

# AUTONOMOUS DELIVERY ROBOTS INSPIRE UCLA AND UNIVERSITY OF UTAH STUDENTS.

Huntsman Mental Health Institute and Ad Council Partner with Nickelytics and Starship Technologies for "Love, Your Mind" Campaign.

**SPONSOR:** HUNTSMAN MENTAL HEALTH INSTITUTE



More than **60% of college students report experiencing mental health challenges**, a significant increase since 2013

## THE CHALLENGE:

According to [NEA Today](#), 60% of college students report mental health conditions, yet barriers like stigma, and lack of access and affordability of mental health care prevent many from getting the support they need. The Ad Council aims to create a society that is open, accepting, and proactive about mental health. We plan to normalize attitudes towards mental health, educate individuals about symptoms and self-care, and encourage help-seeking behaviors by connecting them to culturally specific resources.

## OUR SOLUTION:

The Ad Council partnered with Nickelytics and Starship Technologies to execute an engaging out-of-home advertising campaign on innovative autonomous delivery robots on college campuses. The "Love, Your Mind" PSA creative was wrapped around five Starship Technologies robots on UCLA's campus and an additional five robots on the campus of the University of Utah. The messaging on the delivery robots remind everyone to nurture their relationship with their mind, and direct college students to [LoveYourMindToday.org](#) for free mental health resources.



## OUR RESULTS:

The campaign ran for six weeks from March 25 to May 6, 2024, covering 240 miles and reaching a total of 321,642 in total impressions across both college campuses. Each delivery robot had a custom flag with a QR code directing people to our campaign website and resulting in a session conversion rate of 4.6%.

Additionally, the campaign created great buzz with pickup in national news and marketing publications including [OOH Today](#), [Retail Technology Innovation Hub](#) and [Benzinga](#).

## PARTNERSHIP ELEMENTS

- Developed and produced custom "Love, Your Mind" creative to wrap around 10 autonomous delivery vehicles at UCLA in Los Angeles, CA and the University of Utah in Salt Lake City, UT.
- Developed custom flag with a QR Code to drive people to campaign website
- Developed press release for campaign to be promoted across marketing publications
- Provided real-time GPS location and digital measurement capabilities to understand the reach and impact of the ads

## AT A GLANCE:



**10**  
Autonomous  
Delivery Robots  
on 2 college  
campuses



Covering  
**240**  
miles

Over

**321K**



impressions

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For more information about Nickelytics, please visit [Nickelytics.com](https://www.nickelytics.com) or email [info@nickelytics.com](mailto:info@nickelytics.com)