



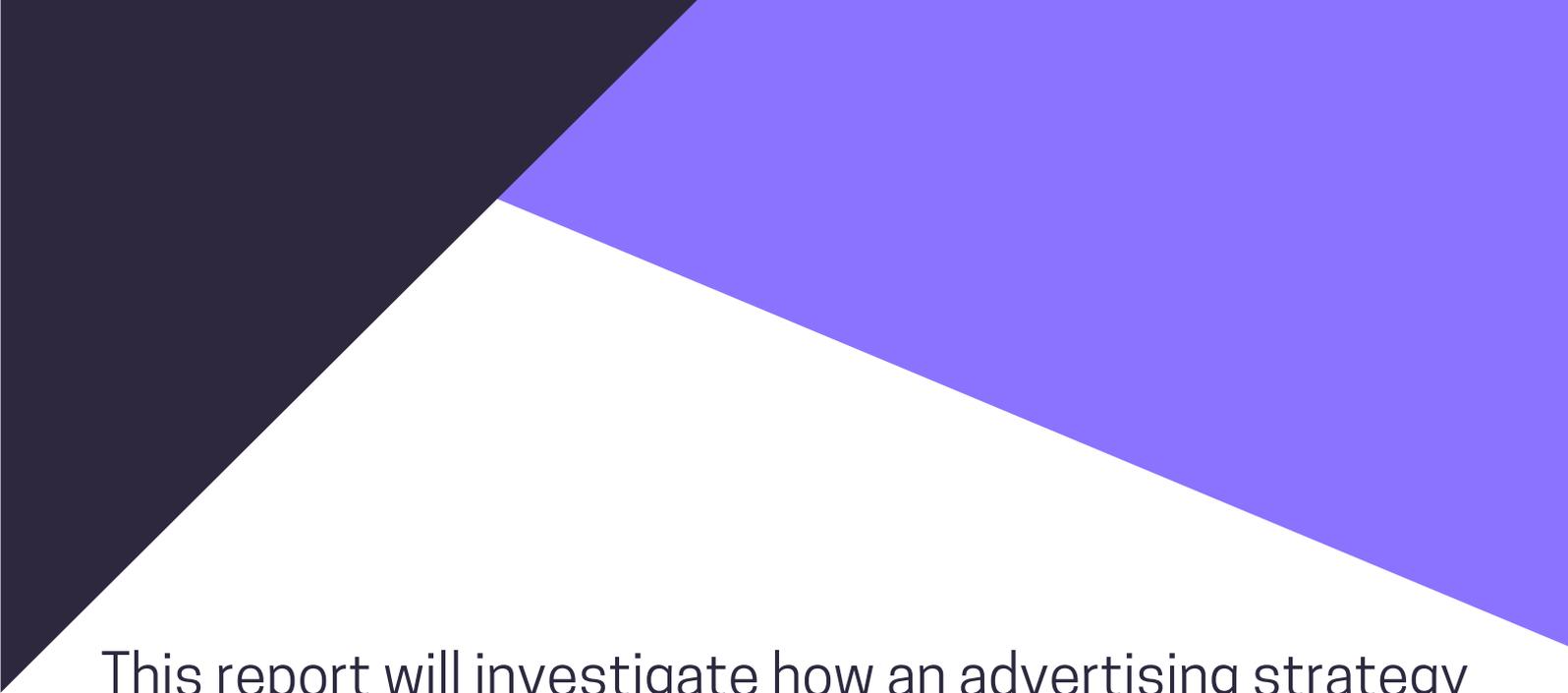
**HOW CAN AN  
EFFECTIVE  
ADVERTISING  
STRATEGY BE USED  
TO HIGHLIGHT THE  
IMPORTANCE OF  
MENTAL HEALTH  
AWARENESS AND  
PROMOTE  
WELLBEING?**

**EMMA LOUISE  
KENTISH-TURBEFIELD**

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# INTRODUCTION



This report will investigate how an advertising strategy can be used to create a campaign which highlights the importance of mental health awareness, reduce stigma towards mental health issues, and promote wellbeing to an audience. The research will address how best to create a digital mental health campaign that encourages user engagement, looking primarily at targeting users of social media, and more specifically Instagram, between 18-29.

The Department of Health states that 1 in four will experience mental health issues at some point in their lives. This is a large portion of the population, yet in the U.K, there is still a level of stigma related to mental health conditions, especially in relation to the U.S, where therapy is considered a normal part of life. This report will look more closely at the facts regarding mental health, it's relation to COVID-19, and stigmatism, to assess how best to highlight mental health and wellbeing.

There are approximately 45 million social media users in the U.K and as of January 2021 there were 31 million Instagram users in the UK. This is an increase from 24 million 12 months ago (Avocado Social, 2021). Over the course of the pandemic, lives moved online, with the average user in 2020 spending 2 hours and twenty-four minutes a day on social media (Tech Radar, 2021). As such, supplemented by the research found, the main focus will be on social media as campaign platform.

In 2019, 56.4% of advertising expenditure in the UK was on digital advertising (Marketline Advantage, 2020). This number is only expected to grow, as internet connection becomes more and more of a necessity, especially since the pandemic. For these reasons, there will be more of an emphasis on digital over print marketing.

This report will analyse the best course of action when creating a digital campaign to promote mental health awareness, through careful and considered research.

# **RESEARCH AIM & QUESTIONS**

# RESEARCH AIM

How can an effective advertising strategy be used to highlight the importance of mental health awareness and promote wellbeing?



# RESEARCH QUESTIONS

What makes an effective advertising campaign?

What advertising methods effectively engage the audience?  
How can a campaign be tailored to different audiences?

How can the importance of mental wellness be communicated effectively to an audience?

How do other successful mental health campaigns effectively communicate a message?

What are the considerations for design when deciding how to communicate this message?



How has COVID-19 affected the need for mental health services?

What are the contributing factors to mental health concerns during the pandemic?

How will this change or remain the same post pandemic?

What are the opportunities when developing a campaign of this nature?

How could this benefit the user?

How could this benefit charities and the government in helping people?

What are the challenges faced when communicating mental health awareness to an audience?

How does stigmatism affect people's likelihood of seeking mental health advice?

What are the demographics of the public who are least likely to seek mental health advice?

# LITERATURE REVIEW



This review will be exploring how the combination of advertising and mental wellness would best address how an ineffective advertising strategy can be used to highlight the importance of mental health awareness and promote wellbeing, through the compilation and analysis of literature. This text will be looking at what makes an effective advertising campaign and how it can be tailored to a range of audiences. In addition, it will show how an advertising strategy can inform the public of the importance of mental wellness and how COVID-19 plays a part in requiring adequate mental health services. This study will assess how to create a successful advertising strategy, which can be used to benefit a charity, or governing body, to communicate a message of importance, relating to mental health awareness and wellbeing.



# WHAT MAKES AN EFFECTIVE ADVERTISING CAMPAIGN?

To define how a campaign of this nature should be strategised, it is important to identify what factors make for valuable, profitable advertising. Utilising the most effective advertising strategy would help to capture the audience that would most likely benefit from the campaign.

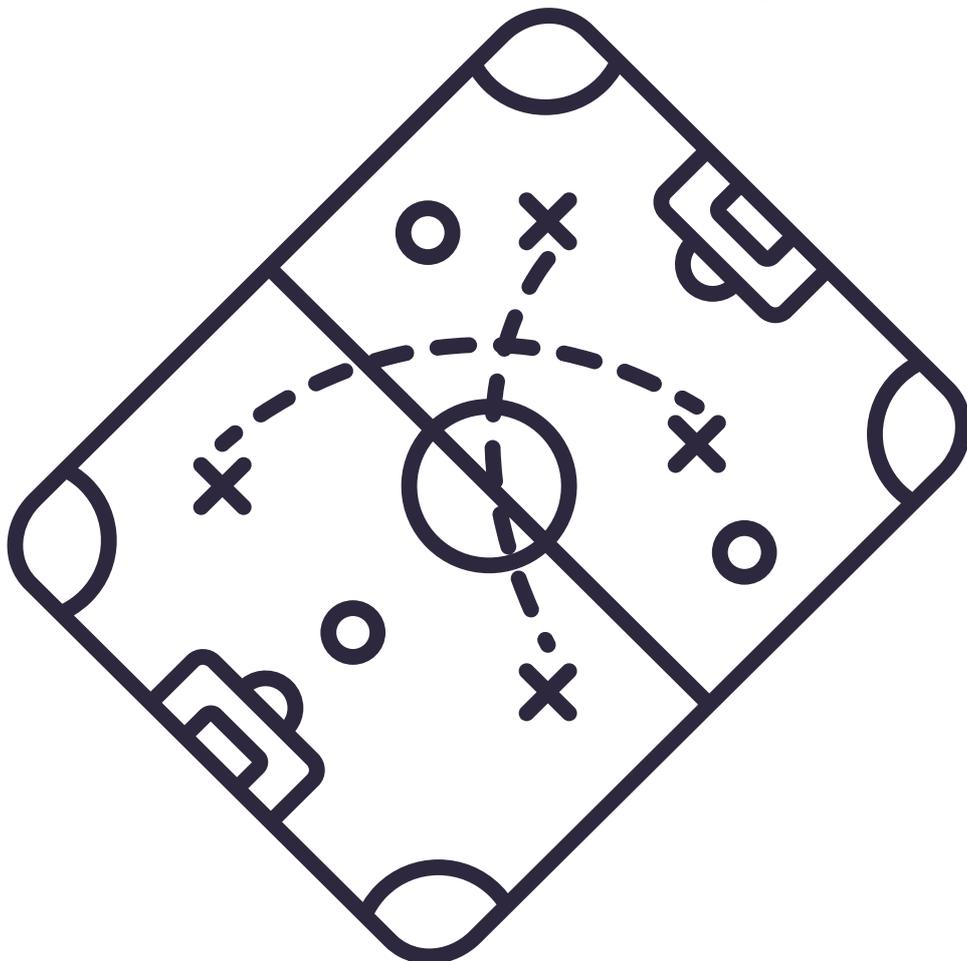
# Objectives of Advertising

According to Marketing Mentor (2021), advertising has three main objectives: To Increase awareness about your product, service or brand, to persuade the public to buy the product, and to keep your brand in the public eye. Klenke, (2015), states that “The biggest difference between good and bad advertising is whom the ads and campaign are focused on. Yet most business owners blindly chase the idea that there’s a “one size fits all” solution for advertising, but this actually isn’t the case.” It is a common mistake to create generic ads that do not speak the language or grab the attention of your potential customer, but should be geared towards your niche market (All Business, n.d).



# Advertising Strategy

Using strategic tools can be vital in attaining the right audience, and encourage user engagement with the company, product or service. CoSchedule, n.d, states that 74% of marketers set goals - and with good reason. Marketers that set goals are 376% more successful than those that don't. 64% of marketers have a documented strategy, and those that do are 313% more successful (Appendix A, figure 1). Two analytical processes have been identified as being useful for successful project planning - SMART objectives and SWOT analysis.



# SMART Objectives

SMART objectives are a tool designed to help organisations and individuals set objectives in an effective and productive manner (The Chartered Management Institute) as well as be able to measure development and success (Reddy, 2016). These objectives are Specific, Measurable, Achievable, Realistic and Time-bound (Marketing Mentor, 2021).

SMART objectives will be used to guide the planning of the mental health campaign in a structured way. Being too vague with the planning can lead to setbacks.

**S**

Create a digital mental health campaign, using social media (Instagram) to target young adults aged between 18-29.

**M**

Aim to get at least 15 people to interact with this campaign by creating engaging content that encourages shares. This can be done using templates, photo filters,

**A**

Using Instagram, a popular social media platform for the age range this campaign is aimed at, it will be able to reach this chosen demographic with ease.

**R**

Aiming for 15 people to interact in some way over such a short period of time is realistic. This could be achieved through likes, using the photo filters or the templates.

**T**

This campaign will span from mental health awareness week in May to June 25th.



# SWOT Analysis

A SWOT analysis is used to identify internal strengths, weaknesses, external threats and opportunities (Marketing Mentor, 2021) which can help a team make sound marketing decisions that directly drive better results (Palmere, 2019). Marketing91 has a wide range of SWOT analyses on large companies, in a wide range of sectors, including the likes of Nike, Dell, Costco, Microsoft, as well as many banks and airlines. Two of these have been visualised (Appendix A figures 2 & 3). Creating a SWOT analysis within a marketing plan would be beneficial to the outcome of any decisions made within a company to improve efficiency, gain better financial performance, and minimise risk (Kaushik, 2019)

# Design Thinking

Design thinking is a human-centered approach to innovation, used to understand the consumer needs, create rapid prototypes, and generate creative ideas (Ideo), while at the same time, providing a solution-based approach to solving problems (Interaction Design Foundation, 2019). The Stanford d.school design thinking process model emphasises an empathetic approach to the design thinking process (see below).

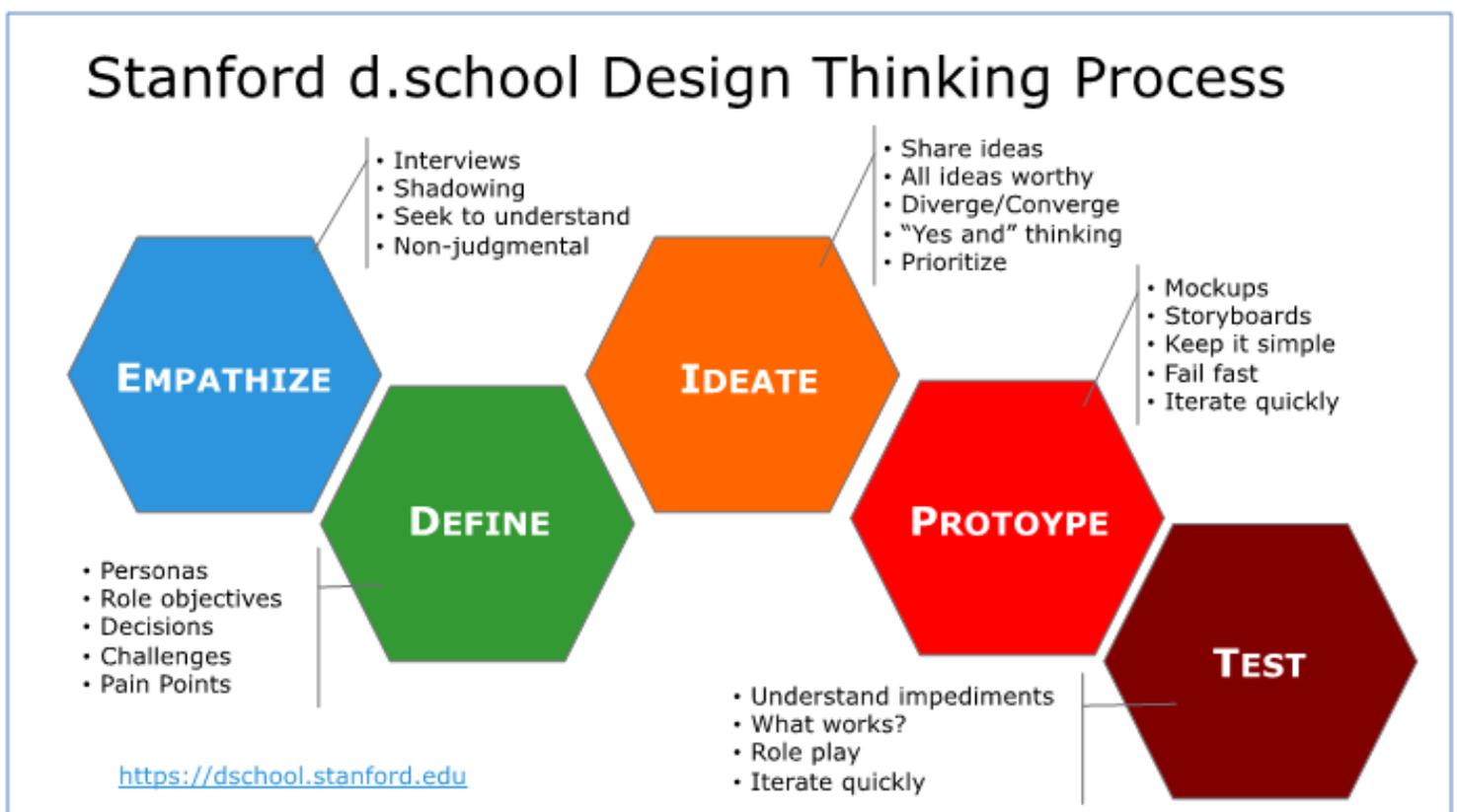


Figure : Stanford d.school Design Thinking Process (2021)

Stanford d.school defines design thinking as a methodology for creative problem solving. This model focuses on five core points - empathize, define, ideate, prototype and test. Although this model is designed in a linear way, each point can be revisited as required. An adaption has been created of this model on how it can be used in a non linear way, as well as including alternative details on how to approach design thinking (see below).

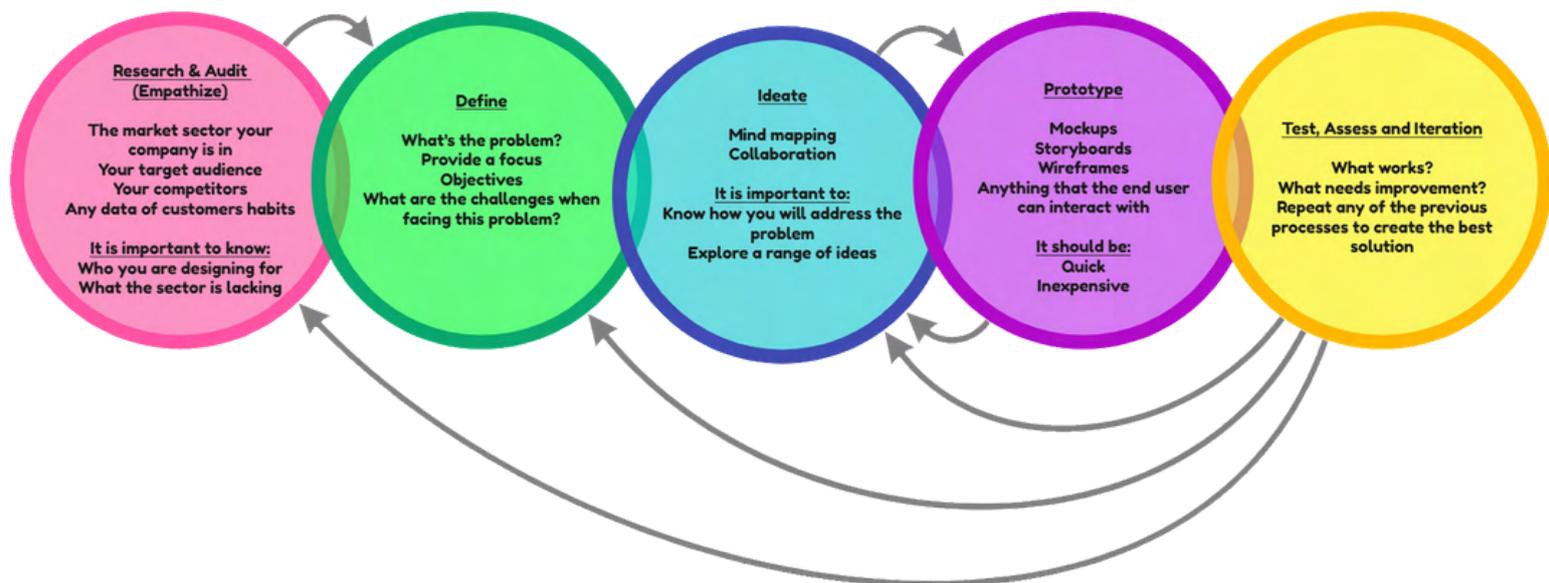
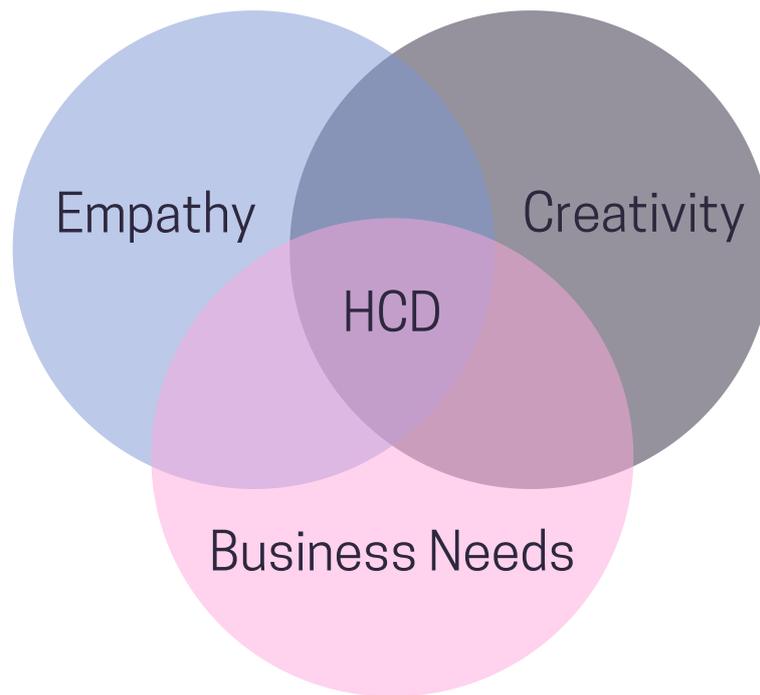


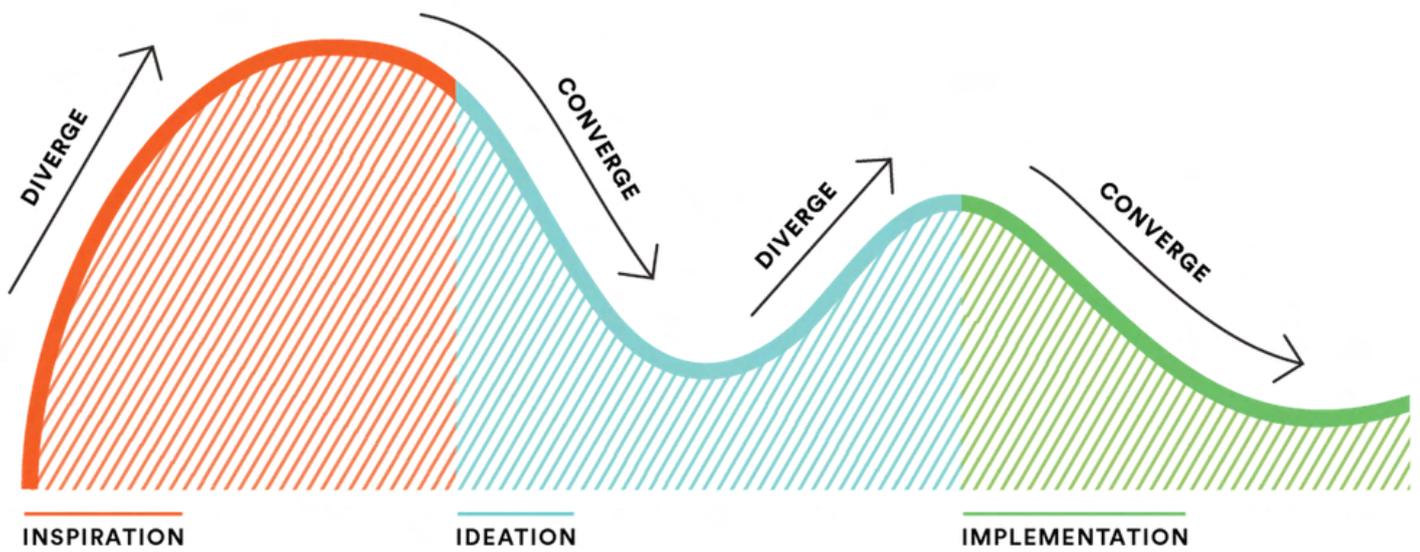
Figure 2: Stanford d.school Design Thinking Process (2021) adapted by Turbfield, E (2021).

# Why is human centred design important?



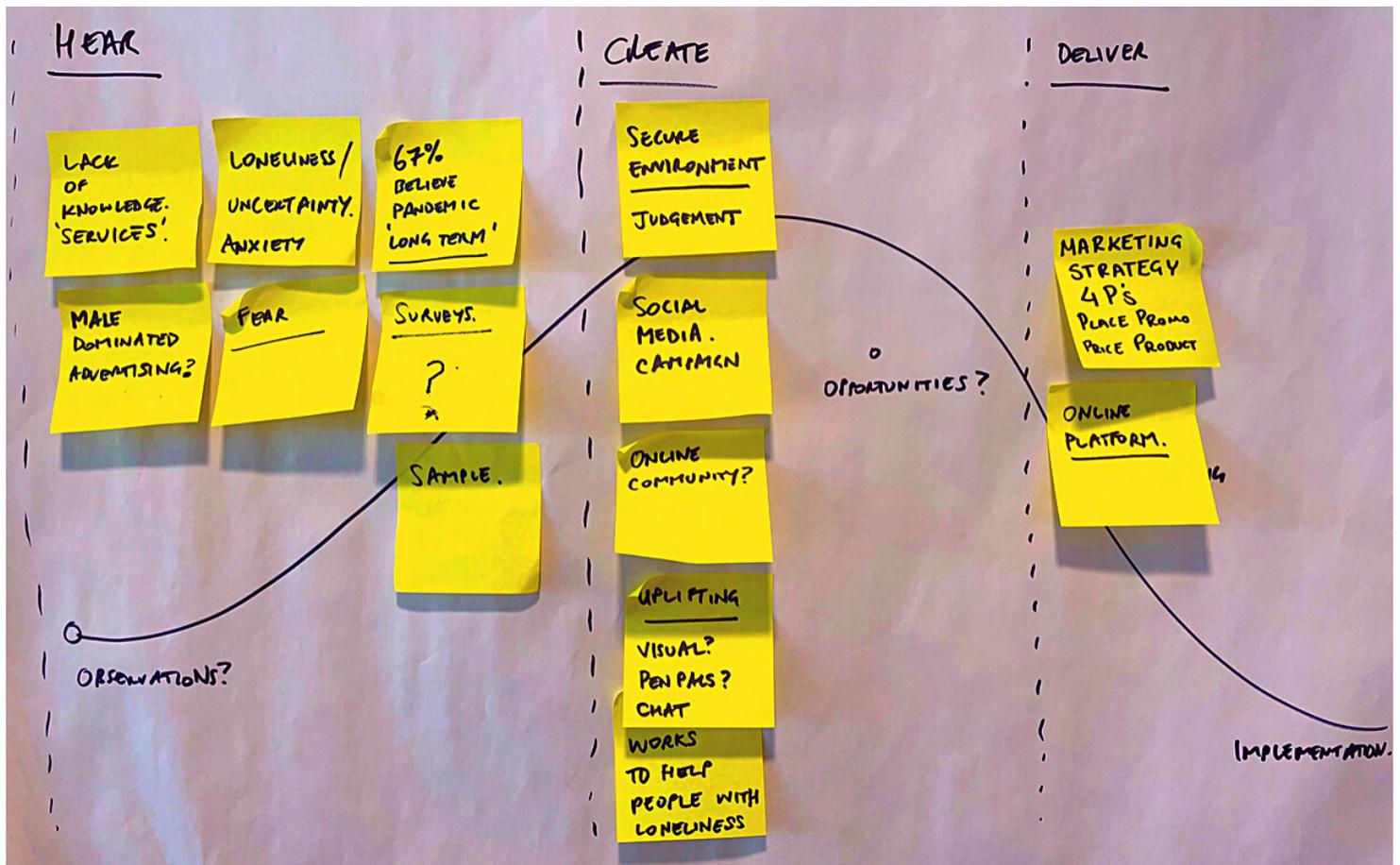
A human centered approach to design is an important consideration to make because it puts the client or user first by taking the time to understand their actual needs, problems, desires and goals, which leads to the creation of products that will solve people's issues and help them lead easier lives (Avian Design, 2020). IDEO, a design company which leads the way for human centered innovation, has created a useful tool in this area which can be utilised to create a more human centered thinking process to design, which is shown in the next page.

Human-centered design lies at the intersection between empathy, creativity, and business needs (Babich, 2020).



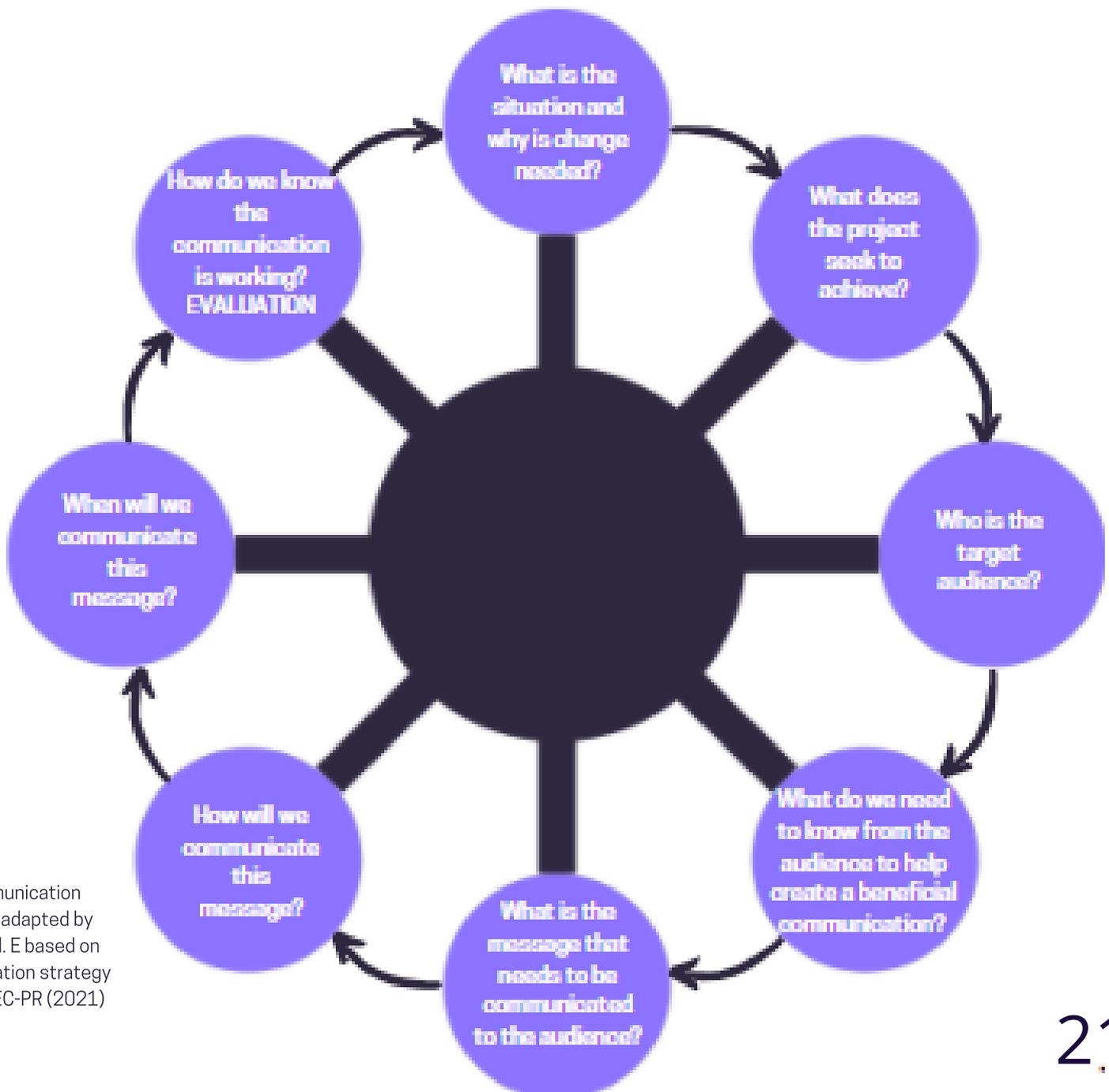
IDEO's Human Centered Design Diagram (n.d)

For an advertising campaign relating to mental health and wellbeing to be successful, it requires an empathetic approach. Using the model above, a human centered approach has been applied to address a mental health campaign.



# Tailoring a campaign to the audience

Tailoring a campaign to the audience would be achieved through a clear communication strategy. A communication strategy is used to plan the message, outlines who needs to see it, how it will reach them, and measures how they respond to it (Marketing Mentor, 2021). Below is an adaption of a model by EC-PR (Appendix A, figure 4).



A communication strategy adapted by Turbefeild. E based on communication strategy model by EC-PR (2021)

Based on the model on the previous page, a communication strategy has been set out for a digital mental health campaign which aims to target young adults between 18-29.



# Design and branding considerations

Branding is used to clearly deliver a message, confirm the brand's credibility in the marketplace, emotionally connect target prospects with a product or service, motivate the buyer to make a purchase, and create user loyalty (Lake, 2021). Considering colour ways and typography which speak to the audience is important, as often, colour is psychologically associated with certain demographic groups or industries (We Are Kymera, n.d).

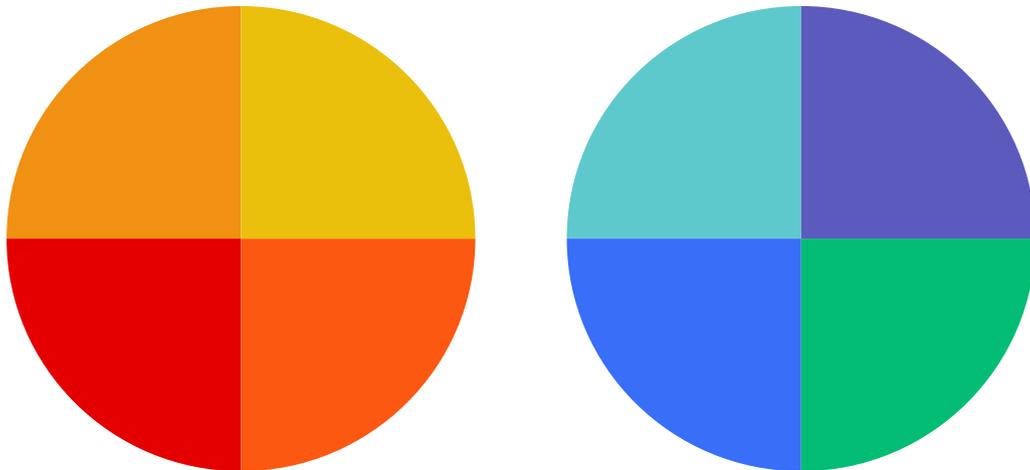
A company which excels in these aspects is Coca-Cola. Their branding is highly recognisable and the repeated use of Santa Claus and the Coca-Cola Christmas truck (Appendix A, figures 5 & 6) in their winter holiday advertising, has created a recognisable brand and advertising strategy that encourages user engagement with the product (Marketing Week, 2020).

“We are the brand that is associated with Christmas and we want to live up to that. We have a responsibility to make everybody’s Christmas special” (Robbens, 2020).

# Colour Scheme

Colour can be used to invoke an emotional and thought provoking response to design. When deciding how a brand wants to portray themselves, colour can be an important component to entice the desired audience. The use of colour can inform how the viewer should feel, so from a branding perspective, they should represent the purpose and personality of a product or brand.

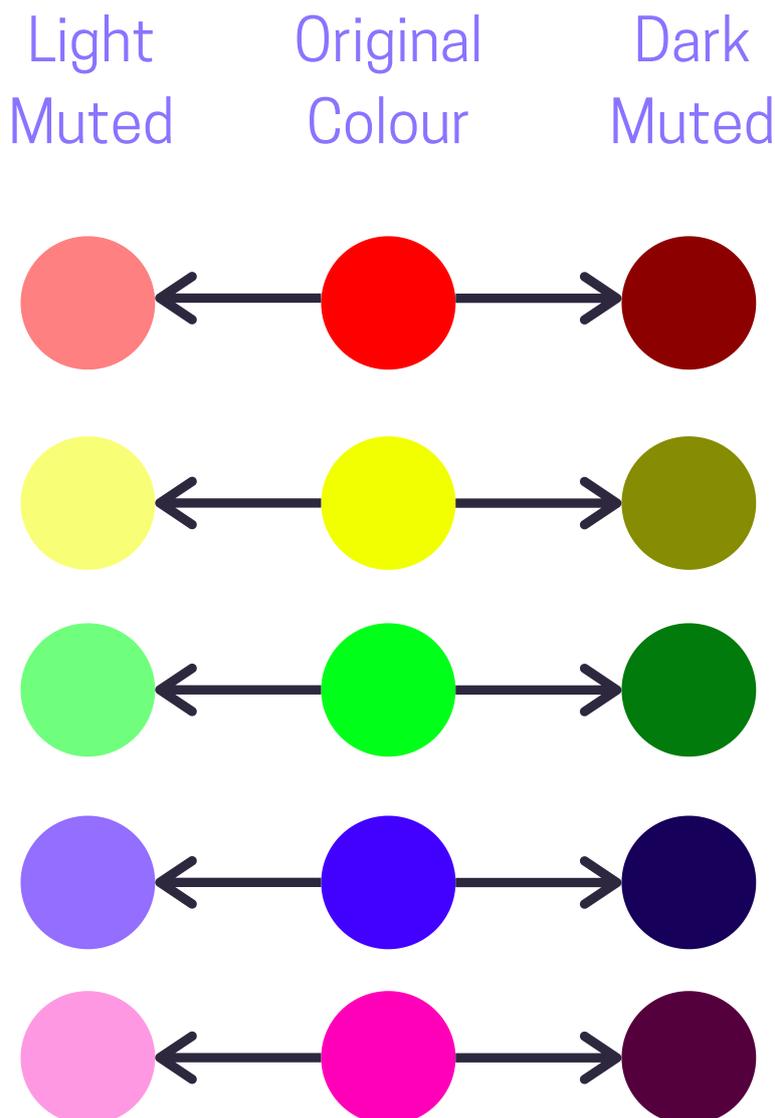
(Canva, 2021)



There is a common perception that red, orange, yellow, and brown hues are warm, while the blues, greens, and grays are cold. This is an emotional response to colour (Britannica, n.d) and as such, a colour pallet should be carefully considered for an sensitive campaign, like mental health, to get the best response.

# Colour Trends

Cass (2020) states that there has been a distinct shift away from bold colors and that brand design trends now favor muted colors. These are softer hues that are mixed with either a black or white base. This takes the edge off the color so it doesn't look as bright to something more natural, safe and soothing.

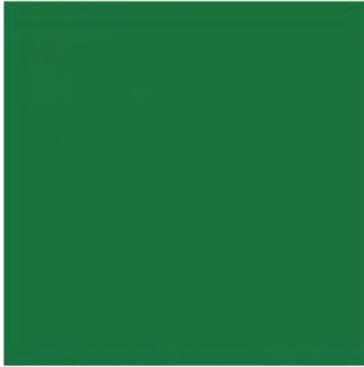




#926aa6



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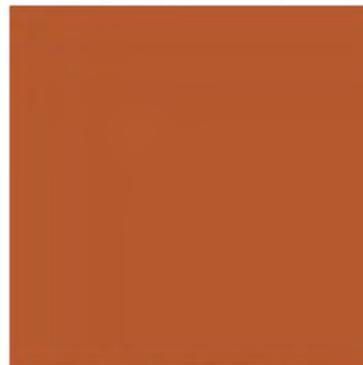
#1b7340



#0072b5



#f19828



#b55a30



#a0daa9



#e9897e



#fdac53



#9bb7d4

Canva predicts that these colour swatches will be trending in 2021.

The muted colours and earth tones are very visually appealing and could have a calming effect on the audience when used for branding in a mental health campaign.

(Colour swatches for 2021, Canva)

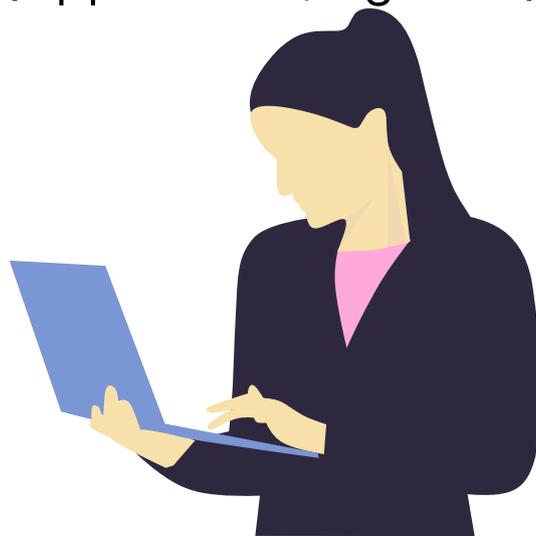


An example of colour schemes which would look effective within a mental health campaign, with the palest shades as backgrounds, the brighter tones as graphics, darker tones as font colour.

# Digital Strategies

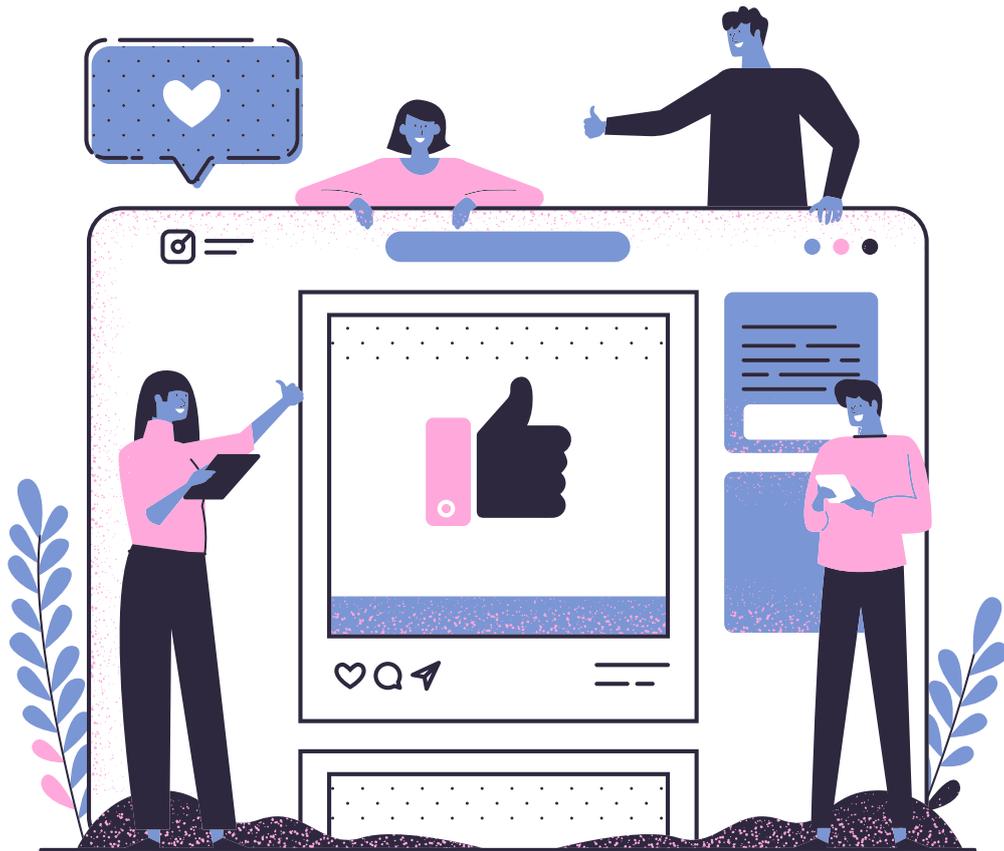
"In the digital age, it is absolutely essential for your business to have an online presence. Whether it's a website, an e-commerce platform, a social media page or a combination of all three, getting your company online will reap major benefits" (Chrysalis Communications, n.d)

Social media plays a huge role in the public's daily exposure to advertising, with 45 million social media users in the U.K (Avocado Social). It's no secret that taking business or advertising online can be one of the most best ways to be heard by an ever growing online population. Digital marketing strategies can cover a variety of different platforms, such as targeted online adverts, email marketing, and social media to name a few. This approach is outlined in the model on the next page, adapted from a model by Marketing Mentor (Appendix A, figure 7).





Digital Marketing Strategies, adapted from Marketing Mentor, Turbfield. E (2021)



"The number of technology users has increased. Among the expanded audience: children, the elderly, individuals with physical disabilities, and those who were skeptical about replacing in-person with digital interactions. Designers will need to consider the different needs of these users as they create and improve digital channels."

(MacDonald, Shiever, Rekhelman, Raza, Gerrard, and Heacock, 2020)



**HOW CAN THE  
IMPORTANCE OF MENTAL  
HEALTH AND WELLNESS  
BE COMMUNICATED  
EFFECTIVELY TO AN  
AUDIENCE?**

## What is mental health?

The World Health Organization describes mental health as “a state of well-being in which an individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and is able to make a contribution to his or her community.”

# What are the facts regarding mental health?

Research suggests that 1 in 4 young women and 1 in 10 young men have self-harmed at some point in their life. People who self-harm struggle to access support – with only 38% of people who self-harmed receiving medical and/or psychological support. (Samaritans)

Approximately only 1 in 8 adults with a mental health problem are currently getting any kind of treatment and the most common treatment offered is psychiatric medication. (Mind)

Suicide is the second leading cause of death among 15-29-year-olds. People with severe mental health conditions die prematurely – as much as two decades early – due to preventable physical conditions. (World Health Organization).

# Factors that Contribute to a Sense of Wellbeing



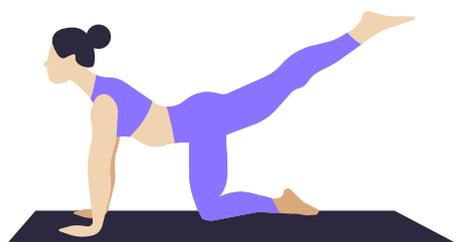
Friendship



A fulfilling career



Enough money



Sleep, exercise and nutritional diet



Self esteem



Hobbies



Happy intimate relationship with a partner



Sense of purpose and belonging

# Mental health campaigns that engage the audience

## U OK M8? - LadBible

'U OK M8?' is a mental health campaign run by the LADbible, first launched in 2016, with the aim of driving conversation between young people about mental health. Their first campaign featured a video series called 'Everyday Heroes', which featured influential men sharing their struggles with anxiety. This campaign reached over 36 million people, with 4.8 million video views and 825 thousand social engagements (LADbible). Over 50% of all British men between 18 and 25 follow TheLadbible on social channels (van Lane, 2019) and in the UK, suicide is the highest cause of death among men under the age 50.

It's for these reasons that LADbible's campaign was necessary but also managed to reach so many people.

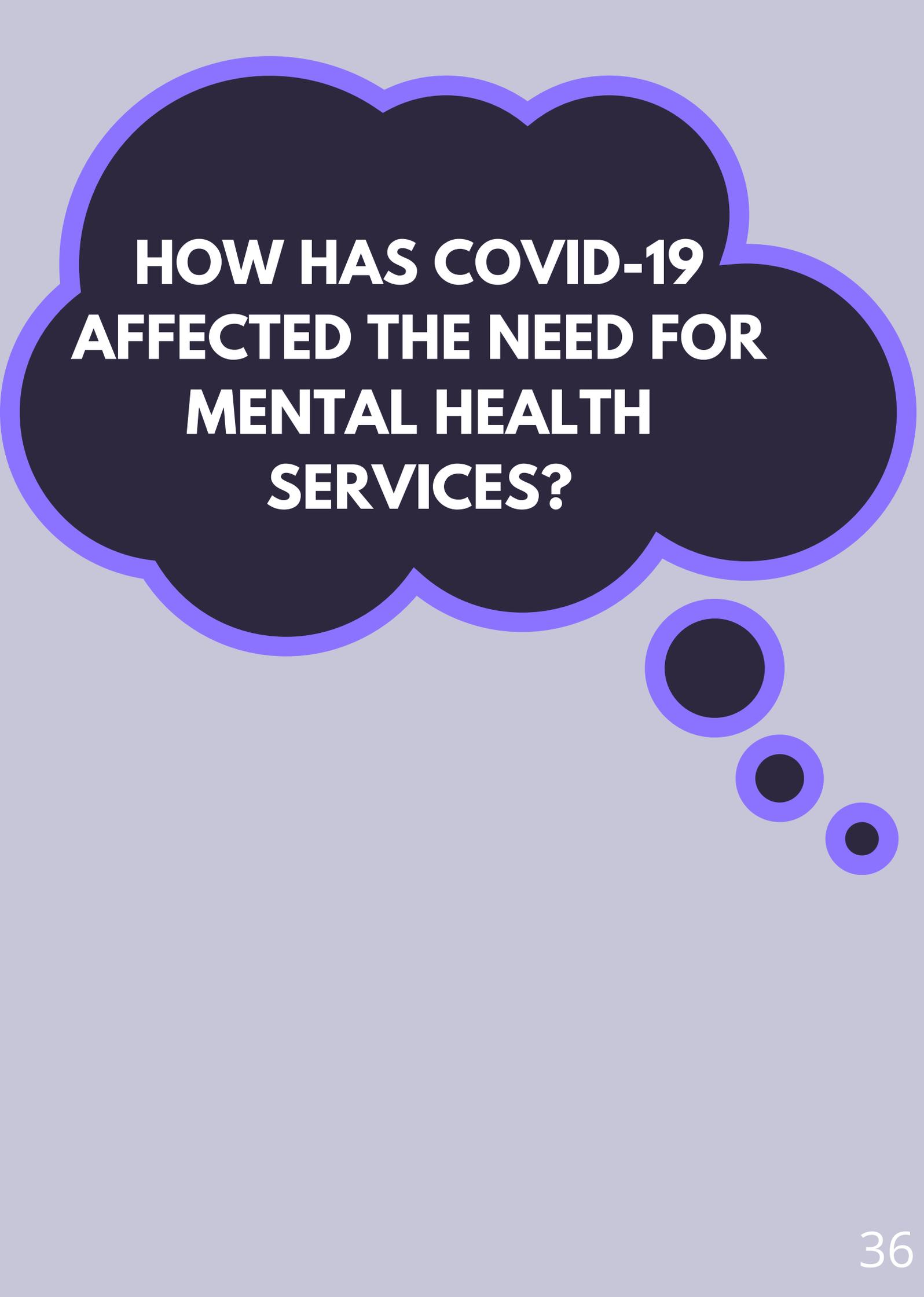


# Mental health campaigns that engage the audience

## Wise Up - Young Minds

Young Minds is a mental health charity aimed at providing mental health support for young people. In their campaign 'Wise Up', the aim was to shine a light on mental health issues in schools and calls on the government to "rebalance the education system to make the wellbeing of students as important as academic achievement" (Young Minds, n.d).

Since the launch of the campaign in 2017, Young Minds has managed to make the government more aware of the situation by sending an open letter, which gained 10,000 signatures, made a report to the government where over 40 members of parliament showed their support, as well as make arrangements with Ofsted, through an open letter which gained 22,000 signatures, to discuss the changes needed to support students (Young Minds, n.d).



**HOW HAS COVID-19  
AFFECTED THE NEED FOR  
MENTAL HEALTH  
SERVICES?**

# What are the facts relating to mental health and COVID-19?

Almost one in five adults (19.2%) were likely to be experiencing some form of depression during the coronavirus (COVID-19) pandemic in June 2020; this had almost doubled from around 1 in 10 (9.7%) before the pandemic (July 2019 to March 2020). One in eight adults (12.9%) developed moderate to severe depressive symptoms during the pandemic, while a further 6.2% of the population continued to experience this level of depressive symptoms; around 1 in 25 adults (3.5%) saw an improvement over this period. Adults who were aged 16 to 39 years old, female, unable to afford an unexpected expense, or disabled were the most likely to experience some form of depression during the pandemic. (Office for National Statistics, 2020).

Research has found that since the restrictions began, people with a diagnosed mental health condition have been three times more likely to have had suicidal thoughts, self-harm or attempt suicide, than those without a mental health diagnosis (Samaritans).

# COVID-19 and Technology

Throughout the pandemic, the world has had to adjust to a digital life, finding that the only way that is possible to socialise is through the internet. For many, this has been the only gateway to the outside world.

Although that more face-to-face situations are becoming possible as time goes on, especially since the release of vaccines, it may be true to say that many won't see that benefit for a while.

Mintel has found that the use of health technology had increased throughout the pandemic, with 50% of participants using meditation or mental wellbeing apps more often (Appendix A, figures 8, 9 and 10).

The BBC (2020) states that Strava, which had 73 million users at the time of the article, said each month in 2020 an average of two million had been registering with its app for the first time. Dr Jill Owen, a sport psychologist said that "At a time of inconsistency and uncertainty, exercise has allowed positive routines to be continued or created with a healthy focus and a sense of community." (BBC, 2020)



**WHAT ARE THE  
OPPORTUNITIES  
WHEN DEVELOPING  
A CAMPAIGN OF  
THIS NATURE?**

# How can a campaign benefit the public?

Creating a digital campaign has the potential to be accessible to a large percentage of young people. According to Statista, YouTube had the most reach at 82%, out of all social networking sites by those aged between 15 and 25 (Appendix A, figure 11). This is followed closely by Facebook, WhatsApp and Instagram, at 80, 79 and 76% respectively (2021). To target a campaign to a younger audience, using social media and digital channels would be a very effective way of getting to that demographic.

One of the most important opportunities that is created when starting a campaign highlighting mental health issues and wellbeing to an audience is that it starts a conversation.

According to the NHS, there are a few key elements for success that can be used to encourage a change in behaviour, with the use of public health campaigns. The most relevant ones are outlined on the next page.

- Using theoretical models in developing interventions
  - Targeted and tailored (in terms of age, gender, culture, etc), making use of needs assessment or formative research
- Providing basic, accurate information through clear, unambiguous messages
- Joining up services with other community provisions, eg providing transport links from community centres to clinics, or situating health services in accessible community settings
- Working with community members as advocates of appropriate services
  - Addressing peer norms and social pressures.

(NHS, 2004)



**WHAT ARE THE  
CHALLENGES FACED  
WHEN COMMUNICATING  
MENTAL HEALTH  
AWARENESS TO AN  
AUDIENCE?**

# Stigmatism

Corrigan, et. al, states that many people with serious mental illness are challenged in more ways than just the disability itself. They are also challenged by the stereotypes and prejudice that result from misconceptions about mental illness. Due to the condition itself, combined with the stigmatism of these issues, people with mental illness are robbed of the opportunities that define a quality life. This includes being able to get good jobs, safe housing, and satisfactory health care.  
(Corrigan, et. al, 2002)

Stigmatism around mental health comes from a lack of understanding and education. People can have misconceptions and this leads to dismissive, offensive or hurtful language (Mind).

Stigmatism is a major challenge when trying to communicate mental health awareness to an audience. This can be combatted by showing people reliable information, talking about personal experiences and getting involved with a campaign (Mind).

# LITERATURE SUMMARY

In order to create the most successful advertising, creating a plan that utilises a variety of strategic models is an effective way to understand the best course of action in terms of delivering a successful campaign. The aim of a campaign of this nature would be Marketing Mentor's first objective - to increase awareness about your product, service or brand. In this case, it would be to increase awareness of mental health. SMART objectives and SWOT analysis are important tools to use to effectively set goals in a productive manner and make more informed decisions on how a project will be undertaken.

For a campaign of this nature, a human centered approach is necessary, and can be applied through the use of the IDEO or d.school human centered design models. These models encourage an empathetic approach to a design problem, which is a principle though process when dealing with a sensitive subject such as mental health.

The branding of any company or campaign should be carefully considered, to make the best impressions possible that will attracted the audience you are looking for. Colour schemes can inform an emotional response so its important that the right message is put across through the design and branding. Colour trends for this year consist of a muted colour pallet and pastel tones. There has been a distinctive shift from bright colours to a paler, minimalistic colour pallet.

Throughout the collection of literature, it became apparent that a digital advertising strategy might be the best course of action, in an increasingly digital world. With 45 million social media users in the U.K, more and more companies are taking their businesses to the digital world. Digital marketing can take many forms, through social media, targeted ads, email, mobile and influencers, and especially since the beginning of the pandemic, these forms of marketing are more important than ever before.

Mental health is a big issue, with suicide being the second biggest cause of death among 15-29 year olds, and the biggest cause of death for men under 50. A number of factors have been identified as helping people feel a sense of wellbeing. These include friendship, enough money, fulfilling career, self esteem, hobbies, relationship, self care and a sense of purpose.

Two campaigns have been identified as being engaging to the audience - 'U OK M8?' by the LADBible, and 'Wise Up' by Young Minds. These two campaigns had different audiences and different aims, but made a difference in those areas. With a video series by LADBible, the 'U OK M8?' campaign managed to reach over 36 million people, and the 'Wise Up' campaign by Young Minds has sent an open letter to the government and Ofstead and gained the support of over 40 members of parliament to better support students mental health and wellbeing.

The difference that COVID-19 has made to the mental health of the public is concerning, with almost one in 5 adults experiencing some form of depression during the Coronavirus pandemic, in June 2020, and since the restrictions began, people with a diagnosed mental health condition have been three times more likely to have had suicidal thoughts, self-harm or attempt suicide, than those without a mental health diagnosis.

# **RESEARCH METHODOLOGY**

# RESEARCH METHODOLOGY

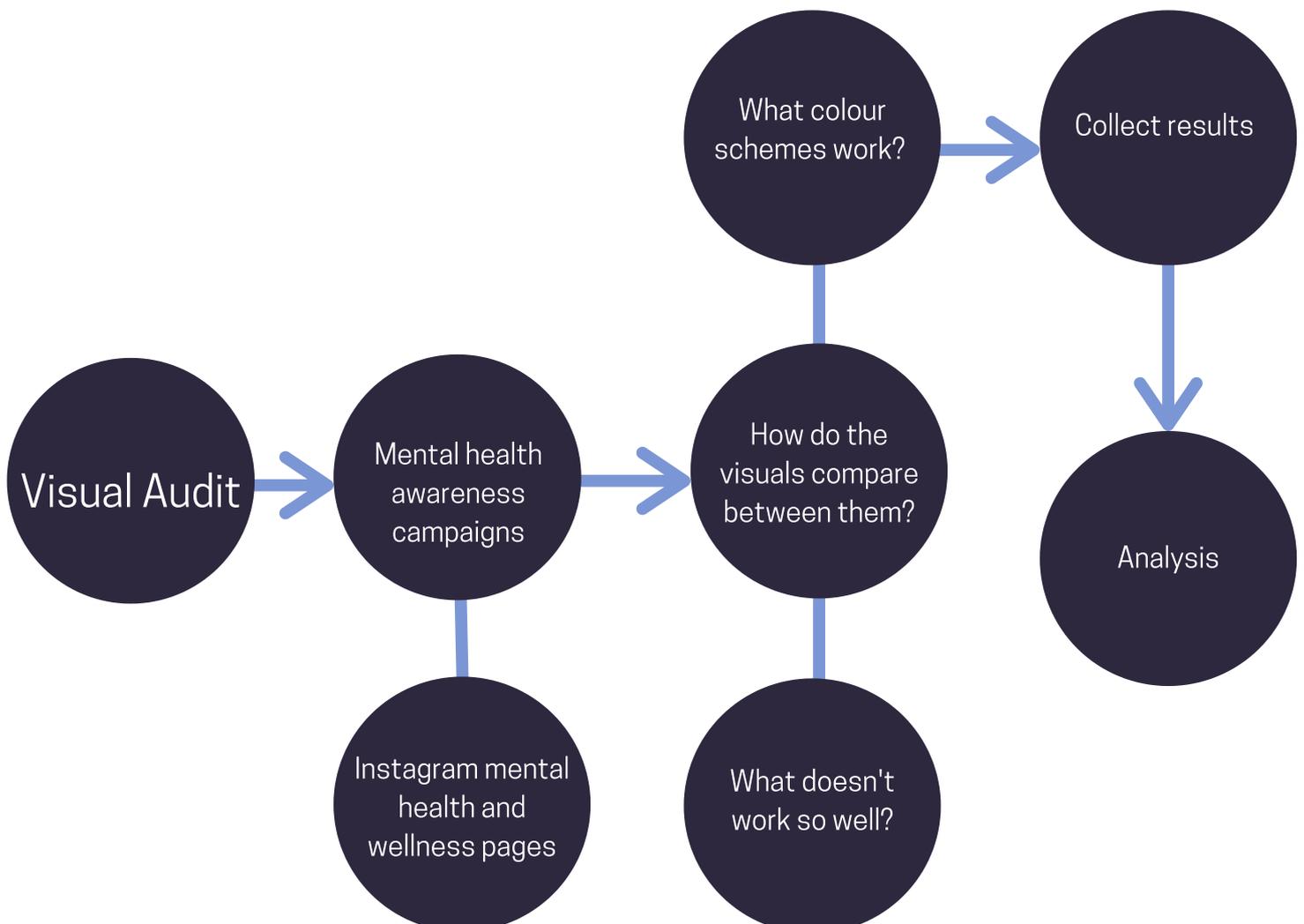
The research conducted within the literature review has been comprised of data from books, databases, online reports and websites. Marketing Mentor has been particularly helpful in understanding how to address the first research question of 'What makes a successful advertising campaign?', by providing an interesting selection of marketing models which will be used within the recommendations. Mintel has been useful for finding out more about the consumer trends, especially within digital use and how that relates to COVID-19.

The primary research will be conducted using a mixed methods approach, collecting quantitative and qualitative data through a visual audit, case studies and a survey. The survey will be used to collect data from the public about their own experiences with mental health issues to determine whether mental health campaigns are necessary, if they work in their current format, and get suggestions if they don't. The visual audit will be used to compare how successful campaigns are at creating an aesthetically pleasing space, comparing what works and what doesn't. The case studies will be used to understand charity campaigns and their methods of user engagement.

# RESEARCH METHODOLOGY

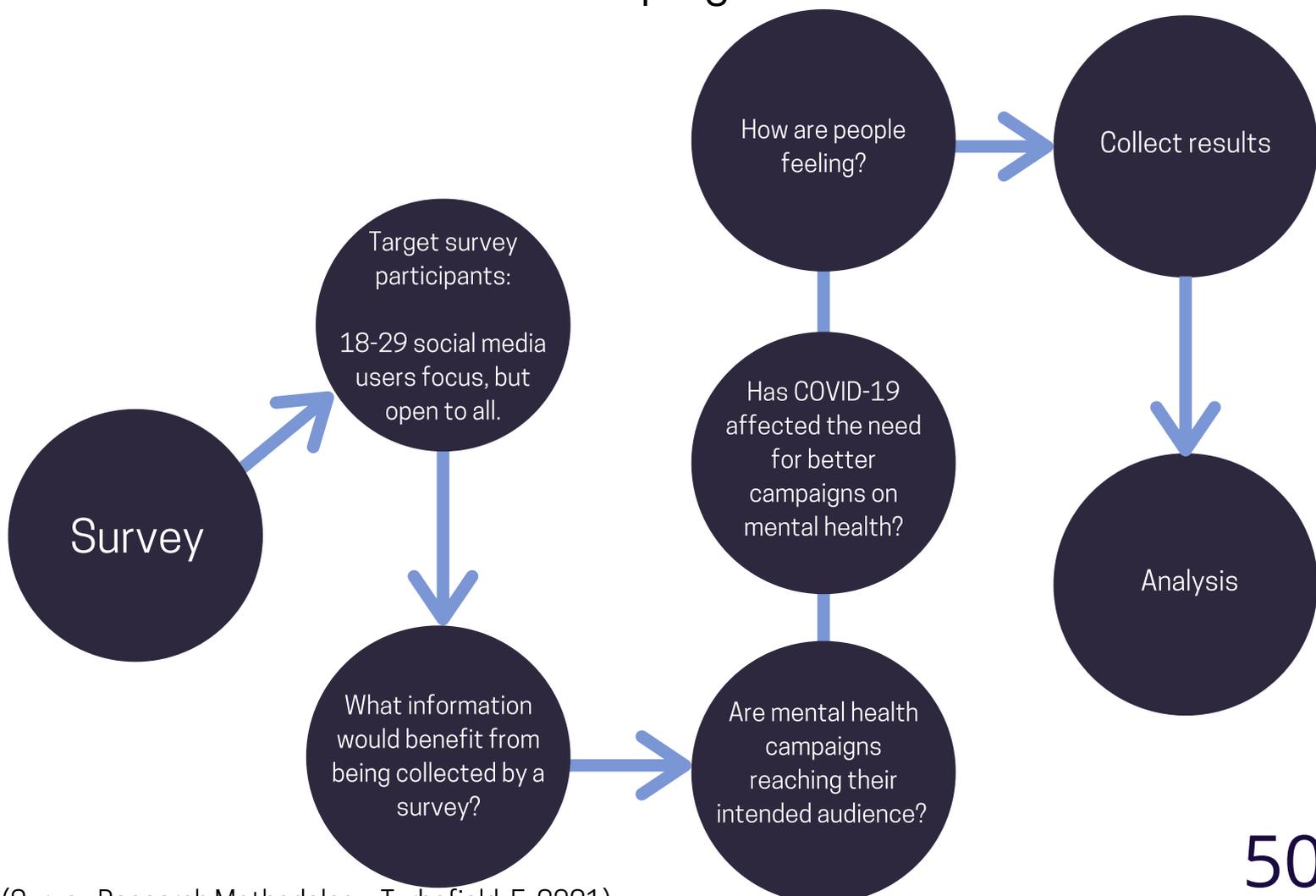
The visual audit will be looking at three core subjects:  
Mental Health Awareness Campaigns  
Instagram Mental Health and Wellness Pages

A visual audit is a review of the visual material and is used for anything related to a brand's appearance. In this case, the focus will be digital visuals, looking at websites and social media, more specifically Instagram pages.



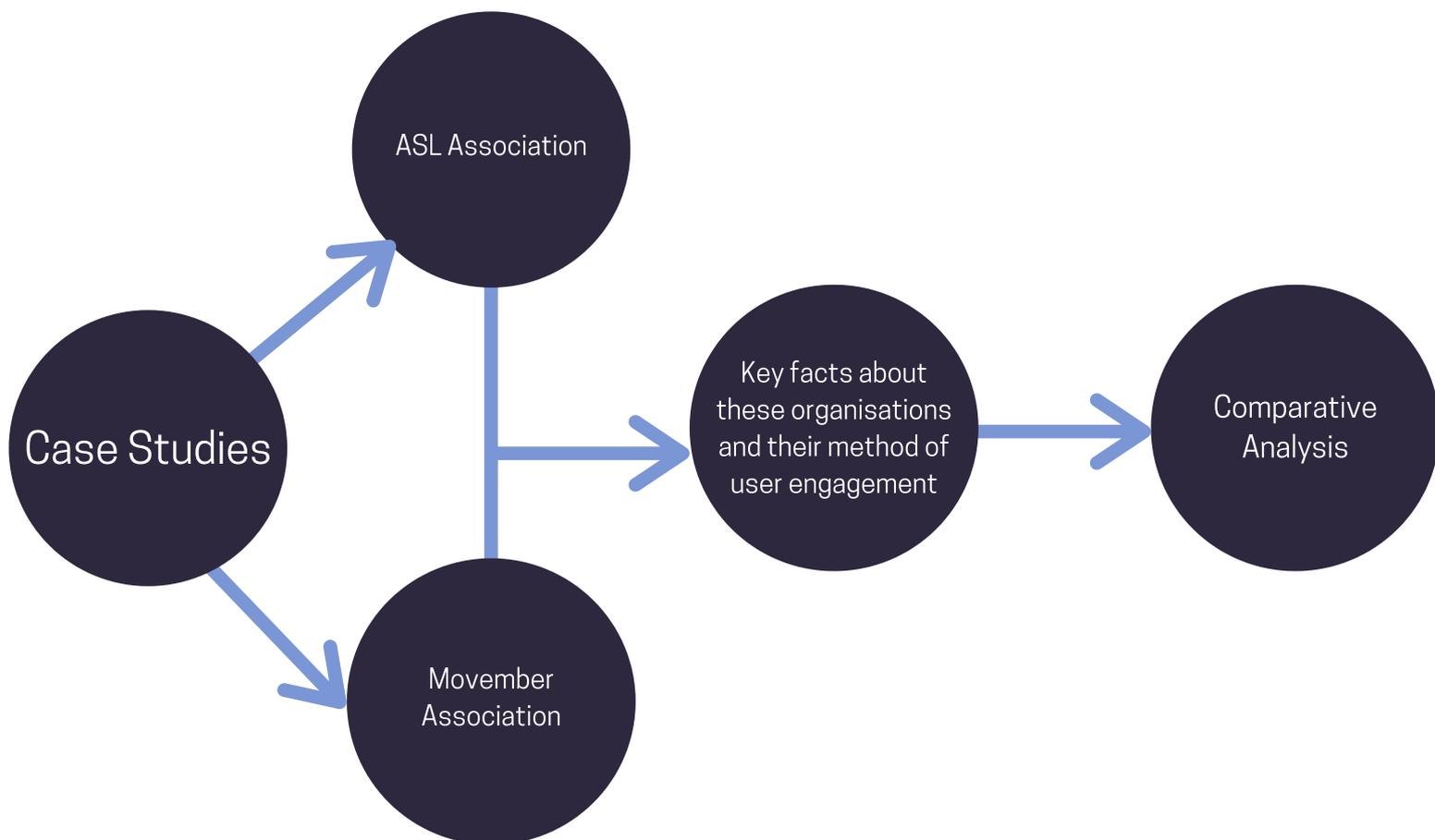
# RESEARCH METHODOLOGY

A survey will be conducted to understand the viewpoints of the possible users who would interact with a digital mental health campaign, focusing mainly on those between 18-29. The survey will be looking at data from a phenomenological view. Phenomenology as a methodology for data collection values an individual's subjective experience, focusing on emotions, feelings, beliefs and perceptions, presenting these in ways 'true' to the individual (Cottrell, 2014). This type of research will be particularly useful for the outcome of the campaign.



# RESEARCH METHODOLOGY

The case studies will be primarily used to analyse two charities, the ASL Association and the Movember Foundation, in their methods of user engagement, and how their campaigns have raised money for their causes. These are then supported by a comparative analysis between the two campaigns to address the pros and cons of each.



# RESEARCH CONSIDERATIONS

Due to the nature of this topic, there will be a number of ethical issues to consider while carrying out research.

It is important to inform any participants how their data will be collected and used for the research, to be able to make an informed decision on whether they wish to participate. This is explained in Birmingham City University's Research Ethical Framework. In particular, confidentiality (page 2, part 5.4) will be of high importance. Within the information about the survey, it is explained to the participants that the survey is anonymous, but the data collected may be used to form infographics for the campaign.

It is important when creating a campaign of a sensitive nature, such as one related to mental health awareness, to be mindful of how to present information in a way that isn't distressful for the viewer, but conveys the importance of the issue.

# PRIMARY RESEARCH

# PRIMARY RESEARCH CONTENT

Visual Audit	55
Mental Health Awareness Charities	
Instagram Mental Health and Wellness Pages	
Case Studies	65
ASL Association	
Movember Foundation	
Survey	69

The research throughout this section will be conducted by observing the visual appearance of mental health charities and Instagram mental health and wellness pages. By analysing what works and what doesn't within other campaigns, this will inform how best to present the visual appearance of this campaign.

**VISUAL AUDIT -  
MENTAL HEALTH  
AWARENESS  
CHARITIES**

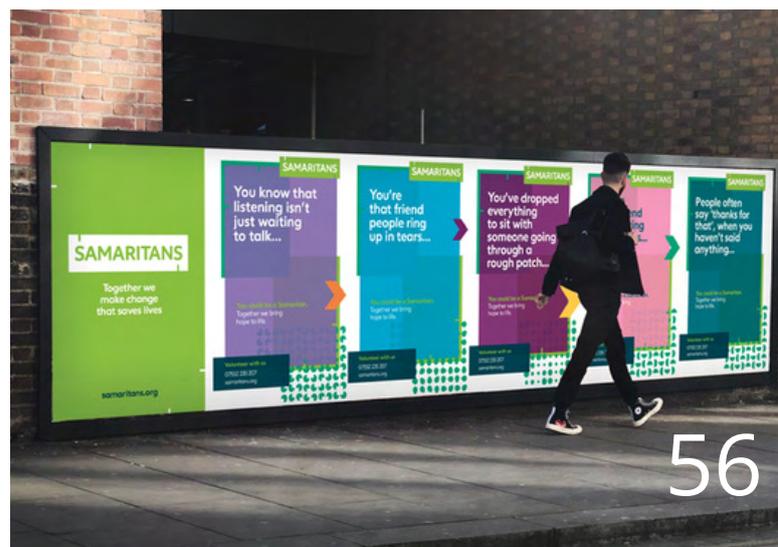
# Samaritans

The Samaritans uses a primarily green and blue colour scheme with white or blue text. The charity recently updated their branding to make their services more appealing to a wider audience. Pre-rebrand, the logo was outdated and their ability to come across as anything other than a basic listening service was lacking. This is also shown in their advertising. The use of colour and design since the re-brand makes the advertisements eye catching and appealing.

Before



After



The website boasts a sleek look with bold headings and their contact details are clearly shown on the homepage.

Clear navigation and contact details are particularly important when dealing with people who may be in danger and in need of their services. The slightly muted colour scheme with a white background is inviting, bold without being overwhelming or childish.



SAMARITANS



Donate now



Contact a Samaritan

How we can help ▾

Support us ▾

Search our website



## We're waiting for your call

Whatever you're going through, a Samaritan will face it with you. We're here 24 hours a day, 365 days a year.



Call 116 123 for free

[Other ways you can get in touch >](#)

# Mind

In contrast to the Samaritans, Mind went for a bolder brighter look, with pastel accents. This is an eye-catching colour scheme, and is part of their branding which the public are familiar with. However, it feels overwhelming and would have benefitted better visually with a muted blue. The overall look of the website is very cluttered and has too much going on visually to catch the eye. As design trends change throughout time, companies should try to keep up with these changes to keep their business/campaigns relevant.



Get help now

Make a donation

[Information & Support](#) [About Us](#) [News & Campaigns](#) [Get Involved](#) [Workplace](#) [Shop](#)

Search



Coronavirus: [Find our information and support and more on our work](#)



## How are you feeling about lockdown easing?

If it's bringing up negative feelings, we have some information you may find helpful.

[Support for lockdown easing](#)

How can we support you?

# Colours

Blue is synonymous with our brand - it unites everything we do. Mind Blue and White are our two primary colours. These colours should be used across all communications. Each colour is shown with print and digital information, so that you can use them across any format.

## Primary palette

Our core colours are blue and white. These are the colours we're best known for. So blue and white should be your default colour combination.

Mind blue and white are used consistently as background colours, with the blue also used for primary information markers.



## Supporting colours

The secondary palette consists of five supporting colours that can be used across the whole organisation. These colours have been designed to work with our core Mind Blue and White. Always use these secondary colours in combination with the primary palette. They should never be used solely in combination with each other



## Typography

As with colours, we use Mind brand fonts to ensure a consistent and recognisable experience for people across platforms, marketing, and products.

Our main brand font on the website is Street Corner. This is used throughout for all content with the exception of quotes, where we use Alabama.

Alabama is only used to represent the thoughts and feelings of people with mental health problems. It allows their voices to come to the fore, making us more human and personal. It is never used as Mind's 'voice' – for content like this we use Street Corner.

(About Mind's branding, taken from  
their website, Mind, 2021)

**VISUAL AUDIT -  
INSTAGRAM MENTAL  
HEALTH AND WELLNESS  
PAGES**

# @letstalk.mentalhealth



**711** Posts   **620 k** Followers   **15** Following

Clay | Lets Talk Mental Health

Mental Wellness Awareness  
Thought Provoking Content for Your Mind  
Not therapy

by @sunrise\_belle & @letstalk.mentalhealth

Followed by selfloveblossom, friedgold and

lucy\_rheanne

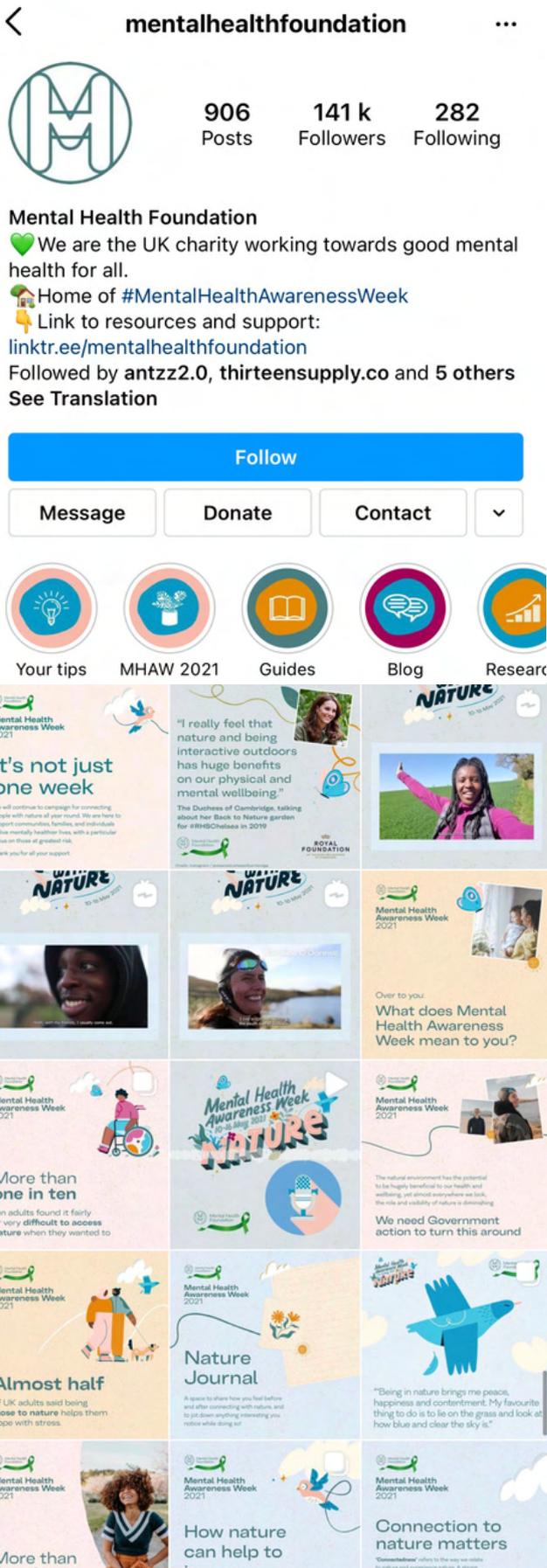
See Translation

[Follow](#)   [Message](#)   [Contact](#)   ▾



Lets Talk Mental Health is a very aesthetically pleasing account to look at. Unlike any of the other pages observed within this visual audit, Lets Talk Mental Health uses an array of interesting charts and strategic models within their Instagram page. The colour ways primarily focus on a pale or white background, alternated to create a pattern, and bright graphics. To improve, this page may benefit from a graphic scheme, as they are all quite different and don't flow as well as the other Instagram pages.

# @mentalhealthfoundation

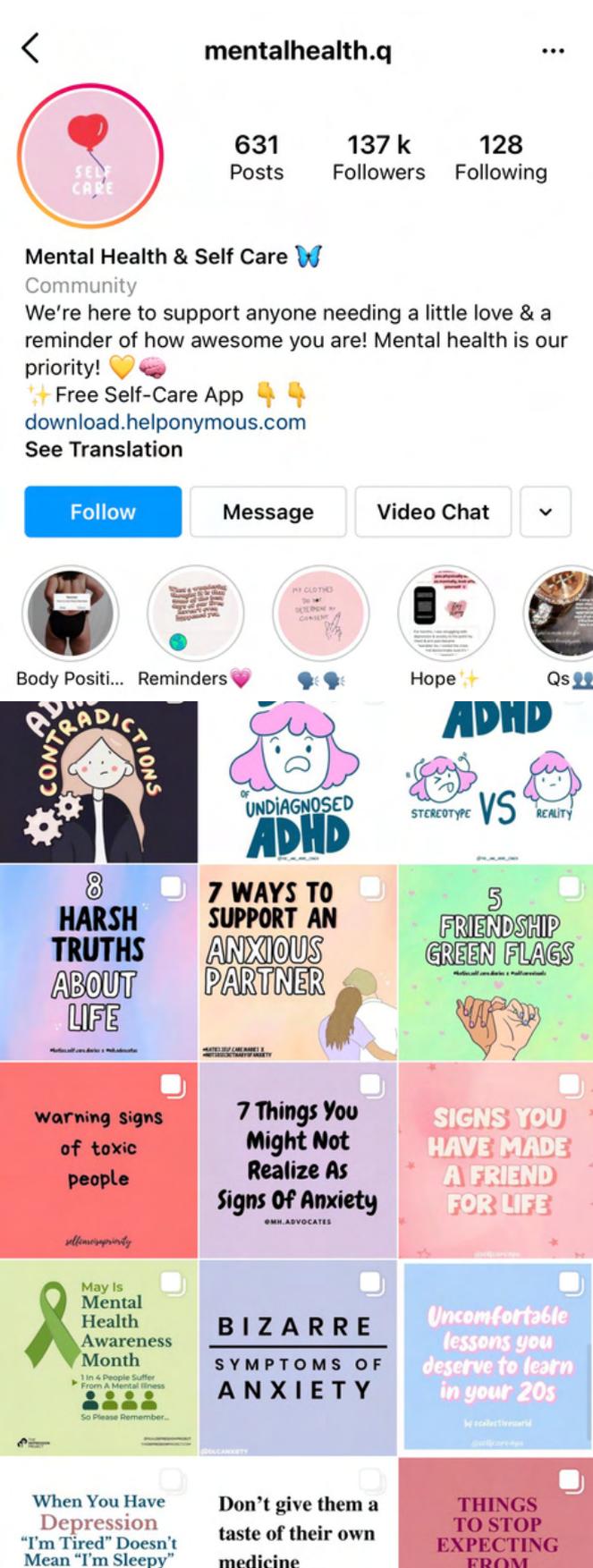


(@mentalhealthfoundation Instagram page, 2021)

Mental Health Foundation's page boasts a very sleek look, using pale tones and a mix between colourful graphics and photography. There is a distinctive theme throughout the page, using very similar colours, typefaces and graphics.

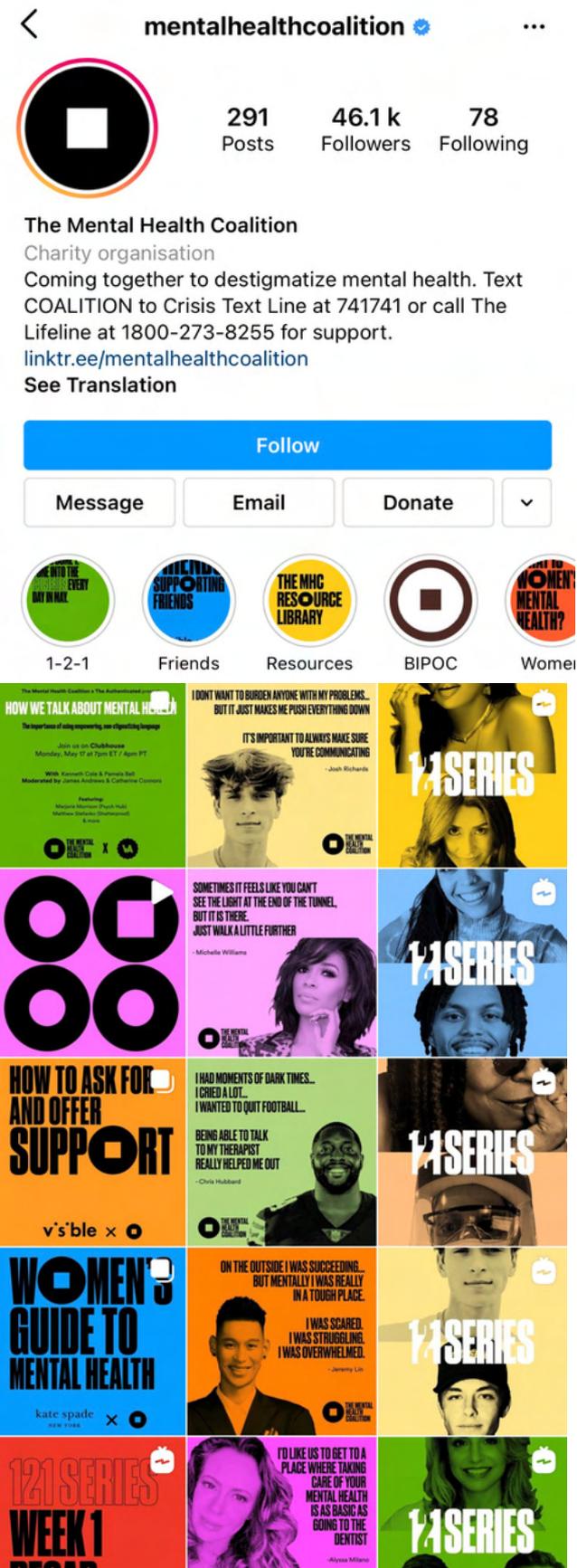
This page has a lot of informative posts about mental health. Their most recent campaign theme for mental health awareness week centered around nature, and being outdoors to improve mental wellbeing, and included a lot of photography of being outdoors, statistics and quotes. Overall, this is a very successful Instagram mental health page, however, it would benefit from less writing and more prominent typography.

# @mentalhealth.q



Mental Health & Self Care (@mentalhealth.q) has created a really interesting page using bold text and fun graphics. Their page is informative about a variety of mental health concerns and they're displayed in a visually pleasing way. Similarly to other wellbeing pages, they have used a pastel colour pallet. This page doesn't have any particular design theme or colour scheme, unlike the Mental Health Foundation, but it's still effective in how it uses a few bold words to attract the attention of the user.

# @mentalhealthcoalition



The Mental Health Coalition page on Instagram is unique in their choice of design and visualisations, compared to other pages. The branding focuses primarily on bright colour background with a bold typeface in black or white. There is a lot more photography in comparison to other pages, rather than graphics. It is interesting to note that this page out of the four has the least amount of followers. The design of this Instagram, to be more visually successful, should have centered around a muted/paler colour scheme. However, the text is bold and eye-catching and works well with the branding chosen.

# CASE STUDIES

# ASL Association



The ALS Association is a charity dedicated to amyotrophic lateral sclerosis, also known as motor neurone disease, a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord (ALS Association). Motor neurone disease affects 2 in 100,000 people in the U.K.

Most well known campaign:  
Ice Bucket Challenge

Money raised:  
\$115 Million

The impact of the campaign:

Prior to the Ice Bucket Challenge, only \$6 million was allocated annually to funding ALS research by the ASLA. Since then, the Association has managed to budget about \$18 million per year to research, an increase of x3.

# Movember Foundation



## **MOVEMBER®**

The Movember Foundation is a charity dedicated to creating awareness of how mental health and suicide, prostate cancer and testicular cancer affect men's lives. The campaign encourages education, aims to reduce stigma for men's issues.

Most well known campaign:

Movember - Grow a moustache in the month of November

Money raised:

\$994 million over the course of 17 years

The impact of the campaign:

Movember, being an annual event, continues to raise large sums of money every year. In 2019, £12.8 million was raised for Movember in the United Kingdom. Over 22.6 million people have donated to Movember, allowing the foundation to fund projects that transform lives.

# Comparative Analysis

Campaigns which engage the audience are crucial for many charities. Reaching as many people as possible allows for better awareness of the problem, and be able to have more people donate to the cause. The ASL

Association achieved this when the Ice Bucket Challenge took the world by storm in 2014, with many celebrities getting involved, and raising \$115 million dollars to continue conducting research about the disease (Canva, n.d). This money was able to fund research into the disease, as well as support members of the public living with it. The issue with this campaign is that it only lasted for a short amount of time, when it could have been repeated yearly to get continuous support. A charity which excels at this is Movember.

Movember's marketing strategy centers around a yearly event, encouraging men to grow a moustache and raise awareness for men's issues. Although smaller than the amount raised by ASLA's Ice Bucket Challenge, Movember has been a consistent source of money and awareness for the cause.

# SURVEY

A survey was conducted to find out the viewpoints of the public and understand the need for good mental health campaigns (Appendix B). The survey received 21 participants, ranging in ages, but primarily between 18-29, with the majority of participants from the U.S, followed by U.K, Finland and Greece.

The outcome of this survey gave a lot of interesting insights as to how to best address the research aim. It was important to find out whether there would be a need for better mental health awareness, how COVID-19 has effected the need for mental health resources, and suggestions on what the general public think would make them interested by these campaigns.

The survey found that the majority of participants have been diagnosed with a mental health condition at some point in their life and that most people found their mental health had changed in some way since the beginning of the pandemic.

A number of suggestions were made on how mental health campaigns could be more engaging, including being more 'relatable', effective use of images, fonts and colours, and showing the true side of conditions like depression. These suggestions will be vital for creating a successful campaign to engage the audience.

# **PRIMARY RESEARCH SUMMARY**

To summarise, the research found that design is an important element within the process of engaging an audience. Colour and typography should be carefully considered to best capture the audience's attention. It found that a higher proportion of mental health awareness and wellbeing pages on Instagram follow a paler colour scheme, with few words and more graphics, to be more eye-catching to the audience.

It found that a recurring engaging campaign, such as the Movember campaign, encouraging men not to shave for the entire month of november, yearly, is more successful than a one off large campaign, such as the Ice Bucket Challenge by ALSA.

Through the survey it found that a large proportion of the potential audience may have a mental health condition, and therefore the need for more mental health awareness and wellbeing campaigns are necessary to reach those people and reduce stigma to encourage a conversation about mental health.

# RECOMMENDATIONS

To address the research aim of 'How can a successful advertising strategy be used to highlight the importance of mental health awareness and promote wellbeing?', it is recommended that an Instagram mental health page is set up to promote a conversation about mental health, with informative content about mental health conditions to reduce stigma surrounding it.

**mindselfmentalhealth** ▾ ⊕ ≡



**6** Posts    **666** Followers    **617** Following

**Mind & Self for Mental Health**

♥ Support, educate, inspire

♥ Let's talk mental health

#letstalkaboutit

[forms.gle/QNND1ktyExxTEmnt5](https://forms.gle/QNND1ktyExxTEmnt5)

See Translation

Edit Profile

Promotions

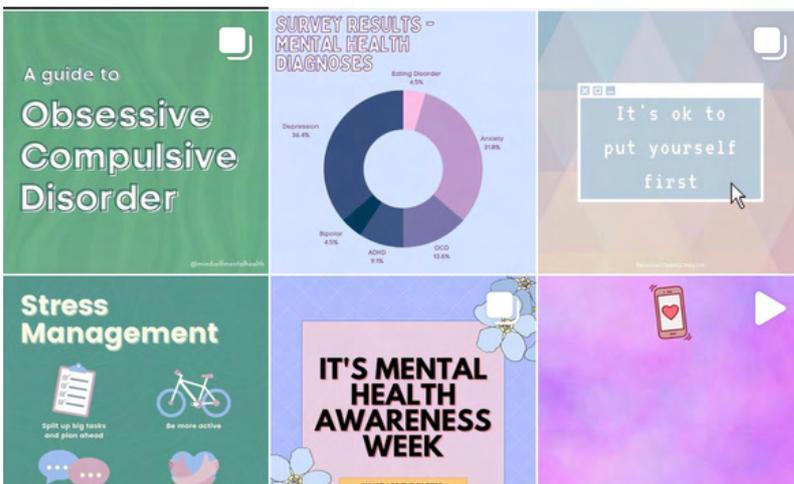
Insights



Templates



New



Instagram Page

@mindselfmentalhealth

Features:

- Bold text
- Pastel/muted colour scheme
- Infographics
- Visually appealing graphics
- Primary colour pallet: green, pink, blue

# IT'S MENTAL HEALTH AWARENESS WEEK

WHAT ARE THE FACTS? >

1

Research suggests that 1 in 4 young women and 1 in 10 young men have self-harmed at some point in their life.

(Samaritans)

LEARN MORE >

2

People who self-harm struggle to access support – with only 38% of people who self-harmed receiving medical and/or psychological support.

(Samaritans)

LEARN MORE >

3

Approximately only 1 in 8 adults with a mental health problem are currently getting any kind of treatment.

(Mind)

LEARN MORE >

4

Adults who were aged 16 to 39 years old, female, unable to afford an unexpected expense, or disabled were the most likely to experience some form of depression during the pandemic.

(Office for National Statistics)

LEARN MORE >

5

## DON'T SUFFER IN SILENCE

LEARN MORE >

6

## MAKE YOUR MENTAL HEALTH A PRIORITY

GET SUPPORT >

7

## Samaritans

Call 116 123  
samaritans.org

## Mind

For non-urgent information about mental health support and services:  
Call 0300 123 3393  
Email info@mind.org.uk

(United Kingdom)

8

Informative posts about mental health awareness, the facts about mental health, and where to seek help.

It's ok to  
ask for help

@mindselfmentalhealth

1

It's ok to  
put yourself  
first

@mindselfmentalhealth

2

It's ok to  
be sad

@mindselfmentalhealth

3

Uplifting affirmations and quotes

Top tips on dealing with difficult situations,  
using colour themed graphics

# Stress Management



Split up big tasks  
and plan ahead



Be more active



Connect with friends



Allow time for self care

@mindselfmentalhealth

A guide to

# Obsessive Compulsive Disorder

@mindselfmentalhealth

## What is it?

Obsessive Compulsive Disorder (OCD) is a serious anxiety related condition that affects 1.2% of the population. There are two main components to OCD - obsessions and compulsions.

An obsession is an unwanted and unpleasant thought, image or urge that repeatedly enters your mind, causing feelings of anxiety, disgust or unease.

A compulsion is a repetitive behaviour or mental act that you feel you need to do to temporarily relieve the unpleasant feelings brought on by the obsessive thought.

(NHS, OCD UK)

@mindselfmentalhealth

## Common obsession themes:

- Fear of causing violence
- Self harm
- Safety
- Contamination by disease
- Orderliness and symmetry
- Sexual thoughts



@mindselfmentalhealth

3

## Misconceptions about OCD:

OCD is not a love of handwashing or organisation.

OCD affects each person living with it in different ways.

Having OCD doesn't make you a perfectionist, and being a perfectionist doesn't mean you have OCD.



@mindselfmentalhealth

4

"It's not about being tidy, it's about having no control over your negative thoughts. It's about being afraid not doing things a certain way will cause harm."

(Mind)

@mindselfmentalhealth

5

Informative posts about the mental health conditions of the people who filled out the survey, using information from credible sources.



Engaging photo filters to encourage a response using a photograph. Unfortunately these filters were declined by Instagram for having writing in the background.

This photo filter was accepted by Instagram and is free for anyone to use. It follows the same colour scheme to the campaign.



HOW ARE YOU  
TODAY?

SCREENSHOT THE  
TEMPLATE ON THE NEXT  
PAGE AND LET ME KNOW!

©MINDSELFMENTALHEALTH

PLEASE TAG ME TOO!

HOPE YOU'RE HAVING A  
BEAUTIFUL DAY.

©MINDSELFMENTALHEALTH

TODAY I'M FEELIN'



3 THINGS I HOPE TO ACHIEVE  
THIS WEEK:



FAVOURITE SONG RIGHT NOW:



©MINDSELFMENTALHEALTH

Templates are a really cool way of getting the public interact with you. Within this template, the user is encouraged to use a GIF, emote or drawing to describe how they are feeling within the circle, write three things they hope to achieve in the week, and a favourite song.

They are also encouraged to tag the campaign account so it is visible, but also to encourage followers of the people writing out their templates to check out the campaign.

# TODAY I'M FEELIN'



## 3 THINGS I HOPE TO ACHIEVE THIS WEEK:

Do some more research for my uni project

Experiment with some content designs

Stay positive through the stress 😊

## FAVOURITE SONG RIGHT NOW:



@MINDSELFMENTALHEALTH

# TODAY I'M FEELIN'



also check out my friend's account for her uni project!!

## 3 THINGS I HOPE TO ACHIEVE THIS WEEK:

finish an embroidery piece that i started

finish up a concerto i'm learning right now

making it through the week without a panic attack would be nice

## FAVOURITE SONG RIGHT NOW:



Waterfalls Coming Out Yo...  
Glass Animals

@MINDSELFMENTALHEALTH

[@mindselfmentalhealth](https://www.instagram.com/mindselfmentalhealth)