

The Power of the Mind is a campaign that shows the difference in taking natural psilocybin remedies vs. chemically made antidepressants to alleviate symptoms of mental illness.

The name 'The Power of the Mind' is to catch immediate attention to the campaign and is to cover the power of psilocybin, as well as the power of mental health.

This campaign is to show the difference in remission rates for natural remedies over antidepressants. I want my board to be like experiencing the journey of a psilocybin-assisted therapy to help with mental health.

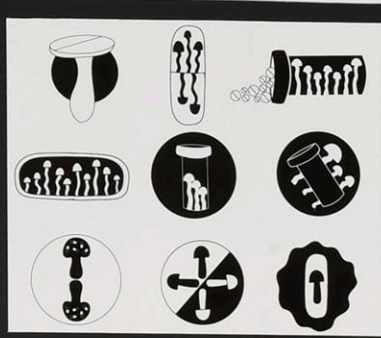
My target market is generally young adults aged 18-25 years old, although can appeal to anyone, particularly those struggling with mental health. It will communicate to these people by showing them there are ways to overcome mental illness and sometimes they are right in front of you.



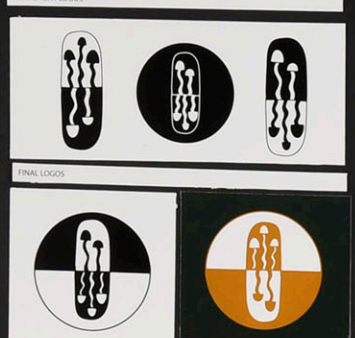
## INITIAL IDEAS LOGOS



## DEVELOPMENT LOGOS



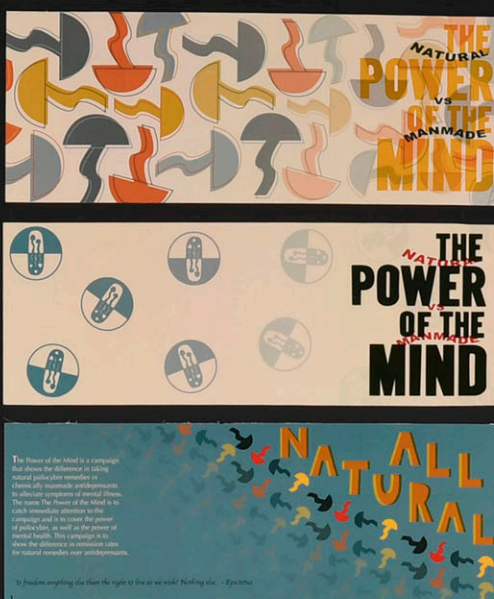
## REFINEMENT LOGOS



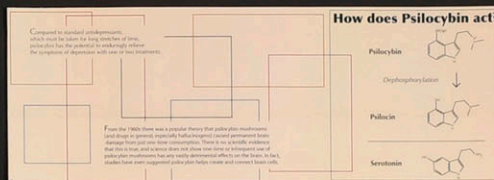
## DEVELOPMENT POSTERS



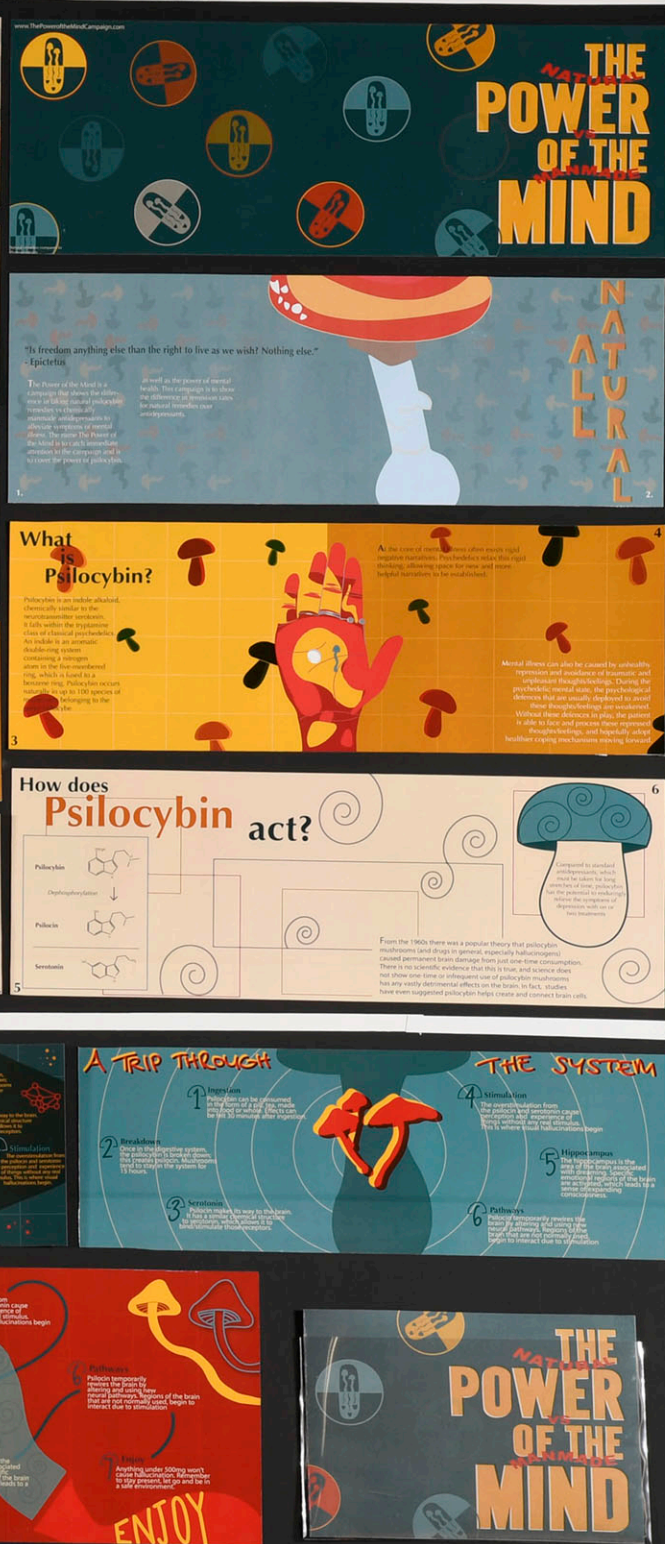
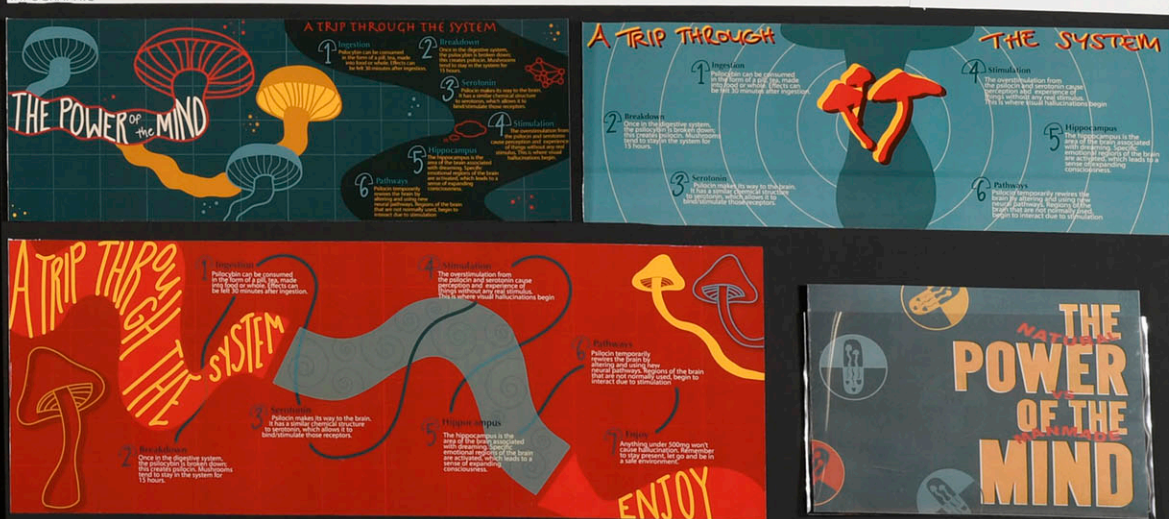
## FINAL POSTER



## What is Psilocybin?



## INFOGRAPHIC





The Power of the Mind is a campaign that shows the difference in taking natural polycylin remedies vs chemically manufactured antidepressants to alleviate symptoms of mental illness.

The name 'The Power of the Mind' is to catch immediate attention to the campaign and is to cover the power of polycylin, as well as the power of mental health.

The campaign is to show the difference in remission rates for natural remedies over antidepressants. I want my brand to be the experiencing the journey of a polycylin-assisted therapy to help with mental health.

My target market is generally young adults aged 18-25 years old, although can appeal to anyone, particularly those struggling with mental health. I will communicate to these people by showing them there are ways to overcome mental illness and sometimes they are right in front of you.



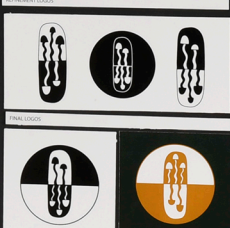
## INITIAL IDEAS LOGOS



## DEVELOPMENT LOGOS



## REFINEMENT LOGOS

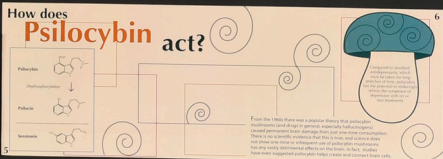
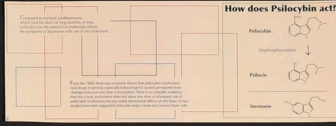
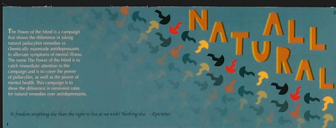
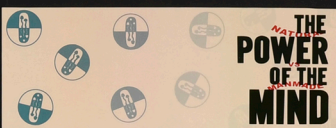


## DEVELOPMENT POSTERS



## FINAL POSTER





## INFOGRAPHIC

