

The Healing Frequency

Insight:

In the US, about 2.5 million people die annually, and each person that passes leaves an average of five grieving loved ones behind. It's also estimated that 4 million children lose a parent or sibling annually. This means there are a total of ~16.5 million new people experiencing grief every year – almost as many as those suffering new onset depression (~20 million).

Problem:

Grief has multidimensional, far-reaching effects. They range from social, to socioeconomic, to physical, and there are management strategies available to those navigating them. However, all fall woefully short of fulfilling the emotional need of someone who is grieving, and do little to target grief itself – instead settling for addressing the comorbid symptoms and conditions that travel with it.

Proposal:

Using innovative technology to leverage solfeggio frequencies and combine them with sound therapy practices, develop and promote a novel application that helps treat grief with the empathy, innovation, and clinical focus it deserves.

Objective:

“To create a better standard of support for those who grieve—leading with empathy, and enhancing with innovation”

Project Type(s):

Multi-channel creative campaign and product development that culminates in the development, rollout, and promotion of a novel application.

Audience(s):

Wide-scale consumer
Psychiatrists
LMHCs
LCSWs
Grief counselors

Deliverables:

Creative campaign
Novel application design (compatible with iOS & android)