

OUTFRONT/

CREATORS 4 MENTAL HEALTH

CONCEPTUAL MOCKUPS

THE PROGRAM

Partner with [Creators4MentalHealth \(C4MH\)](#) to bring creators to our OOH media for Mental Health Awareness Month (May 2026)

- Five creators will share tips for mental health and overall wellness
- OUTFRONT/C4MH will provide creators with prompts
- Content will be featured on Liveboards, Urban Panel, and Livecard MAX formats in NYC
- They will post corresponding content on their social channels
- Three-way collaborative post between OUTFRONT + C2MH + creator maximizing presence

OOH Content

- Creator Name
- Handle
- Short text tip in response to the provided prompt
- OUTFRONT will provide word/character count specs or write copy based on video submission.
- Short video :15 of creator them in their typical environment somehow illustrating their tip



Social Content

- Format: Vertical video
- Answering the question by restating the question in their answer
- *Video content expanding on the tip they shared via text on OOH*

OOH ASSETS: LIVEBOARD

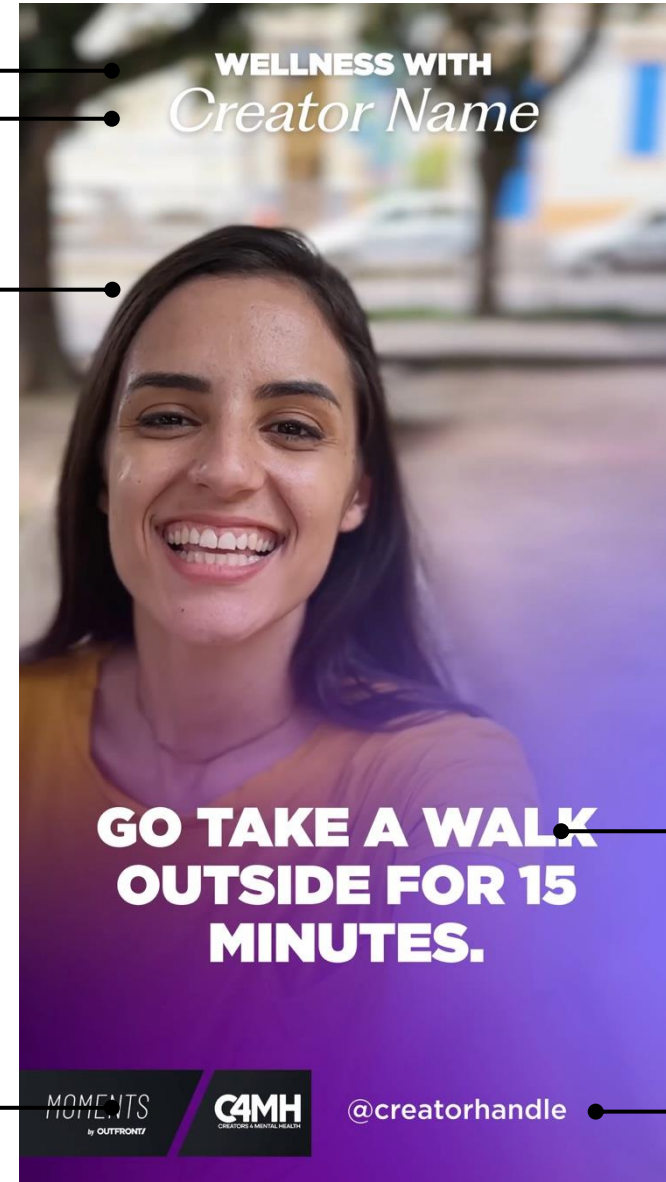
Vertical Liveboard:

- :15 clip (no sound) of creator showing the creator demonstrating the tip
- Text summarizing their wellness tip

Program Tagline

Creator Name

Background
Video



Moments/C4MH
Logo Lockup

MOMENTS
by OUTFRONT

C4MH
CREATORS & MENTAL HEALTH

@creatorhandle

Tip

- 3-4 Lines
- 5 Characters per Line

Creator Handle



34 St

ation



6546



New York City
Transportation

34 St
Penn
Station



Help
Point P

ENERGY
INFORMATION

OUTFRONT

WELLNESS WITH
Creator Name



**GO TAKE A WALK
OUTSIDE FOR
15 MINUTES**

MOMENTS
by OUTFRONT

C4MH

@creatorhandle

OOH ASSETS: LIVECARD MAX

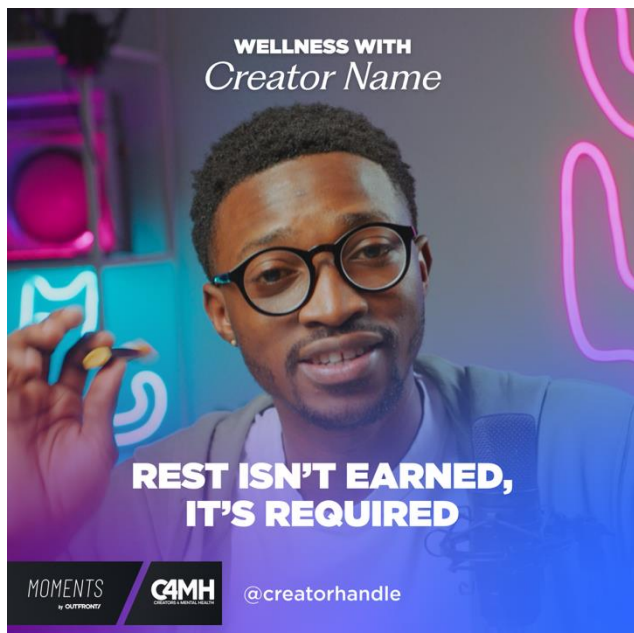
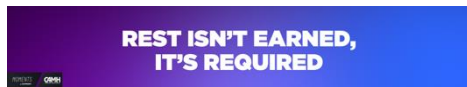
Creator 1 Name + Image

Creator 1 Text

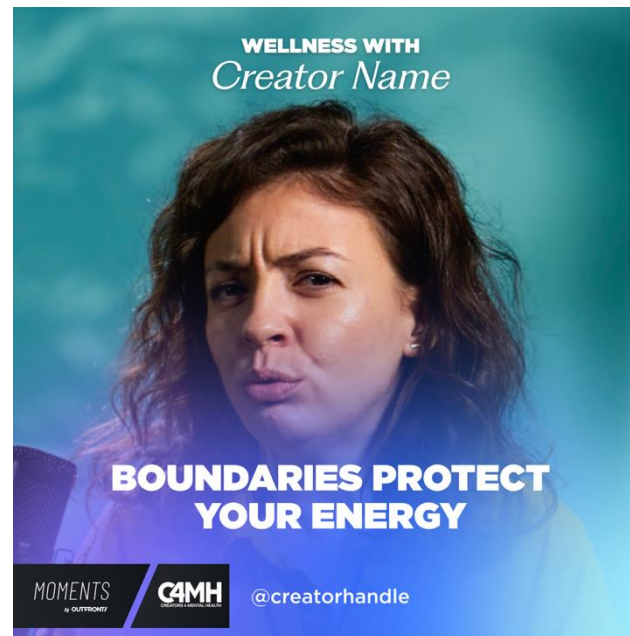
Program Name

Creator 2 Name + Image

Creator 3 Text



Creator 1 (all)



Creator 2 (all)

WELLNESS WITH
Creator Name

@creatorhandle

REST ISN'T EARNED,
IT'S REQUIRED

MOMENTS
by OUTFRONT

C4MH
CREATORS 4 MENTAL HEALTH

BOUNDARIES PROTECT
YOUR ENERGY

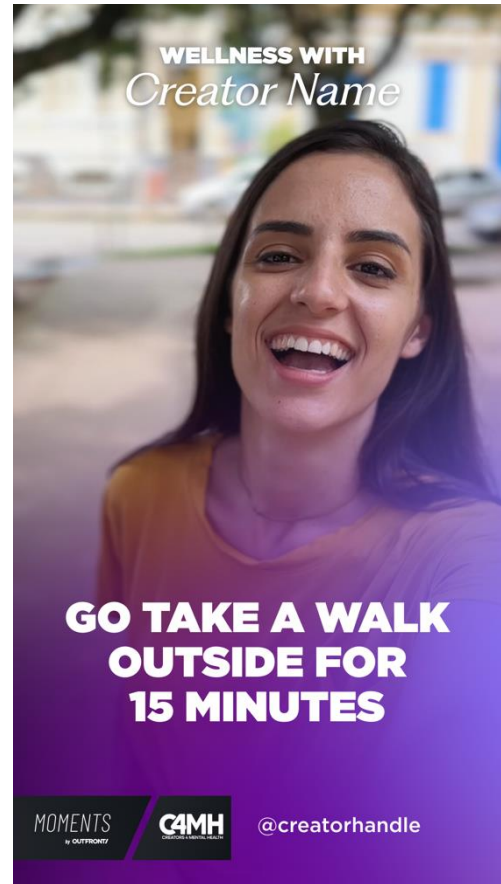
WELLNESS WITH
Creator Name

@creatorhandle

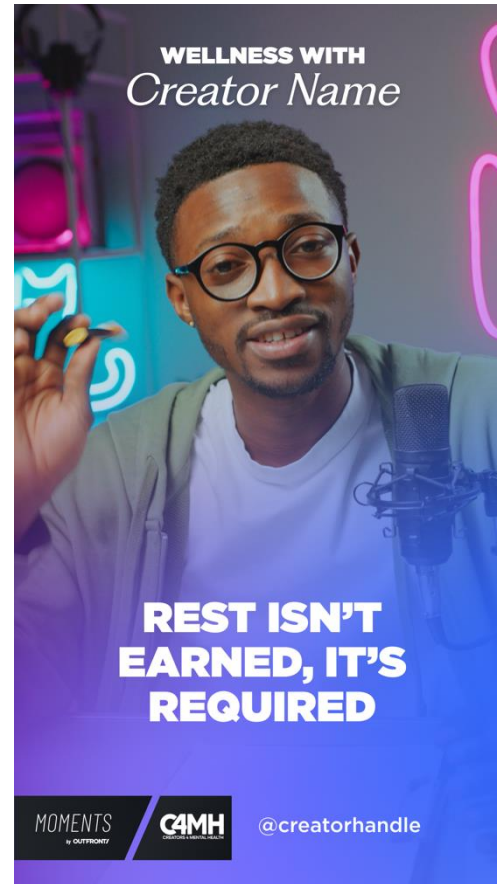


OOH ASSETS: LIVEBOARD

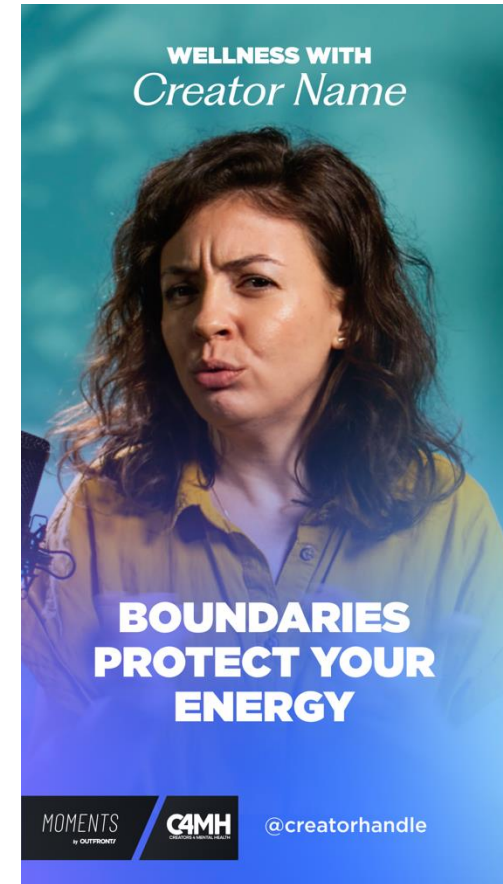
A different creator
on each screen



Creator 1



Creator 2



Creator 3

WELLNESS WITH
Creator Name

**GO TAKE A WALK
OUTSIDE FOR
15 MINUTES**

MOMENTS
by OUTPATIENT

C4MH

@creatorhandle

WELLNESS WITH
Creator Name

**REST ISN'T
EARNED, IT'S
REQUIRED**

MOMENTS
by OUTPATIENT

C4MH

@creatorhandle

WELLNESS WITH
Creator Name

**BOUNDARIES
PROTECT YOUR
ENERGY**

MOMENTS
by OUTPATIENT

C4MH

@creatorhandle

OOH ASSETS: VIDEO URBAN PANEL



WELLNESS WITH
Creator Name

**GO TAKE A WALK
OUTSIDE FOR
15 MINUTES**

MOMENTS  @creatorhandle



**14 Street-
Union Sq Station**

 Elevator to      at
NE corner 14 St & 4 Av