

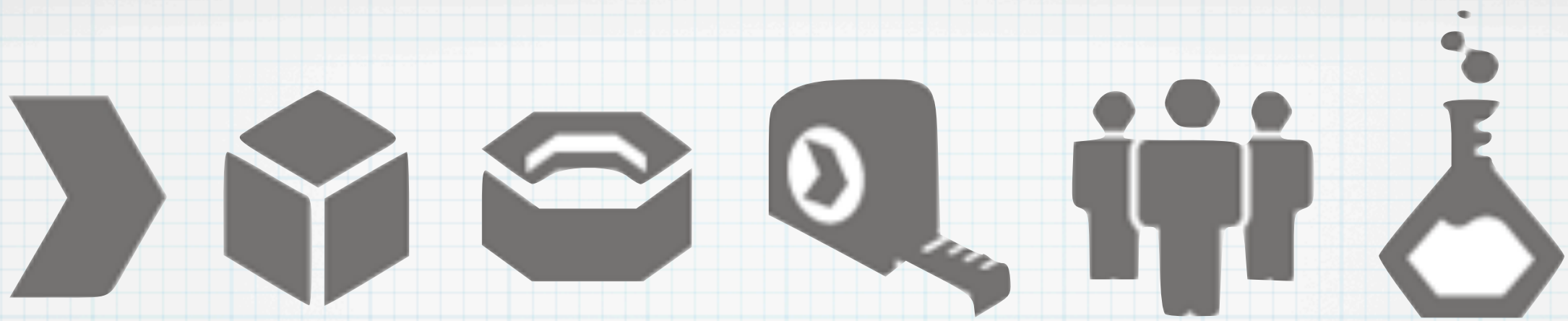


MHA Labs

MHA Labs, means and measure of human achievement, is a private/public research and development nonprofit designing products and services for 21st century skills development.

Our Focus Points

- * Background Information
- * The Problem
- * Our Action Plan
- * Team Profiles
- * Campaign Objective
- * Our STP
- * Data Analysis
- * How will we deliver
- * Potential Partners
- * Conclusion



MHA Labs Background

- * **MHA Labs** was established in 2012.
- * **MHA Labs** mission and vision is to create a place where young people are vested with the skills and resources they need to achieve the personal, family, and community aspirations they want.
- * **MHA Labs** has created a groundbreaking framework for 21st century learning to equip today's youth with the foundational tools for success. Targeting social, emotional and cognitive competencies critical to human achievement, this logical approach to youth development is already making a transformational difference.
- * **MHA Labs** has been joined by over 400 schools, organizations, and workforces.



THE !PROBLEM!

How can teens be successfully assessed if they are unfamiliar with the meaning and importance of the skill building blocks?

MHA Labs does not have a system in place that markets the skill building blocks to youth. They lack:

Youth to Adult communication resources and
Peer to Peer communication resources

They don't have tools to engage teens nor youth and familiarize them with the 6 skill building blocks and drive them to the website.

Our Action Plan

“Failing to plan is planning to fail” - Alan Lakein

Create Peer to Peer communication resources relate to the meaning and importance of the skill building blocks

Create Peer to Peer and Youth to Adult communication resources that relate the assets that young adults already possess



Our Action Plan



(Continued)

“We Can Go Nowhere But Up”

GROWTH

We're trying to raise awareness among youth and adults about how MHA Labs 6 skill building blocks can help improve the way people think and act by targeting social, emotional and cognitive competencies critical to human achievement, this logical approach to youth development is already making a transformational difference, a movement of which more than 400 schools, organizations, and workforces have joined.

Behind every great company is a great team of people

- * **Michael Buggs**-17 years, senior, Percy L Julian High School, Radio TV and Broadcasting Technology program, which provides him the knowledge of using FCPX, Motions, Photography, Garageband and Engineering.
- * **Isis Villagomez**-17 year senior from Curie Metropolitan High School. Isis is admitted in the Digital Media, which provides her the knowledge of using Illustrator Photoshop, and Design. Also, Villagomez has an interest in photography.
- * **Stacie Gill**-17 year old senior from King College Prep High School. Stacie is admitted in the Digital Media, which provides her the knowledge of using Illustrator, Photoshop, and InDesign.
- * **Deara Dickerson**-17 year old senior from Percy L Julian High School. Deara is admitted in the Radio TV and Broadcasting Technology program, which provides her the knowledge of using FCPX, Motions, Photography, Garageband and Engineering.
- * **Kelli Walker**- 17 year old senior from Percy L Julian High School. Kelli is admitted in the Radio TV and Broadcasting program, which provides her the knowledge of using FCPX, Motions, Photography, Garageband and Engineering.
- * **Tasha Scott**- 17 year old senior from Percy L Julian High School. Tasha is admitted in the Digital Media program who works very well with Photoshop and IMovie.

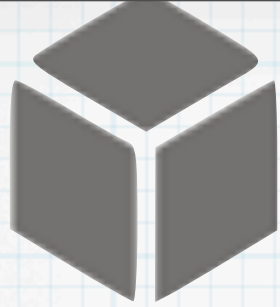
Campaign Objectives:

Awareness and Loyalty.

Now Here's Why!

Awareness- We are trying to get **MHA Labs** noticed among kids, teens, and adults and push the importance of developing the 21st century skills.

Loyalty- **MHA Labs** building blocks are not temporary skills, these skills are essential especially academically, career wise, and for everyday life style. We want people to always be engaged with **MHA Labs** and grow along with it.



The Segment-Target-Position

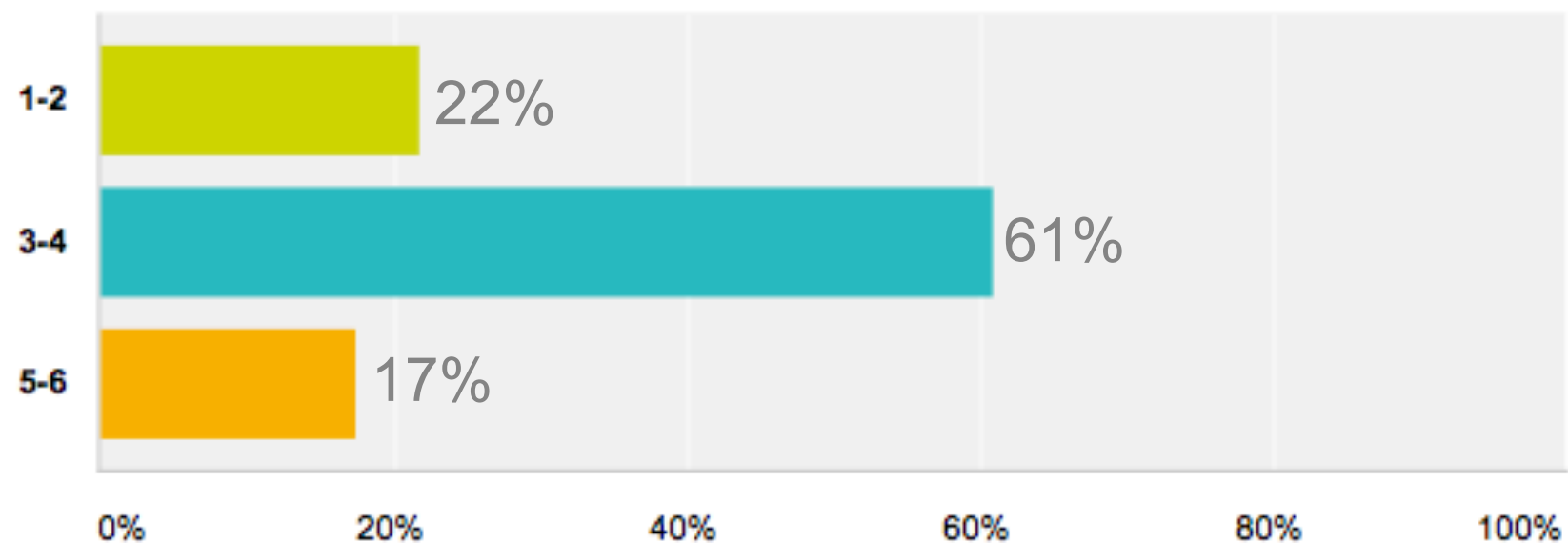
- **Segment-** Kids, Adults, Teens, Artist, Teachers, Parents, Schools
- **Target-** Adults, Teens, Kids
- **Position-**
 - Primary: Teens, MHA Labs offer learning projects, services and tools that not only allows you to be creative in your own way, but also learn significant life skills.
 - Secondary: Adults, MHA Labs will help you connect with teens and learn what their values and priorities are. Also, MHA Labs can help you as well as teens on learning significant life skills.
 - Secondary: Kids, MHA Labs will help create a fun creative way to learn important life skills (i.e: 6 skill building blocks) with multiple engaging games.

Our Opinion Matters!

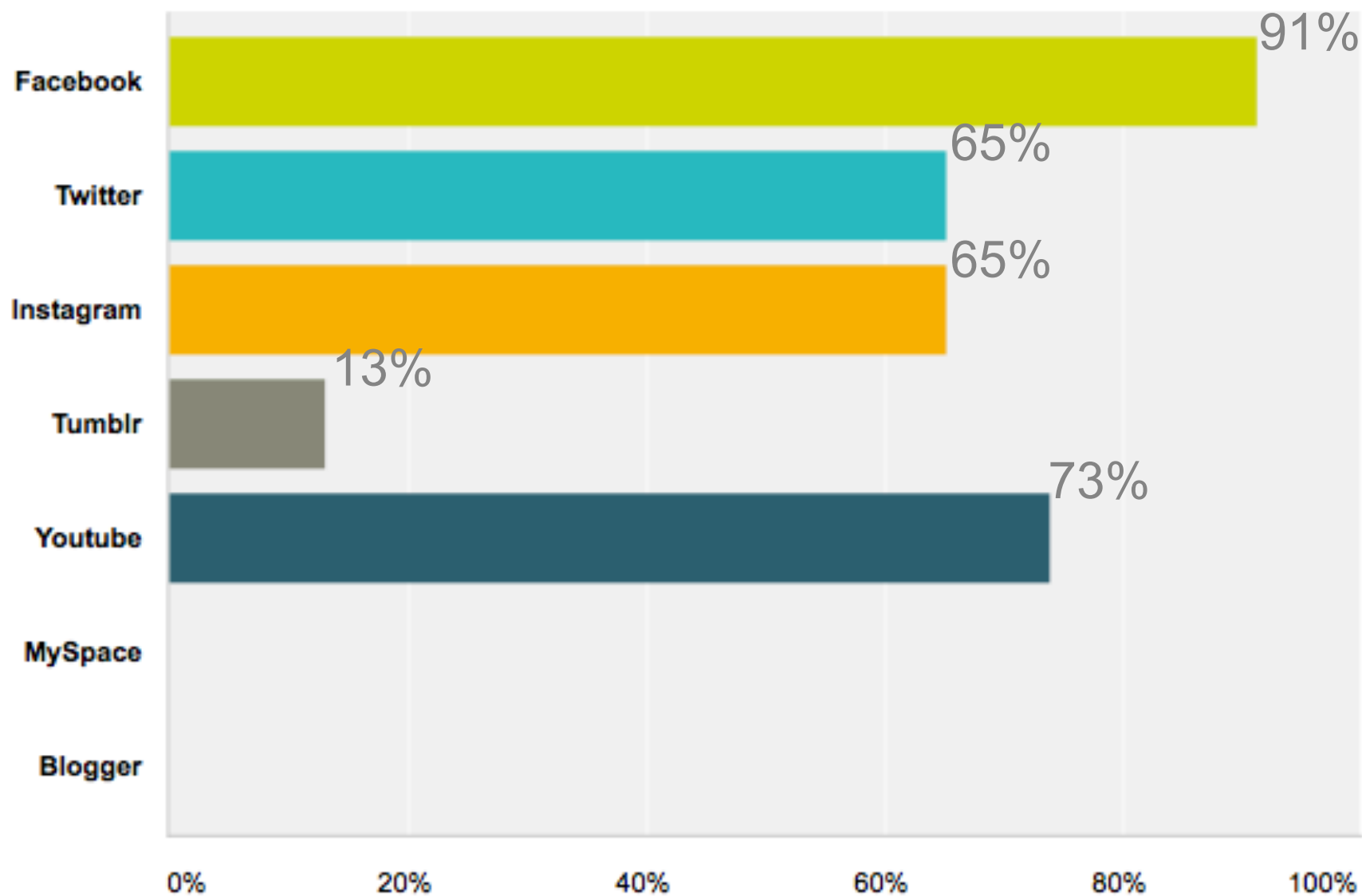
Teens feel that it is important to know about these learning tools.

Our survey show that **60%** of teens have seen at least 3-4 advertisements about education.

How would you rate the advertisements that you have seen about education? * Note-1 is the weakest rating



Pick 3 of your top social media sites.



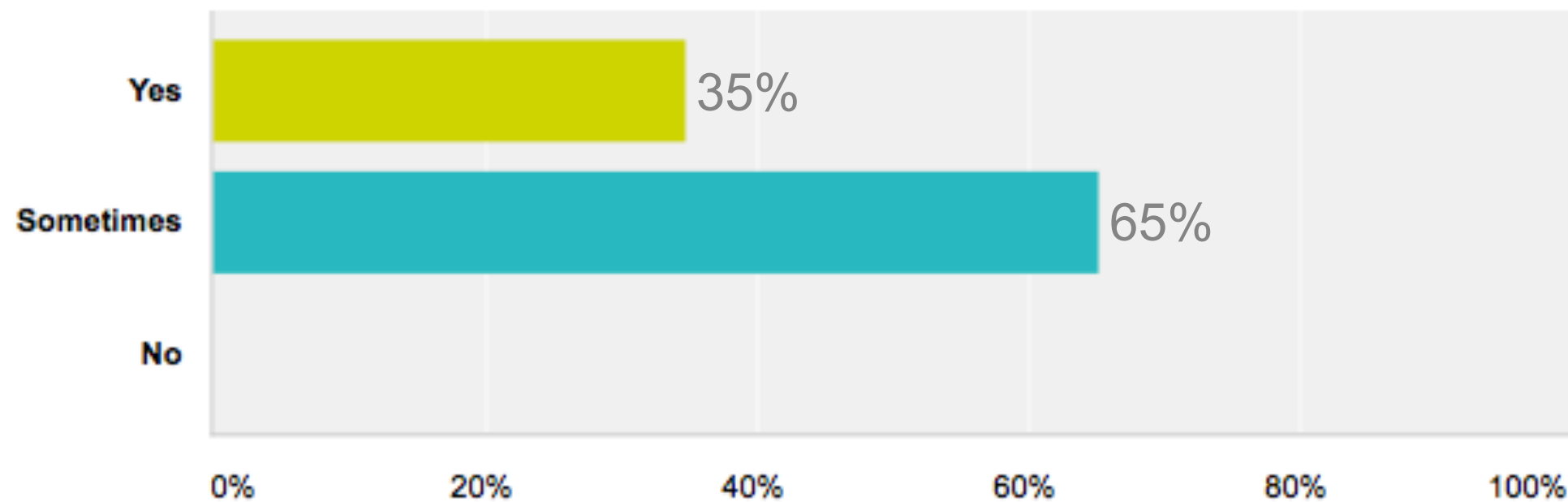
Facebook
You **Tube**
Instagram
twitter 
are the most
used social
media sites
by teens.

“I like using the internet in general because you can control what you do and do not want to see.”

-Brittany, college student majoring in psychology.

Even though **34%** of our subjects state they do read posters and billboards, we believe we can **increase** the overall percentage of people who does read by **50%** by incorporating the feedback received by our subjects that were interviewed

Do you take the time to read posters or billboards?



“The underlining message and something that relates to me right off the back.”

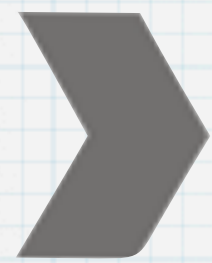
- Brittany, 23 year old college student majoring in psychology

“The photography, design, print, and bold colors.”

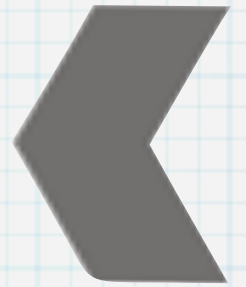
- Andrea, 17 year old senior

“The graphic designs, wording, less of the picture and more of the company and their message.”

-Lamar, 16 year old junior



How Will We Deliver Our Message?



We will use multiple media channels:

Print

Social Media

Digital and Video

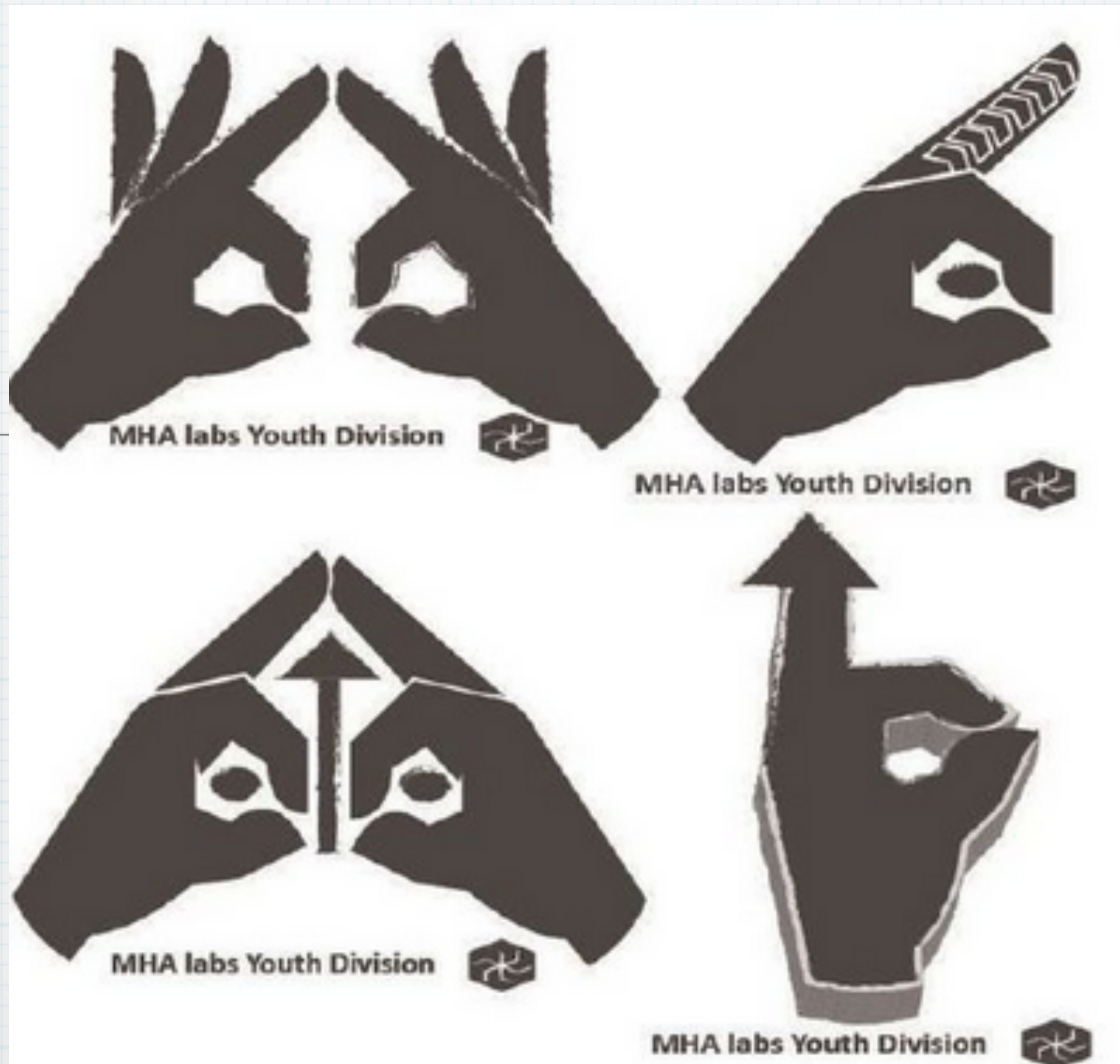
To communicate with teens, youth, and adults.

The New Youth Identity

Working Logo Concepts



Logo Concepts (continued)



Proposed Youth Identity

Slogan Concepts

“Be 6. Be radical.”

“Your destiny awaits.”

“Build on what you know, succeed with what you show.”

“Six skills to influence you to build.”

“No matter what you aspire to be there are six skills you need.”

“Stop. Think. Succeed.”

Design Implementation

Print



Design Implementation

Print

BE RADICAL

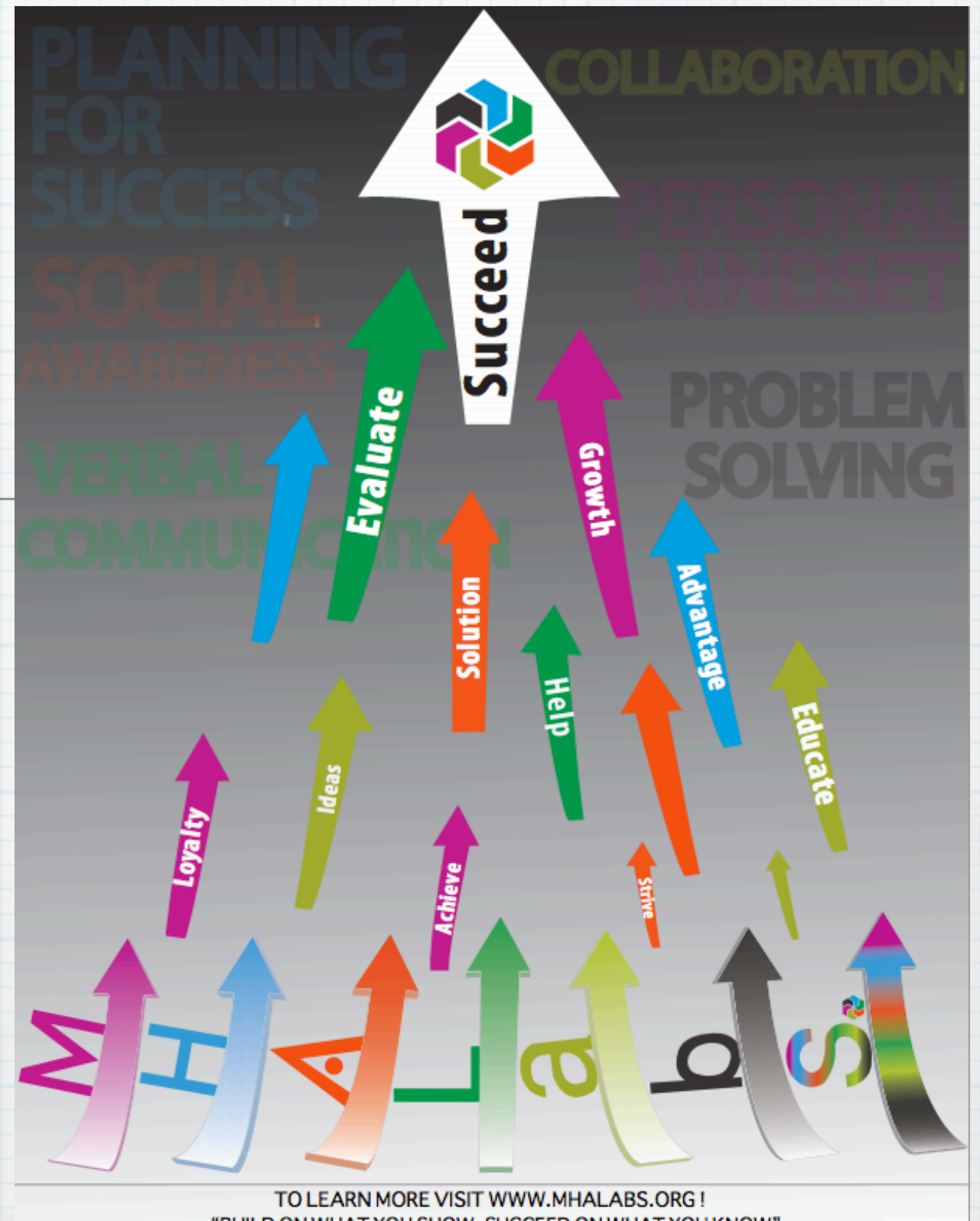


TO LEARN MORE VISIT WWW.MHALABS.ORG !

"Be 6, be radical"

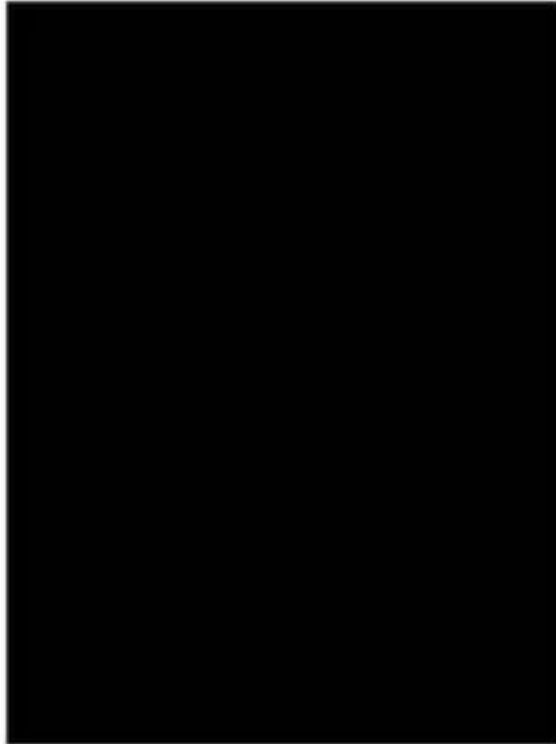


Poster Concepts



Design Implementation

Video through story board



Scene 1



Scene 2



Scene 3



Scene 4



Scene 5



Scene 6



Scene 7



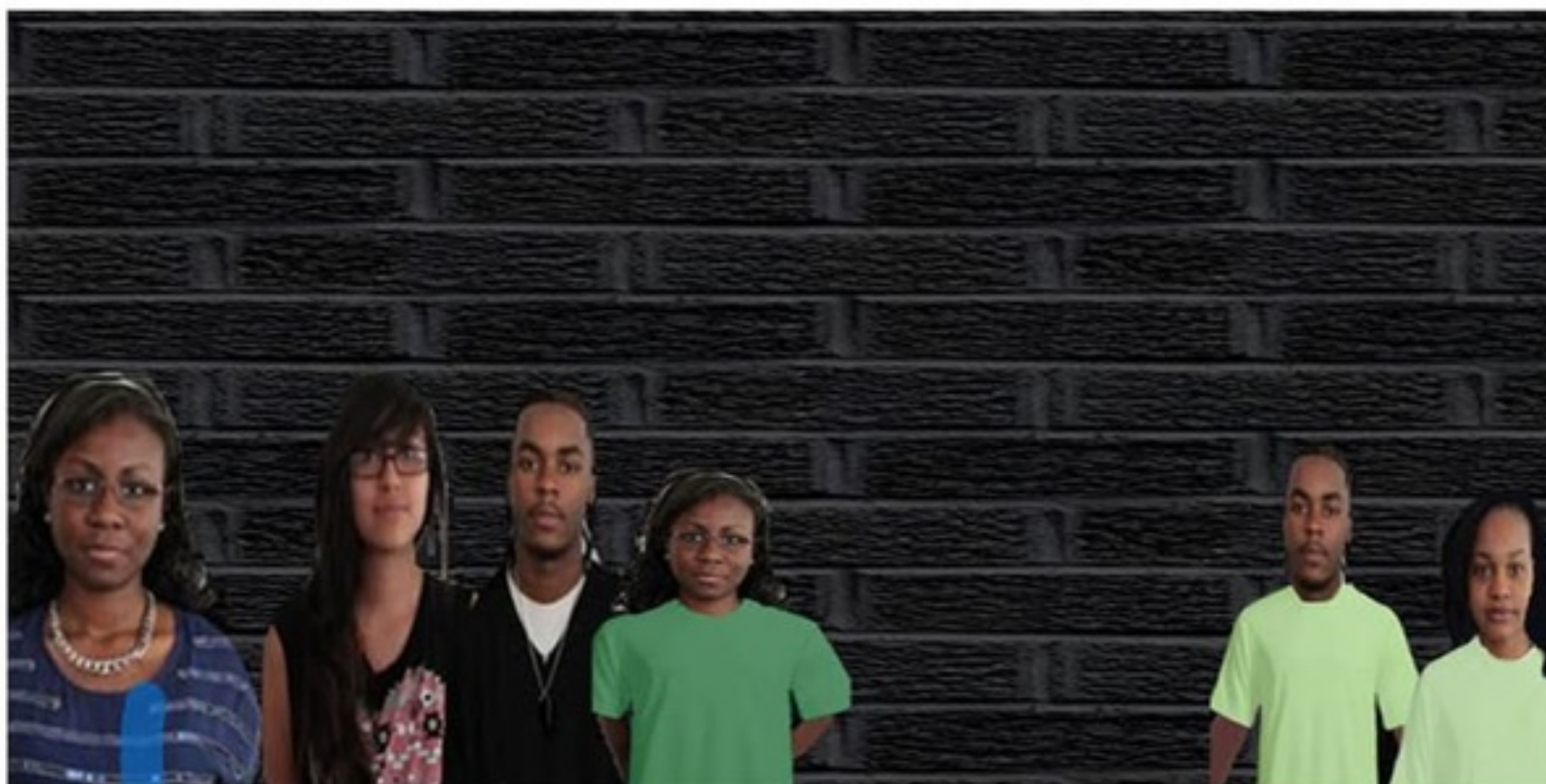
Scene 8



Scene 9



Scene 10



Scene 11



Scene 12

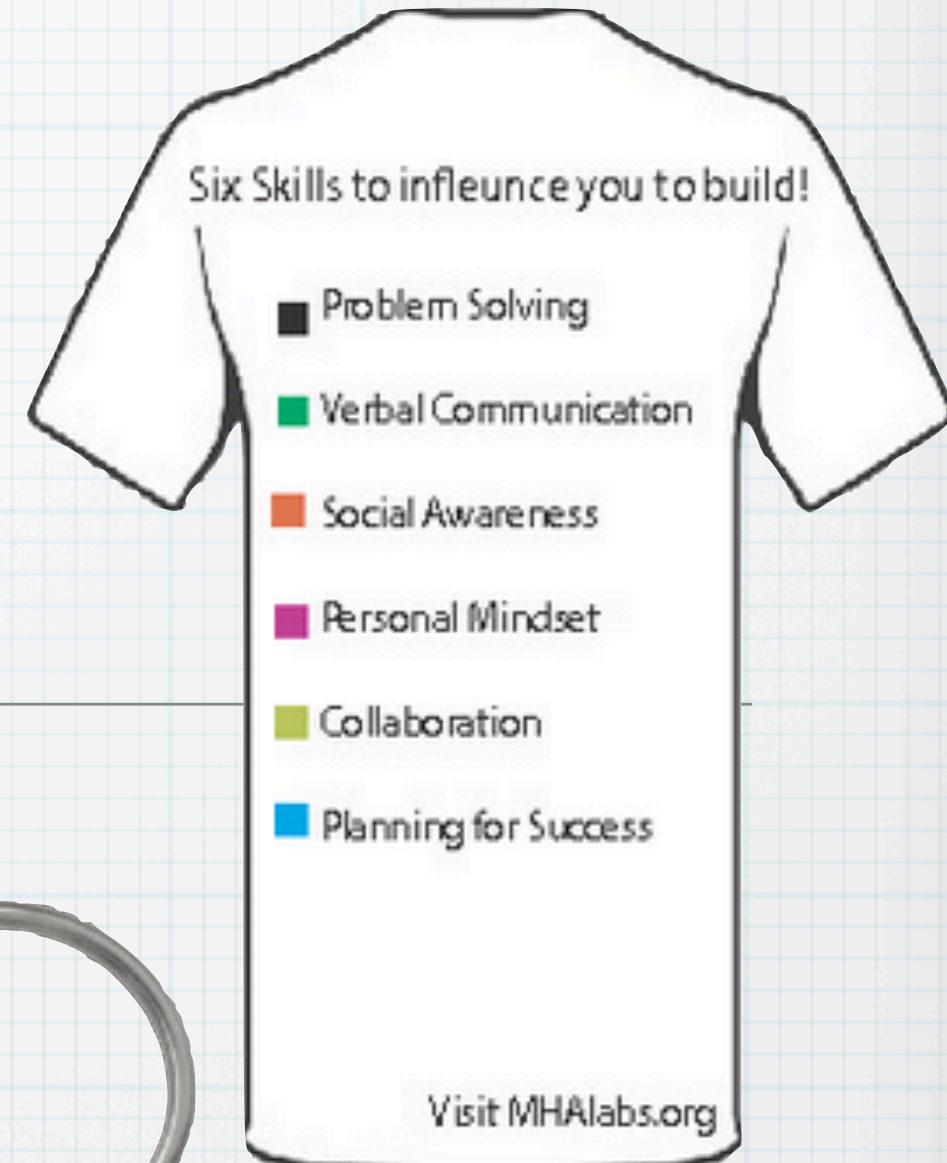
Video Production Timeline

Monday, July 29th and Tuesday, July 30th
we will record the two videos at Percy L. Julian
high school
from 10am-3pm.

Wednesday, July 31 & Thursday, July August 1
will be used for editing.

Other Possible Applications

- T-shirts
- Wristbands
- Earrings
- Folders
- Notebooks
- Flash drives
- Hats
- Apps



Service Learning Project

MHA Labs will interact with teens by participating in a service learning project, worth 10 hours. Teens will be able to create different ways to help educate youth on the importance of MHA Labs skill building blocks.



Potential Partners

“Alone we can do so little,
Together we can do so much.”

include requirement for
CPS and national if
necessary

We will also partner with local organizations that
are connected with teens such as:

Digital Youth Network

Brave Youth Chicago

Global Organizations such as:

Nickelodeon

PBS

Kellogg

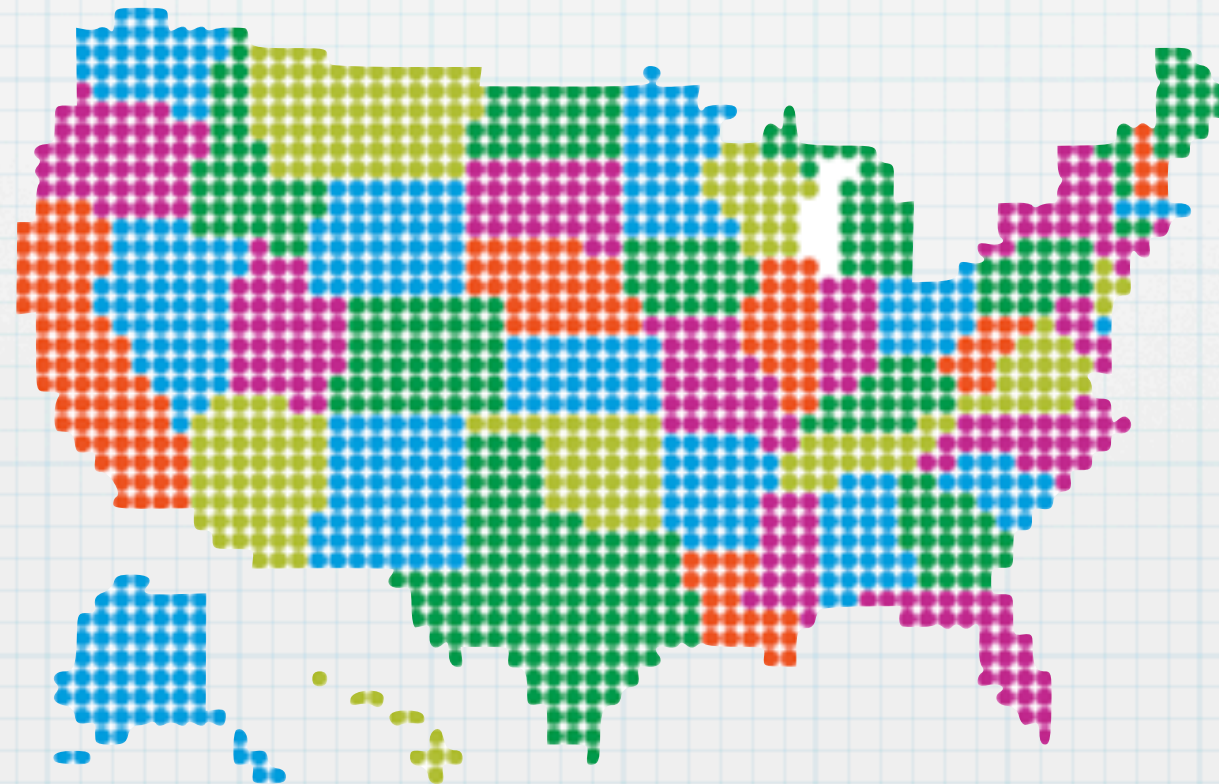
Scholastic



Conclusion



We are excited about producing this radical marketing campaign for **MHA Labs**. We hope our ideas and concepts are something you will take into consideration!



Thank You for the Opportunity!
