WHEN YOU CAN’T SAY IT, PLAY IT
Sound It Out and Amazon use music to cultivate mental health conversations between parents and their children.

THE CHALLENGE:
Nearly half of teens of color feel persistently sad or hopeless, creating a mental health crisis among our country’s youth. Instead of receiving support, teens remain silent. In Black and Hispanic communities, stigmas that prevent parents from engaging in mental health conversations with their children run deeper.

SUMMARY:
Sound It Out uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing. We partnered with Amazon Music to create “When You Can’t Say It, Play It,” to help Black and Hispanic parents bring mental health discussions into their daily routines by searching for music based on different emotions or feelings. Leveraging Alexa’s communication technology, users can then send this music to one another to spark conversations.

OUR RESULTS:
- 265 million+ Impressions
- 257 million Reach
- 26 million Song shares
- 97% Video completion rate

PARTNERSHIP ELEMENTS
- Developed custom video assets: “Muchas Flores” 0:15, 0:30, Long-Form
- Custom website
- Conversation starter pack resource

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