



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: THE MENTAL HEALTH COALITION

THE CHALLENGE

Fashion designer Kenneth Cole knew that America was undergoing a national mental health crisis. Having worked for decades to destigmatize AIDS and understanding how culture can shape issues, Kenneth launched an advocacy campaign that brought much-needed attention and funding to organizations working on these critical issues. In early 2020, he formed the Mental Health Coalition (MHC), a joint effort with thirty of the country's most prominent mental health organizations. MHC's goal is to destigmatize and rebrand mental health and drive critical resources to the organizations that are making a difference. Kenneth approached The TASC Group to help the coalition gain national media attention and form strategic partnerships with celebrities, influencers, policy leaders, corporations and organizations to create unique programs that would encourage people to talk honestly about mental health.

THE STRATEGY

TASC worked to develop Kenneth's thought leadership and elevate him as a national expert on mental health. TASC identified national speaking opportunities, crafted core messaging, built partnerships with prominent influencers and forged relationships with key media outlets.

TASC generated national media attention for MHC and Kenneth's thought leadership in legacy media outlets as well as independent and niche trade publications and podcasts, to reach target audiences. TASC worked to identify salient moments in the news cycle for MHC's message, especially during the COVID-19 pandemic when Americans' mental health.

TASC also worked with MHC's partners to reach out to and develop mental health stories focused on the Black community in the National Newspaper Publishers Association (NNPA), also known as the Black Press, which has represented more than 207 African American community newspapers for 86 years.

THE RESULTS

Through comprehensive media coverage and successful influencer campaigns, MHC and Kenneth have become major voices on the issue of mental health. TASC secured interviews with prominent podcasts and print publications such as [The Washington Post](#), [PEOPLE](#) and an interview on [ABC's Good Morning America](#) with Kenneth and MHC supporter, Kendall Jenner. Celebrities, politicians and leaders supported the launch of MHC with video messages and social media posts. These influencers included former Gov. Andrew Cuomo, Whoopi Goldberg, Isiah Thomas, Justin Bieber, Deepak Chopra, Arianna Huffington, Doc Rivers, Jack Dorsey and many others. An Instagram Live campaign generated over 20 million impressions. Kenneth and Isiah Thomas brought MHC's message to the Mental Health Summit at the 92nd Street Y, Forbes' Icons of Impact, ADWEEK's Social Media Week, the Never Alone Summit, Harvard University and the [Business of Fashion of Live](#).

100+ MEDIA PLACEMENTS

