

# MAN THERAPY Expansion Project

**By: Tomer Borik**



# RESEARCH

**1.Stigma and Reluctance:** According to a survey conducted by the American Psychological Association in 2018, men were less likely than women to seek mental health treatment, with 30% of men reporting they would be embarrassed to seek help for mental health concerns.

**2.Social Expectations:** Traditional masculine norms often discourage men from expressing vulnerability or seeking help for mental health issues. A study published in the American Journal of Men's Health in 2019 found that adherence to traditional masculine norms was associated with lower levels of mental health help-seeking among men.

**3.Perceived Weakness:** Some men may fear that admitting to mental health struggles makes them appear weak or inadequate. Research published in the Journal of Counseling Psychology in 2016 suggested that men's adherence to traditional masculine norms was linked to higher levels of self-stigma about mental health concerns.

**4.Cultural Variations:** Attitudes toward mental health expression vary across cultures. For example, a study published in the International Journal of Social Psychiatry in 2017 found that Chinese men reported greater stigma surrounding mental health issues compared to Chinese women.

**5.Changing Attitudes:** There are signs of changing attitudes among men regarding mental health. Campaigns and initiatives aimed at encouraging men to talk about their mental health have gained traction in recent years. Surveys suggest that younger generations of men may be more open to discussing mental health concerns compared to older generations.

**6.Impact of Media and Celebrities:** Celebrities and public figures speaking out about their own mental health struggles have helped to reduce stigma and encourage conversations around mental health. High-profile campaigns like Movember have also contributed to raising awareness about men's mental health issues.

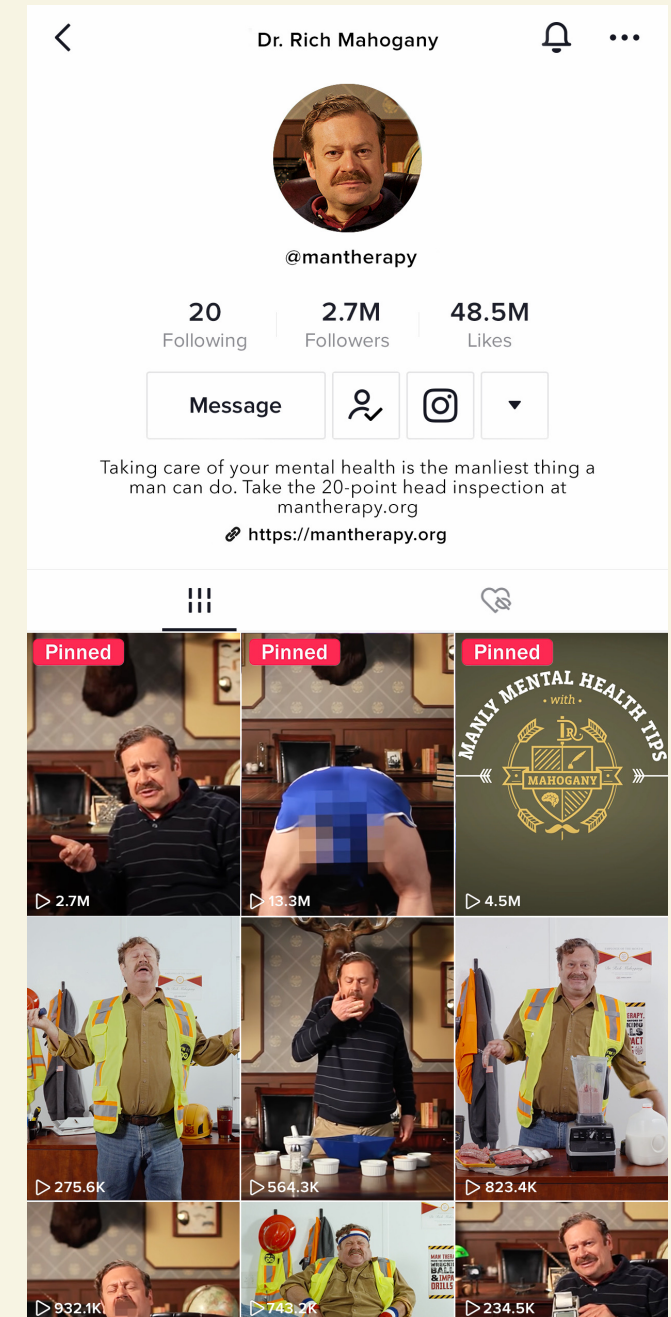




# ADVERTISING MEDIUMS

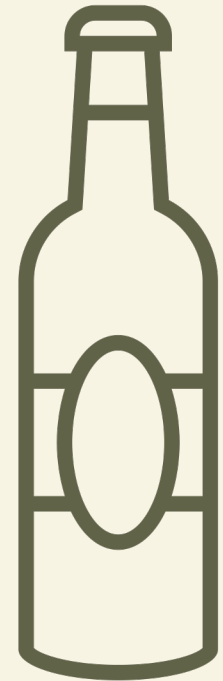
# TIKTOK

- ❑ One billion users across 154 countries
- ❑ Most popular social media platform as of 2022
- ❑ 43% Male Audience
- ❑ TikTok Business account is free of charge
- ❑ More creative liberties compared to other media



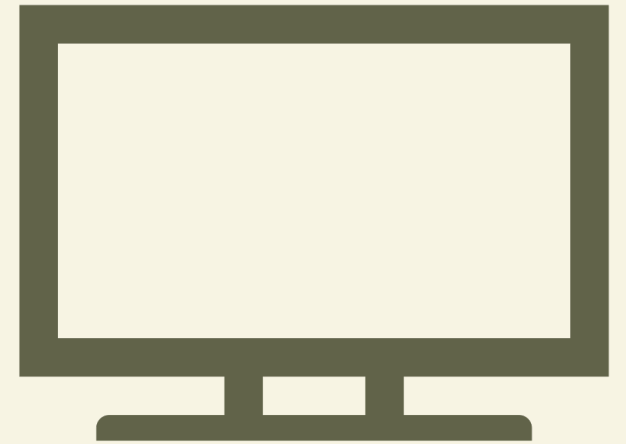
# LIQUOR STORES

- ❑ **8.3% of men reported heavy alcohol use (2019)**
- ❑ **29% of suicide victims in the US were found with alcohol in their system**
- ❑ **Low-Cost potential for print ads in liquor stores**
- ❑ **Focuses on those struggling with depression and substance abuse**



# TELEVISION/VIDEO

- ❑ **244.4M digital video viewers in the US**
- ❑ **54% of consumers want more video content from brands they support**
- ❑ **YouTube is the most popular video-marketing platform**
- ❑ **YouTube ad cost : \$0.03-\$0.30 USD per view**
- ❑ **Potential for more storytelling in videos**





# VIDEO AD IDEA



# MAN THERAPY "THE STRONG MAN" VIDEO AD

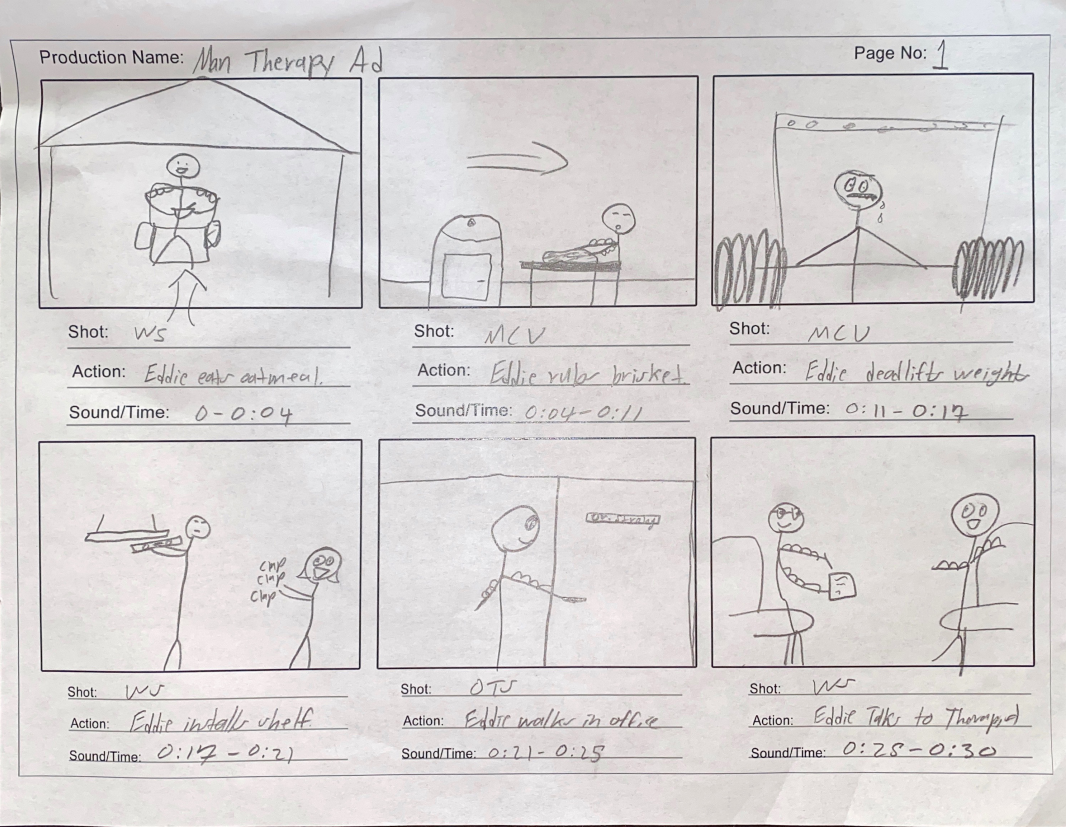


- ❑ Video ad showing a day in the life of a strongman, complete with therapy appointments (V.O by Rich Mahogany)
- ❑ "Eddie" lifting heavy objects and cooking brisket
- ❑ Eddie being too big for a chair.
- ❑ Eddie going to therapy appointments, where his therapist is also a huge bodybuilder (comedic effect)
- ❑ Cut to: Dr. Rich Mahogany discussing Man Therapy.
- ❑ Fade To: "Man Therapy"





# SCRIPT & STORYBOARD



BORIK ADVERTISING INC.

Client: **Cactus Inc**  
Product: **Man Therapy**  
Title: **A Manly Day**  
Length: **30 sec**  
Writer: **Tomer Borik**

Video	
1. Eddie is sitting in his living room in a sofa chair that is clearly too small for him. He is eating a bowl of oatmeal that looks incredibly small compared to his hands.	
2. Eddie is sensually massaging a brisket with a spice rub he made as he prepares a brisket for the smoker.	
3. Eddie is deadlifting over 500 pounds at a gym with an intense look on his face as he sweats trying to get that weight up.	
4. Eddie is installing a shelf for his wife with perfect precision. He uses a leveling tool as his wife	



# Questions?

# THANK YOU!



## Contact Info:

**Phone: 720-808-2020**

**Email: [tomereborik@gmail.com](mailto:tomereborik@gmail.com)**

**LinkedIn: <https://www.linkedin.com/in/tomer-borik-a02775179/>**

**Portfolio:**

**<https://borikadvertising.com>**