

PR CAMPAIGN & PRESS RELEASE

This document is a portfolio sample created to demonstrate PR campaign strategy and press release writing skills.

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01 · Brand Overview

Brand Name	Innerwell
Tagline	<i>Feel Good From the Inside.</i>
Founded	2025, Hyderabad, India
Category	Health & Wellness - Mental Wellness App
Launch	<i>Innerwell App</i> - Guided mental wellness platform for everyday use
Launch Date	October 1, 2026

Innerwell is a mental wellness app built for the everyday Indian user, not just those in therapy. It offers guided breathing exercises, journaling prompts, mood tracking, and 10-minute audio sessions led by certified counsellors. The app is available in English, Hindi, and Telugu, with more languages coming. It's built for people who want to take care of their mind but don't know where to start.

02 · Campaign Strategy - *Your Mind Matters*

The *Your Mind Matters campaign breaks* the silence around mental wellness in India. It meets people where they are, not with clinical language, but with warmth, honesty, and a low barrier to entry.

Campaign Goals

- Achieve 50,000 app downloads within 60 days of launch across iOS and Android.
- Build an Instagram community of 15,000 followers by end of month two, driven by relatable mental wellness content.
- Secure 12+ media features in health, tech, and lifestyle publications within the first month.

03 · Target Audience

PRIMARY AUDIENCE	SECONDARY AUDIENCE
Young adults, 20-35, Urban India, First-time wellness seekers	HR & Wellbeing leads Mental Health advocates College counsellors
They feel the weight of work, relationships, and expectations, but therapy feels out of reach or too heavy a step. They want something gentle to start with.	Workplace wellness partnerships can drive bulk sign-ups. Advocates amplify the message to audiences who need it most.

04 · Channels & Tactics

■ Social Media

Instagram · LinkedIn · YouTube

- Daily "1-minute wellness" reels, simple breathing tips, journaling prompts, grounding exercises.
 - "You're not alone" series, anonymous stories submitted by users about everyday mental health moments.
 - UGC campaign: **#MyInnerwell** - users share one small thing they do for their mental health daily.
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- LinkedIn outreach to HR and People teams for corporate wellness tie-ups.

■ Print & Digital Media

TheHindu · HindustanTimes · YourStory · The Ken · Healthline India

- **Story angle 1:** "The Hyderabad startup making mental wellness accessible to every Indian."
- **Story angle 2:** "Why India's mental health gap won't be solved by therapy alone."
- Press kit includes a 7-day free app trial code, a one-pager on India's mental health data, and a founder note
- Exclusive interview with the founder for one leading health or tech publication timed to launch.

■ Launch Event

"FeelGoodFirst"—Wellness & Media Morning, Hyderabad · September 26, 2026

- Invite journalists, mental health advocates, HR leaders, and wellness influencers.
 - Live guided session on the app - journalists experience the product first-hand.
 - Panel discussion: "What does mental wellness look like in India today?"
 - Each attendee leaves with a branded wellness kit and a 3-month premium app subscription.
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05 · Campaign Timeline

Phase	Timeline	Key Activities
Pre-Launch	Week 1–2	Teaser content · Media outreach · Influencer onboarding · App store prep
Build-Up	Week 3–4	Press kit delivery · Event invites · Early access sign-ups · Corporate pitches
Launch Week	Week 5	Press event · App goes live · Press release · Social media blitz
Post-Launch	Week 6–8	Download tracking · Media follow-ups · User story campaign · Retention focus

06 · Key Metrics to Track

Metric	Target	Context
App Downloads	50,000	iOS + Android within 60 days of launch
Instagram Followers	15,000	Organic growth within 60 days
Media Features	12+	Health, tech & lifestyle in first month
Corporate Partners	10+	HR & wellbeing leads signed for team access
UGC Posts	300+	#MyInnerwell across Instagram and LinkedIn
App Store Rating	4.5+	Average rating within first 30 days

FOR IMMEDIATE RELEASE

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Innerwell Launches India's Most Accessible Mental Wellness App - Available in Three Languages from Day One

Hyderabad, September 2026

Taking care of your mind shouldn't feel like a luxury. Innerwell is here to make sure it doesn't.

Innerwell, a Hyderabad-based mental wellness startup, officially launches its app on **October 1, 2026**, a guided wellness platform designed for everyday Indians who want to start their mental health journey without knowing where to begin. The app offers mood tracking, guided breathing sessions, journaling prompts, and 10-minute audio sessions led by certified counsellors. It is available in English, Hindi, and Telugu at launch, with four more Indian languages rolling out by early 2027.

"Mental wellness in India has a language problem and an access problem. We built Innerwell to solve both — one small, manageable step at a time."

— Priya Chandran, Co-Founder & CEO, Innerwell

The app is free to download, with a premium tier available at Rs. 199 per month. Corporate wellness plans are also available for organisations looking to support employee mental health. The launch will be marked by a media and wellness morning, Feel Good First, on September 26, 2026, in Hyderabad, where journalists and mental health advocates will experience the app live and join a conversation on what mental wellness really looks like in India today.

Download Innerwell from October 1 at www.innerwell.in - free on iOS and Android.

About Innerwell

Innerwell is a Hyderabad-based mental wellness platform founded in 2025. The app is built to make mental health support accessible, affordable, and stigma-free for everyday Indians. Available in English, Hindi, and Telugu, Innerwell is designed for people taking their first step toward emotional well-being.

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