volumes doubled to 1,400 people p/day from March-December 2020—a 63% increase⁶

Takeout:

- Mental health awareness and education needed to increase to provide support to sufferers.
- We had to encourage conversations among all demographics to get more people talking about mental health issues.
- Our campaign reach and tactics needed to target mass audiences.
- We needed to look beyond the functional benefits of SOLAL's stress range and create a community-driven platform for advice-seekers.



¹<https://www.who.int/news-room/fact-sheets/detail/mental-disorders>

^{2,4,5}<http://www.sadag.org/not-enough-help-for-people-with-mental-health-problems/> / <http://www.sadag.org/20%-increase/global-depression-decade/> / <http://www.sadag.org/images/mhm/Locked-down-today-cognitively-dissonant-about-tomorrow.pdf>

³<http://www.samefoundation.org.za/mental-health-a-growing-condition-in-healthcare-for-south-africa/>

⁶<https://www.dispatchlive.co.za/news/2020-10-10-covid-fallout-for-south-africas-mental-health/>

PLANNING

Objectives

1. Raise awareness of and destigmatise mental health issues among South Africans.
2. Identify and secure a strategic media partnership to ensure mass campaign awareness.
3. Run an inclusive, mental health focused influencer campaign to create a social community – achieve 3% engagement and 200,000 reach.
4. Position and strengthen SOLAL's stress range to increase sales initially by 4% year-on-year. Target increased to 6% during lockdown.

Target audiences

- Primary: 25-55 years of age, all racial groups, 80% female 20% male, LSM 7-10.
- Secondary: existing SOLAL health-conscious community.

Key messages

- Whether you're multi-tasking as best as you can or feeling lonely, stress affects millions of people.
- If not managed *proactively*, stress can have a serious impact on your health.
- SOLAL's wellness supplements enable you to better manage stress and anxiety.
- SOLAL's *supplements* don't mask symptoms, but instead help you address triggers and underlying causes, naturally.
- SOLAL offer a holistic approach to wellness and long-term health benefits rather than a once-off, quick fix solution to health concerns.

Communication channels

- Paid: broadcast, W24 and influencer partnerships.
- Earned: news and lifestyle traditional print, online and broadcast media through content (releases, interviews, content marketing).
- Shared: ambassador, media and influencers social media platforms.
- Owned: newsletters, website soundbites, Live IG workshops.

Message vehicles

- People: Head of R&D and Pharmacist Brent Murphy, employees, influencers.
- Stress event: workshop and de-stress kits.
- Media: interviews, Q&As, live reads, content marketing.
- Digital: social media channels, influencers, website.

Management consultation

- Strongly advising and motivating to change strategy, quickly, beginning February.
- Day-to-day consultation with SOLAL throughout the campaign.
- Brainstorming ways to leverage 947 partnership further – presenter packs.

EXECUTION

EDUCATE – January 2020

Media workshop with SOLAL R&D, Brent Murphy discussing stress and anxiety providing advice on management, and a consumer-friendly stress questionnaire resource tool.

De-stress kits including ear pods, yoga mats, chamomile tea and SOLAL products were sent to targeted media and influencers.

W24 partnership reached it's 900,000+ female audience, which carried the stress test for consumers to self-diagnose at-home, linking back to the SOLAL brand.

Content series followed throughout the campaign focusing on different aspects of stress and everyday triggers: work, finance, family, sleep-deprivation, and health.



LAUNCH: CBD Drops – February 2020

An experiential event was planned, where guests would learn all things CBD, including a tea-infusing short course, CBD wellness/resting pods etc. However, due to COVID-19 and people's increasing awareness of social distancing, we re-strategised tactics and budget allocations.

CBD product press drops were distributed to key media and influencers, and supported by a content series (launch press release, content marketing) that was leveraged on digital channels too.



The best daily supplements for optimal health



Balanced nutrition has many benefits. By making healthier food choices, you can prevent or treat some conditions, however, sometimes we don't manage to get all the necessary vitamins and minerals from our daily diets.

In order to keep our health at its optimum we have found a few of the best supplements to ensure you keep healthy through the winter.

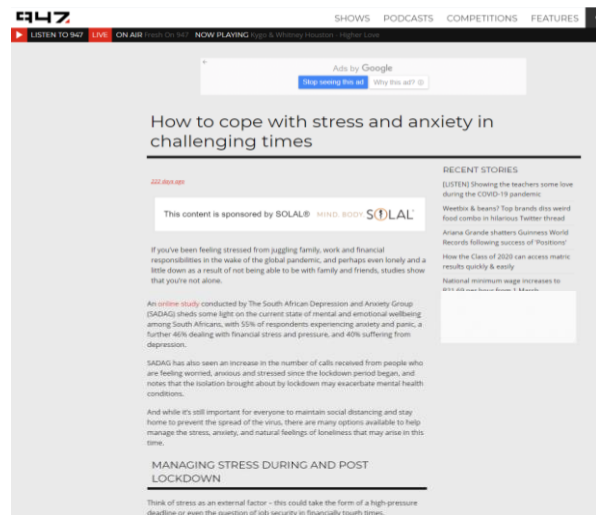
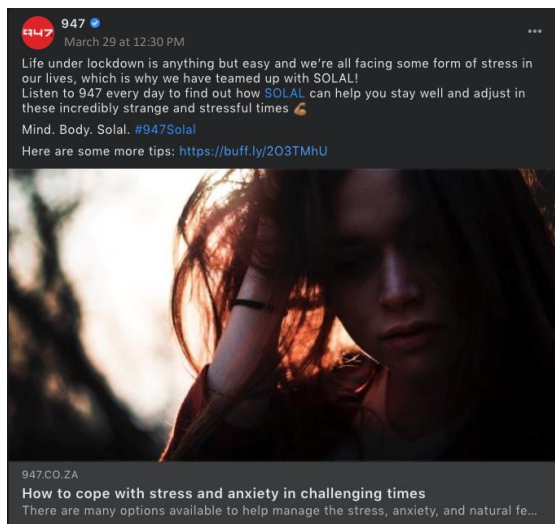
[CBD Drops](#) are the new buzz - and are specially formulated to assist with mood and sleep support, stress relief and inflammation. CBD drops absorb and metabolise far more efficiently to deliver a calming and tranquil effect on mind and body, without concerns of psychoactive effects.



THE CRISIS: COVID-19 March – October 2020

To reach the desired target audience, reinforcing the importance of managing stress and provide guidance on how to do so, we negotiated a two-week 947 'In the Spotlight' partnership. It involved live reads and daily 5min discussions with Brent Murphy highlighting stress indicators and holistic measures, and was supported by content placement on 947.co.za and social media channels.

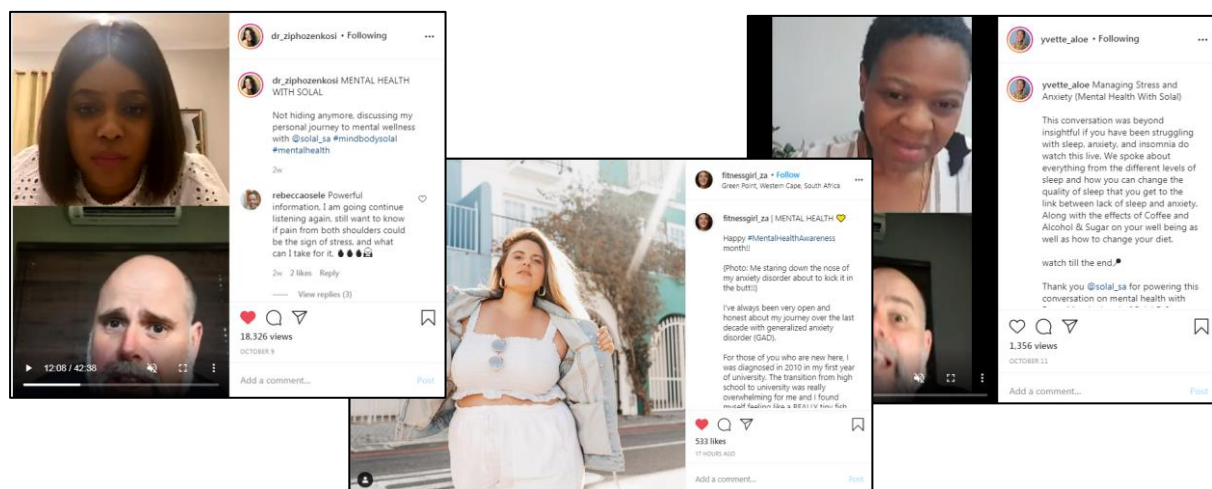
SOLAL product drops that can help manage stress triggers were sent to all 947 presenters and select media and influencers, which created value-added social awareness and reach.



SUSTAIN: World Mental Health Day – 10 October 2020

We conceptualised an influencer campaign with four dynamic, inclusive influencers. The objective was to highlight their mental health journeys for audiences to relate to, and encourage participation and engagement in their own IG Live session with Brent Murphy to address holistic stress management.

They then showcased their journey of purchasing SOLAL and reviewing real changes they experienced, and engaged with audiences on their own mental health concerns.



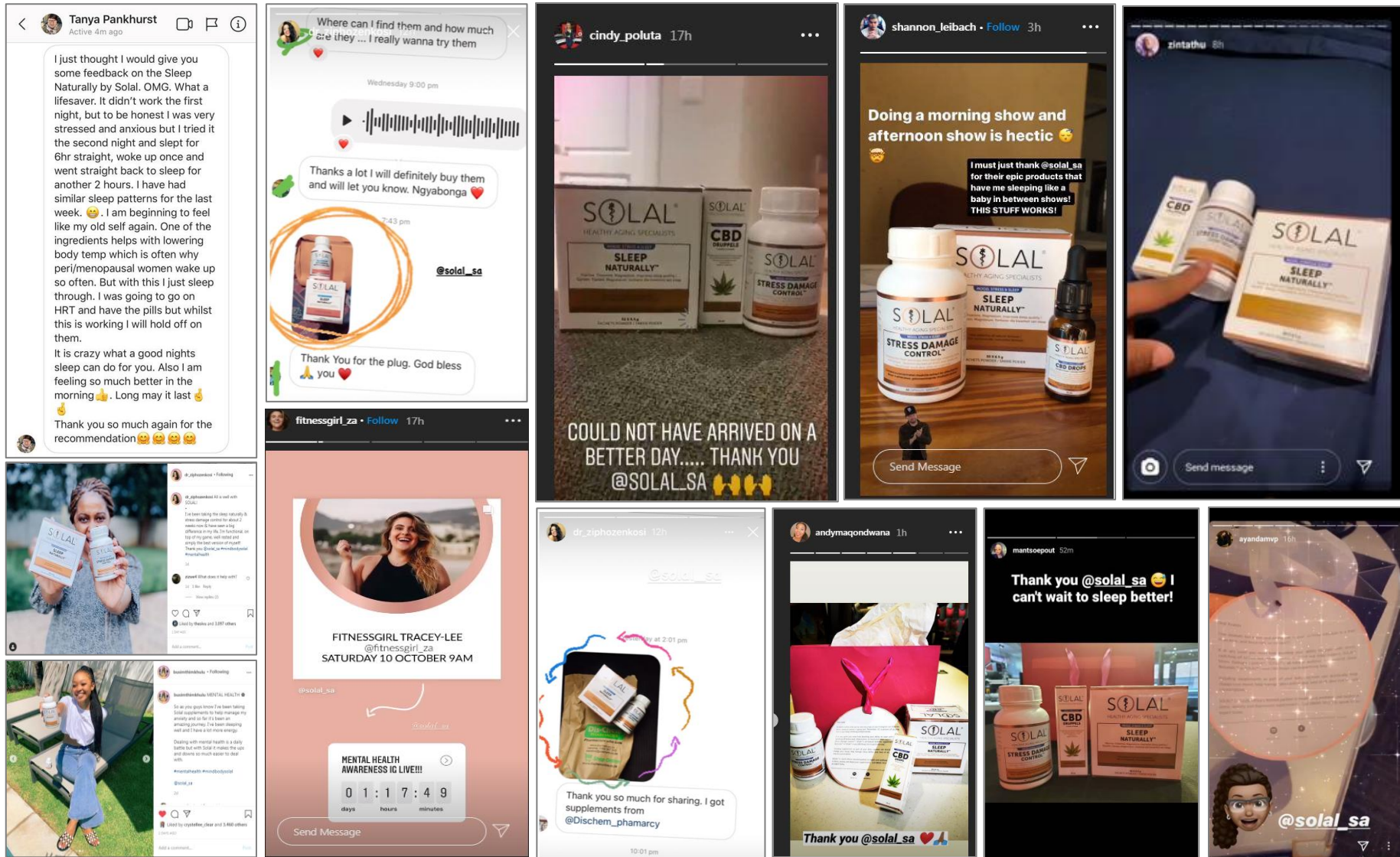
Challenges

Shifting course from February 2020 approved plan to re-strategising nine months of activity, in one week.

EVALUATION

OBJECTIVE	RESULTS
<p>Raise awareness of and destigmatise mental health issues among South Africans.</p>	<ul style="list-style-type: none"> • Mental health workshop: 16 tier 1 media attendees • 52,412 consumer stress tests completed online • 58 pieces of coverage on mental health, mentioning SOLAL • Nine media interviews with Brent Murphy throughout campaign • 84% three key message penetration • 53% online, 26% broadcast, 21% print
<p>Identify and secure a strategic partnership to increase mass campaign awareness.</p>	<ul style="list-style-type: none"> • Two brand partnerships secured: W24 and 947 – 2,048,744 combined reach • Positive audience engagement from 947 studio call ins, with 16 additional social posts of presenter packs
<p>Run a mental health focused influencer campaign to create a social community.</p>	<ul style="list-style-type: none"> • Four relevant influencers onboarded with 84 IG posts – 50 additional value-added posts • Accumulative reach: 247,000 • Unmatched audience engagement – messages of thanks, support, encouragement and SOLAL compliments were mind-blowing • 8.3% engagement – industry average 3% • IG Live's: 31,703 participation
<p>Position and strengthen SOLAL's stress range to increase sales by 6% year-on-year.</p>	<ul style="list-style-type: none"> • Consumer sentiment towards SOLAL increased – social listening increased by 271% • Sales increased over campaign period by 14%

ADDENDUM A – SOCIAL HIGHLIGHTS



ADDENDUM B – TRADITIONAL MEDIA HIGHLIGHTS

woman&home

ENTERTAINMENT WIN HOROSCOPES

Home > Health > 7 Ways To Find The Funny And Be Happy

7 Ways To Find The Funny And Be Happy

Written by Michelle Norris | September 13, 2019

New Amsterdam
Pharmacia

Share Tweet Share Print Email

Do you know that, contrary to its superstitious legacy, Friday, 13 September 2019 is also Positive Thinking Day and a time to concentrate on all things positive? But according to the World Health Organisation depression will be the greatest cause of disability worldwide by 2020 – that's next year! The question then is, are we getting sadder, or are our expectations just too high?

ALSO SEE: Bodyguard Actress Keeley Hawes On The Trick She Uses To Deal With Depression
Brent Murphy – B.Pharm (Rhodes), MPS Pharmacist and head of R&D at Solal talks about frame of mind and

Emotional well-being during lockdown

How to boost your mood in tough times

If you've been feeling stressed, frustrated, or overwhelmed, you're not alone. The current state of the world is a challenge for many of us. But there are ways to boost your mood and find joy in the midst of these difficult times.

Embrace living in the 'now'

Depression causes a deep sense of despair, hopelessness and helplessness. Living in the shadows of a gloomy future, you may find it difficult to see the light at the end of the tunnel. This is why it's important to focus on the present moment and appreciate the things you have in your life.

Connect with others

It's important to stay connected with friends and family, even if it's just through social media. Sharing your thoughts and feelings with others can help you feel less alone and more supported.

Exercise regularly

Regular exercise can help improve your mood and reduce stress. Even a short walk or a few minutes of stretching can make a difference.

Practice gratitude

Taking time each day to think about the things you are grateful for can help shift your perspective and bring a sense of positivity to your life.

How do you look after your mental health when you are self-isolating?

Posted on March 23, 2020 By STAFF WRITER

LIFESTYLE NEWS

Feelings of cabin fever, along with constant news updates, are likely to promote anxiety and stress, which could lead to sleepless nights.

Share Tweet

W24 Self Care / Wellness / Mind

Here are 4 differences between stress and anxiety according to a pharmacist

By Futhi Masilela | 10 October 2019

Portrait Of Female Doctor Working In Office. Credit: Getty Images

Stress and anxiety affect two parts of our bodies: The body and the brain.

According to the World Health Organisation (WHO), by

5 healthy things to stock up on during self-isolation

Now that you will be staying at home for a while longer, it's important to have a few essential items on hand to keep you healthy and happy during this time.

Mental health of South Africans continues to worsen during Covid-19 pandemic

As of the year on the South African Depression and Anxiety Group (SADAG), the mental health of South Africans has worsened significantly since the start of the COVID-19 pandemic.

You're stressed and wired

Plus, you're experiencing mood swings and insomnia. Support your adrenal glands with de-stressing licorice root and the herb ginseng, plus B vitamins and chromium.

Find them all in Solal Burnout, R289 for 60 capsules

Solal Burnout
R289 for 60 capsules

GET SAVVY ABOUT SUPPLEMENTS

Complementing your diet with extra vitamins, minerals and herbs could give your immunity a bigger boost

Copper
It's necessary, in combination with an iron supplement, for the maintenance of a healthy white blood cell count; many of these white cells engulf and destroy microorganisms.

Vitamin D
"This is vital to the defence and function of the immune system," says Dr Macciochi.

Echinacea
"Particularly helpful for fighting infections of the respiratory tract," says medical herbalist Euan MacLennan.

Mushrooms
High in beta-glucans to help 'prime' your immune system.

5 healthy things to stock up on during self-isolation

Mental health of South Africans continues to worsen during Covid-19 pandemic

LOOK AFTER YOUR GUT
"But bacteria plays a crucial role in digestion – from banishing bugs to keeping things moving."

Vitamin C
It's one thing to stockpile oranges and lemons – rich in vitamin C – to fight a cold, but studies have shown that high doses at the first sign of a cold can speed up recovery by up to two days.

Cannabis oil business on the rise in South Africa

Feeling burnt out?

Problems - Exhaustion, to the point where she couldn't even climb two flights of stairs without taking a break, was what first attracted Dr Thompson, 37, to a coaching public relations office, to the fact that something was wrong.