

Media Assets

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Mindfulness



Release Date: 08/01/21

Season:

- ❑ New Year
- ❑ New Beginning
- ❑ Resolutions

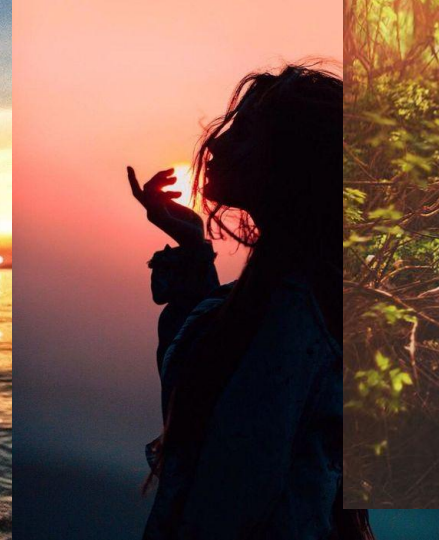
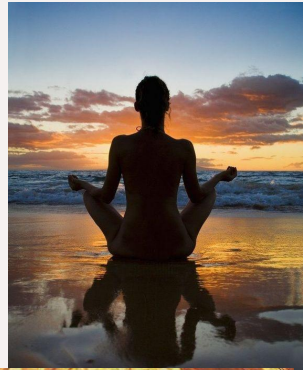
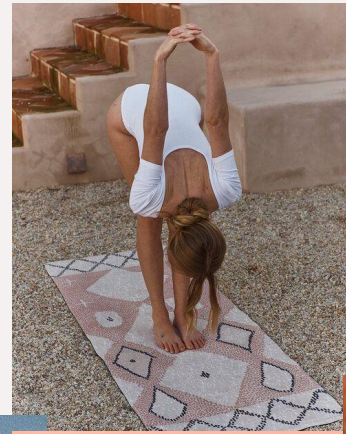
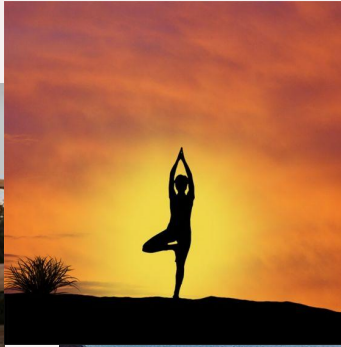
- ❑ Self-aware
- ❑ Mindfulness
- ❑ Relaxation
- ❑ Self-care

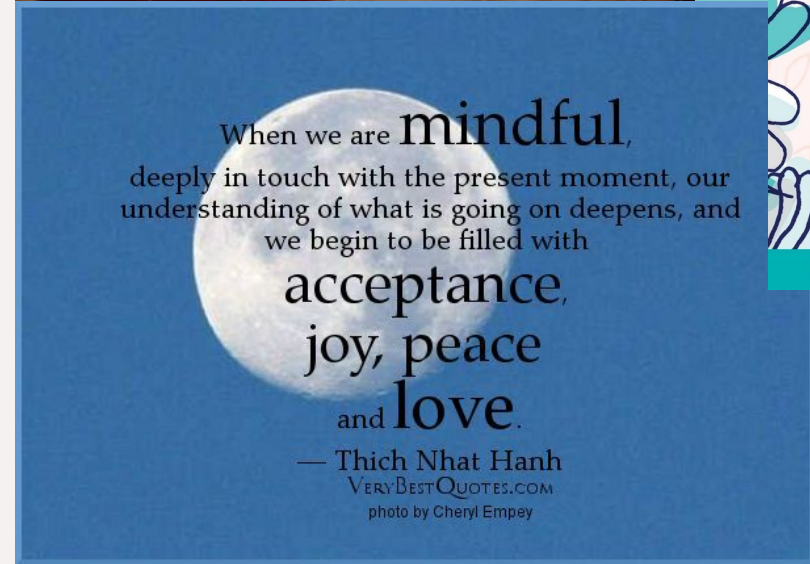
Storyline :

Mindfulness:

Around the start of the year we all look for a new year's resolution. This year I encourage people to make mindfulness their goal. To be more aware and present at to what is going on in their body and mind as a process of self care.

Mindfulness Moodboard:





SELF-LOVE MANIFESTO

*My personal development
is my first priority*



*I nourish my body with
food-medicine and
mindful movement*

*I recognize my
unlimited potential*



*I love every single
part of my body*

*I give space to my
creative-self to manifest
its universe*

*I connect daily with
my soul through
unconditional love*

*I consciously feed my
mind and grow my
knowledge*

*I set and preserve
clear boundaries*

*I acknowledge my
Inner Goddess*

*I always talk to
myself kindly*

*I take active steps that
lead towards my purpose*

*I cultivate gratitude,
joy and peace each day*



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MEDITATION BENEFITS



Makes you
feel happier



Improves your
memory



Makes you feel
more grateful



Reduces
stress



Improves
sleep



Improves
concentration



Encourages
compassion



Helps with
decision-making



Encourages
mindfulness



Improves your
sex life



Helps in fighting
addictions



Delays onset of
Alzheimer's



Reduces
loneliness



Encourages a
healthy lifestyle



Reduces
back pain



Encourages
weight loss



Slows down the
aging process



Affordable
or free



No physical
exertion



Parker-Roth (2020). Mindfulness



SIMPLE HABIT

Simple Habit (n.d)



Headspace (n.d)



Calm

Calm (n.d)

Single Aims:

- ❑ Mailing list
 - ❑ Sign up to mailing list
- ❑ Content Calendar

French Rain



Release Date: 12/03/21

Season:

- ❑ Spring Showers
- ❑ Coming out of winter
- ❑ Fresh start
- ❑ Noticing the beauty of rain

Storyline :

French Rain

The simplicity of rain and thunderstorms and how it can evoke feelings of peace and magic.

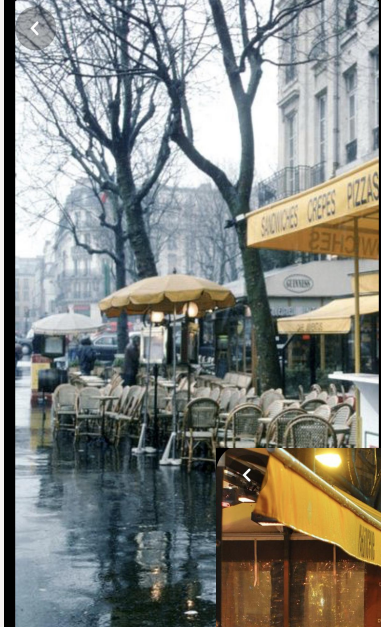
Magic through the rain.

Find and collect a silver star or piece of fairy dust along the way

- ❑ Sell some of the stars for others to leave in puddles for people
- ❑ Start a chain of eco glitter in puddles

French Rain Moodboard





Parker-Roth (2020). *French Rain*

Aims :

- ❑ Live stream
 - ❑ Offer a paid for private link
- ❑ TROI will start a YouTube/Podcast explaining the meaning behind the songs .