



Bank of America emotional well-being campaign themes

February 2024



Project overview

Bank of America has asked Anthem to develop themes for its overall emotional well-being program that would kick off in May for Mental Health Awareness Month and then continue as a campaign throughout the rest of 2024.

The creative team was tasked with developing a theme title, social sharing tag, and weekly topics for month-of-May content, as well as additional ideas for on-site promos, giveaways, or activities.

The four themes presented here tie into Mental Health Awareness Month with a broader focus on emotional well-being that can be used for the remainder of the year to provide support and encouragement for Bank of America's employees. Together, we can help ensure employees know they are not alone and that they're stronger than they may think.



Theme 1

Take time

We're often so focused on helping others that we forget to help ourselves. We feel guilty putting ourselves first. As every airplane passenger knows though, we need to put on our own oxygen masks first before helping others.

Think about it: When was the last time you devoted time and energy to *your* needs?

The “Take time” theme focuses on the importance of treating ourselves as well as we would our best friend and invites people to take the time to appreciate and take care of themselves — letting them know it's ok to do that. We'll explore how self-care can improve overall well-being, self-esteem, and relationships. The campaign will include tips and challenges to inspire everyone to treat themselves better every day.

Weekly topics for the month of May

Take time ...

To focus. Learn how to stay in the moment instead of dwelling on the future or the past. Remember why you are doing what you do. Consider your strengths, appreciate your self-worth, and allow yourself to be imperfect.

For yourself. Learn how to make time to rest, exercise, eat well, have fun, or just do nothing. Find a space to disconnect, reset, recenter, and rebound. Slow down instead of rushing through life. Do the little things that help you do the bigger things. Be your own best friend.

To grow. Learn new things, but don't expect to accomplish everything all at once. Take it one step at a time. Map out small goals to help you reach larger ones. Discover a new sport, craft, film, TV show, or group. Be brave enough to not be an expert.

For your relationships. Learn new ways to connect with the people who support you and make you happier. Practice effectively communicating your needs to others. Be willing to try new ways of doing things. Let go of perfection and share responsibility with others.

Take time

Social sharing tags

#taketime #yourtime #youfirst #mefirst

Giveaway items and planned activities



Clocks or watches; raffle for an Apple Watch



Planners or calendars



Coffee cups that say, "You can't pour from an empty cup."



Weekly/monthly activities or events at on-site health and wellness suites



Theme 2

It starts with 1 thing

The Japanese philosophy of kaizen emphasizes how making small, incremental changes can lead to a big impact over time. It starts with 1 thing.

The lists of things we want and need to do can get so long that it's easy to feel overwhelmed. Sometimes, just getting started is what holds us back. By taking it one small thing at a time, even the smallest changes and accomplishments can make people feel more in charge of their own lives — emotionally, physically, spiritually, intellectually — by the day.

That change comes in the simplicity of their choice: organizing their desk at home, having dinner with a friend they haven't seen in a long time, going for a long drive just to enjoy the view, trying a new class. Just start with 1 thing.

Weekly topics for the month of May

Start with 1 thing. It doesn't have to be a big thing; just 1 small thing will do. Organize 1 space in 1 room — not the whole room; just 1 space in it. Cook that dish you've always wanted to make — not for a dinner party; just a party of 1. Take that cycling class you've thought about — just 1 class to see if you like it.

Do 1 thing today, by the end of the week, and by the end of the month. By the end of the month, you'll actually have accomplished 3 things.

Do 1 thing for your emotional, physical, spiritual, or intellectual well-being.

Get out in nature. Practice relaxation techniques. Start a physical activity. Try a new fruit and a new vegetable. Volunteer to help others. Keep a journal. Learn another language. Play brain games.

Enjoy that 1 thing. Look back at 1 thing you did this month, and be proud of yourself. How will you continue that feeling in the future?

It starts with 1 thing

Social sharing tags

#itstartswith1thing #1thing #just1thing #do1thing

Giveaway items and planned activities

- Sticky notes with 1 line for their to-do list
- Small herb planters to get in touch with nature
- Small yoga/gym items: yoga mat, ball, block, dumbbells, stretchy bands to start or expand an at-home exercise or meditation spot
- Journal and pen to list the 1 thing they plan to do today, by the end of the week, and by the end of the month
- Company-paid class of the employee's choice; on-site class selected by a raffle winner
- Company-paid day off to do 1 thing (Do 1 Thing Day)



Theme 3

The power of me

This theme plays on the question Bank of America asks of all those they serve: What would you like the power to do?

“The power of me” is grounded in the belief that every day, we grow and learn as human beings. No matter our health status or life situation, we’re empowered to care for ourselves, take charge of our emotional well-being, and build a life that makes us feel excited about being “me” in the world. That can include finding your own power by helping others through challenges in their lives. By refocusing, we can recenter, rebalance, reset, and repurpose our own lives.

Content will focus on “building a stronger me, day by day” through four pillars: making healthy food choices, moving our bodies, reducing stress, and fostering healthy relationships.

Weekly topics for the month of May

Healthier eating choices. Reframe “diet” and “nutrition” to focus on choices that strengthen our bodies, minds, and spirits.

Examples: 5 simple things (“hacks”) you can do to better nourish your body; the fun of gardening; cooking for health and recreation

Take it eas(ier). Strategies to lower stress.

Examples: Mindfulness breaks, gratitude journaling, field trips, or simple, creative mini-projects; 30-day inspirational email campaign focused on gratitude, what makes you happy, messages/prompts for the day; focus on how to manage when you feel overwhelmed (recenter, rebalance, reset, repurpose)

Keep it moving. Tips to build movement into your day.

Examples: Ways to “sneak” exercise into your day; the power of physical activities to enhance your mood; simple stretches that feel good and “count” as exercise

Stay connected. The Harvard Study of Adult Development has proven that lasting relationships are the #1 secret to a happier life and have significant health benefits.

Examples: Focus on the value of building and maintaining social connections; how to fight loneliness; finding strength in helping others/volunteering

The power of me

Social sharing tags

#thepowerofme #igotthepower #thepowerisinme
#mysuperpower #astrongerme

Giveaway items and planned activities

- Nutritious food item like a protein drink or granola bar; potted herb to grow in a windowsill; Bank of America-branded family cookbook
- Branded wrist or sweatband, pedometer or micro-towel to inspire movement in employees' days
- Branded journal; coloring book or tiny craft project; mini book on "joy breaks" or fun field trips
- Branded Post-its with sayings like "Call Mom," "Phone a friend," or "My superpower is _____" or #thepowerofme" or "#igotthepower"



Theme 4

Bust a mood

Do you remember the joy of playing as a kid? The thrill of swinging high in the air, the fun of going down a slide, the excitement of kicking a ball with your friends on the playground? These simple activities not only made you happy, they also boosted your emotional well-being.

As adults, we often forget to play and have fun. We get caught up in our busy schedules, our responsibilities, and our worries. But play is NOT just for kids. It's for everyone who wants to feel more alive, more connected, and more resilient.

“Bust a mood” focuses on this idea of play and whimsy, inviting people to rediscover the power of play for their emotional well-being. We'll explore different aspects of play and how that can help improve your mood, your health, and your happiness. We'll include tips, resources, and challenges to inspire people to play more in their daily life.

Weekly topics for the month of May

The power of play:

Body. Learn how physical play can boost your energy, your immunity, and your brain. Try a fun and easy exercise, such as dancing (like nobody's watching), jumping, or skipping. Join an adult kickball league, or go to a playground and swing on a swing.

Mind. Learn how mental play can stimulate your creativity, your curiosity, and your memory. Try some engaging and challenging games, such as puzzles, trivia, or chess. Go to a museum and learn something new and imagine a different world.

Connections. Learn how social play can strengthen your relationships, your communication, and your empathy. Try some competitive games, such as cards, board games, or video games. Invite your friends or family to a game night, or join an online community and chat with other players.

Me-time. Learn how spending time by yourself can enhance your self-esteem, your self-expression, and your self-care. Try some relaxing and enjoyable activities, such as listening to music, drawing, or gardening. Treat yourself to a spa day or meditate.

Bust a mood

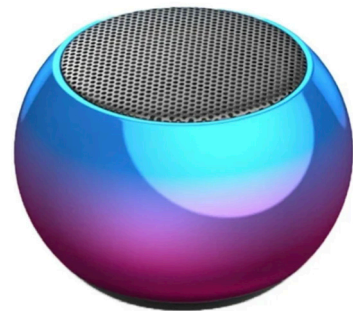
Social sharing tags

#Bustamood #MoodBoosters #Letsplay #MoodBusters

Giveaway items



A play kit that includes items like a Frisbee, yo-yo, Slinky, and a coloring book



Wireless speaker and gift card to download upbeat and motivational music



A breathing lamp that changes colors and patterns according to your breathing, and helps reduce stress and anxiety



Theme recap

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Social sharing tags

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Theme 3

The power of me

Social sharing tags

#thepowerofme #igotthepower

#thepowerisinme #mysuperpower

#astrongerme

Theme 2

It starts with 1 thing

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#itstartswith1thing #1thing #just1thing #do1thing

Theme 4

Bust a mood

Social sharing tags

#Bustamood #MoodBoosters

#Letsplay #MoodBusters

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Thank you

