

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



Research Questions

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

What makes an effective advertising campaign?

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

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

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

Research Aim

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



The Department of Health states that 1 in four will experience mental health issues at some point in their lives.

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

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

Suicide is the second leading cause of death among 15-29-year-olds. (World Health Organization).



What are the facts regarding mental health?



One in eight adults (12.9%) developed moderate to severe depressive symptoms during the pandemic

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. (ONS)

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)



How has COVID-19 impacted mental health?



Objectives of Advertising



Advertising has three main objectives:

- To Increase awareness about your product, service or brand
- To persuade the public to buy the product
- To keep your brand in the public eye

(MarketingMentor, 2021)

Using strategic tools, such as SMART objectives and SWOT analysis, can be vital in attaining the right audience, and encourage user engagement with the company, product or service.

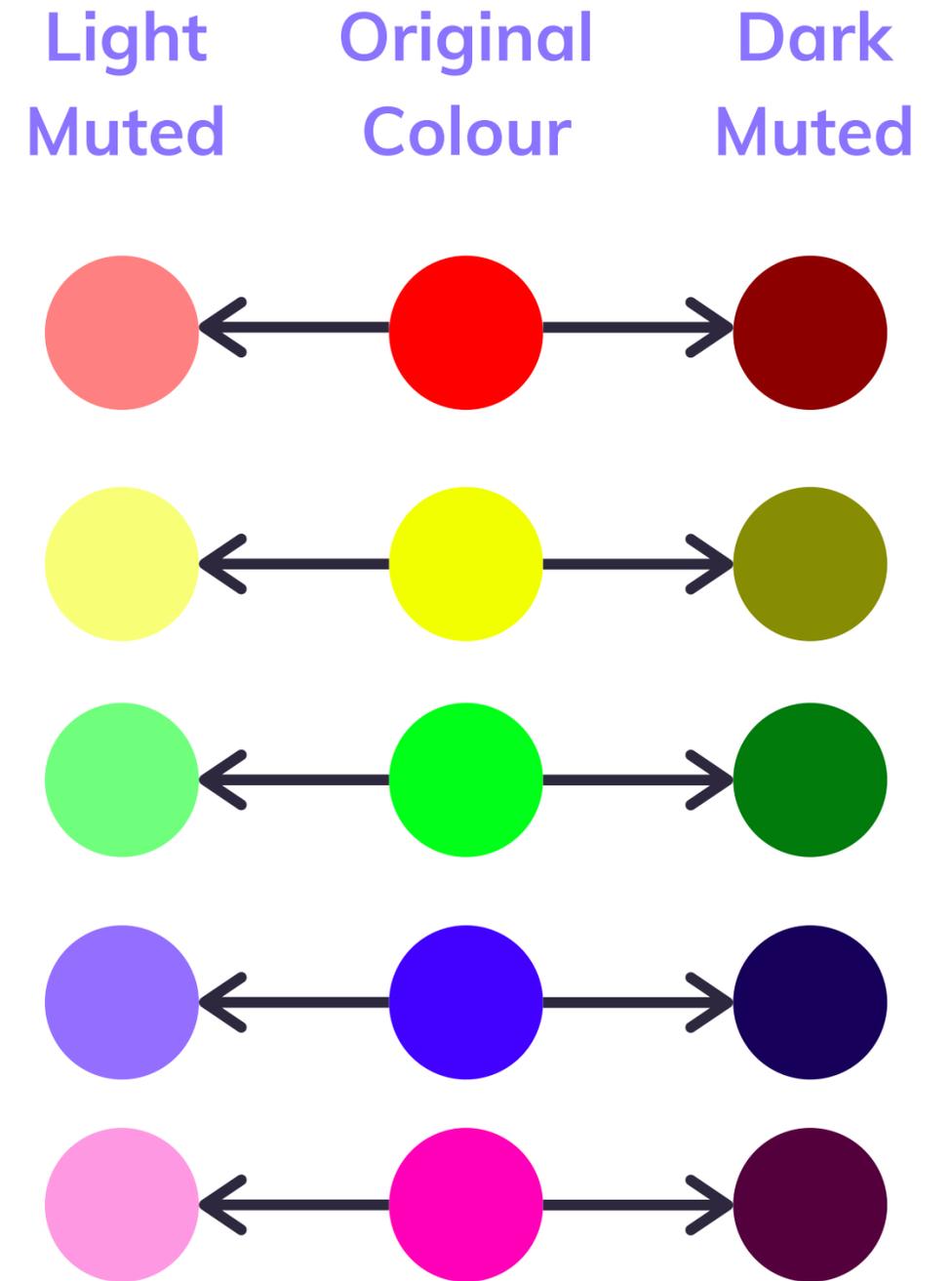


Branding

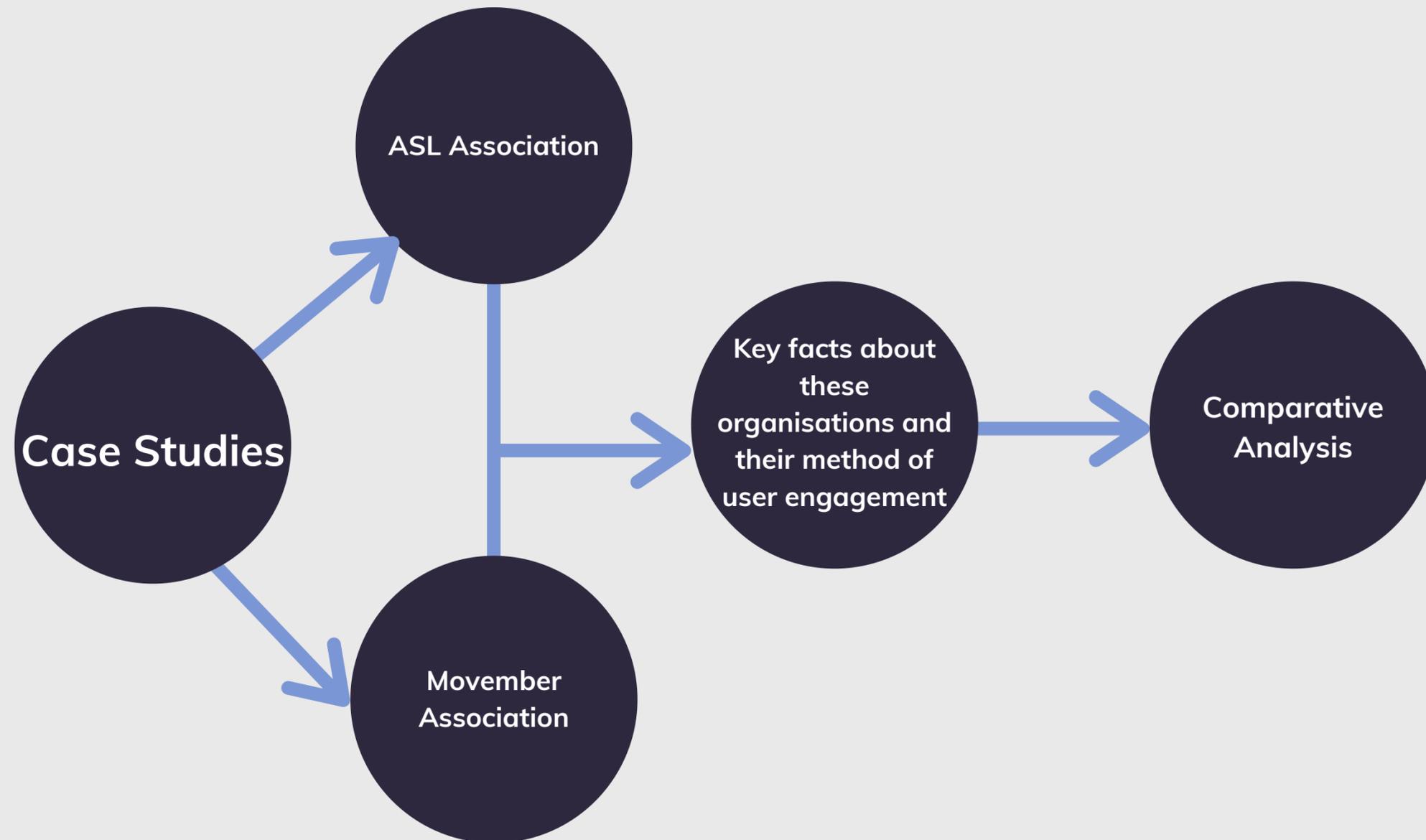


Canva colour trend predictions

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)



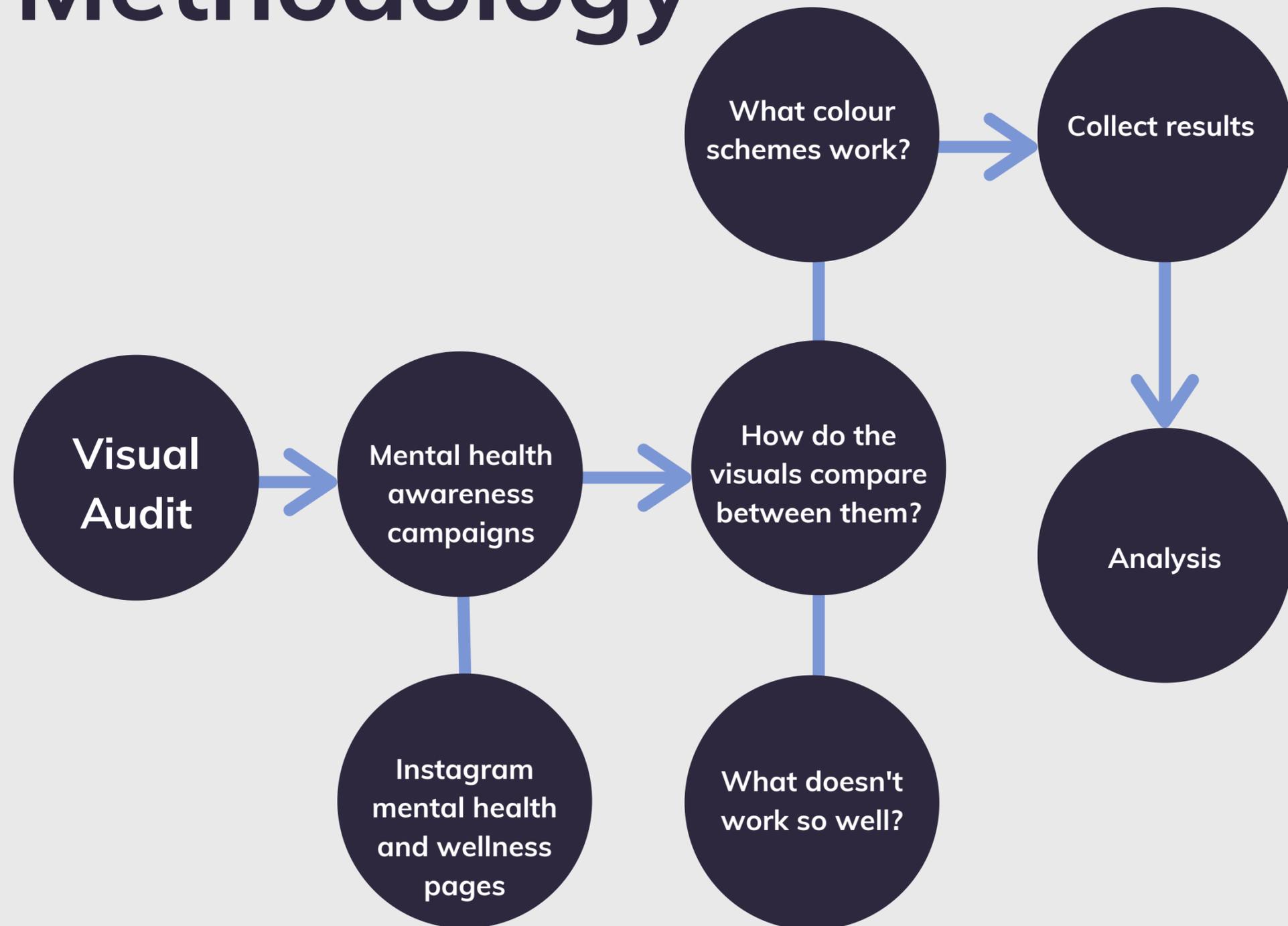
Research Methodology



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.



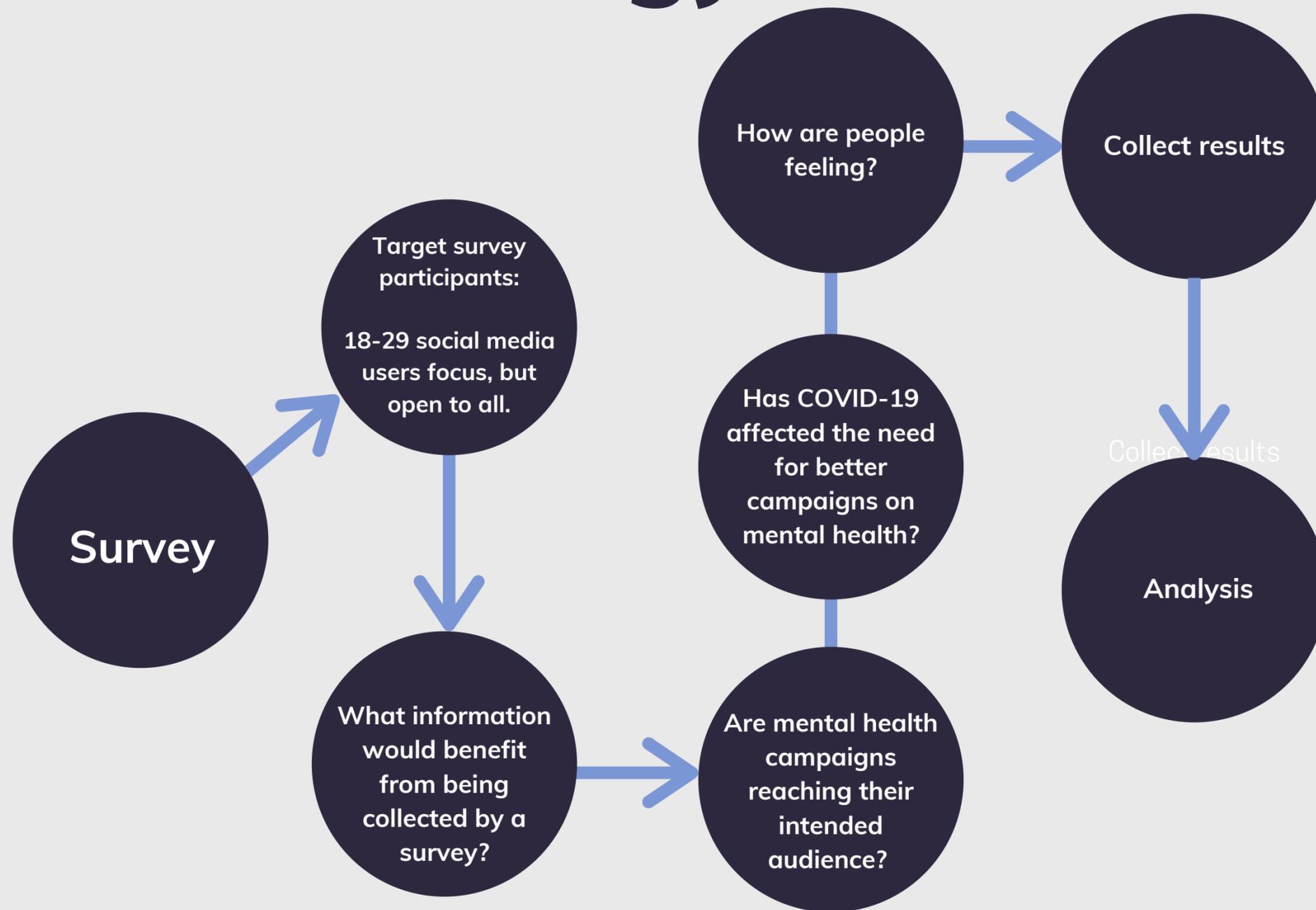
Research Methodology



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.



Case Studies



Ice Bucket Challenge

**Money raised:
\$115 Million**

**The impact of the campaign:
Since the Ice Bucket Challenge, the
Association has managed to budget about
\$18 million per year to research, an increase
of x3.**



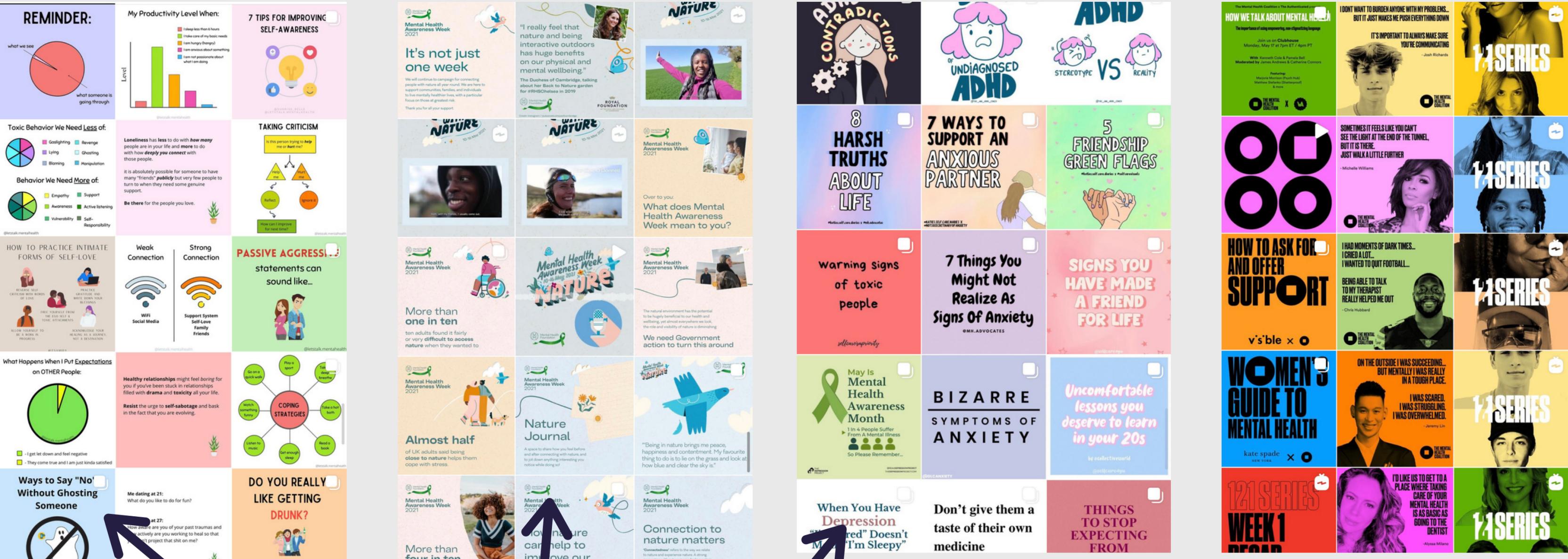
**Movember - Grow a moustache in the
month of November**

**Money raised:
\$994 million over the course of 17 years**

**The impact of the campaign:
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.**



Visual Audit

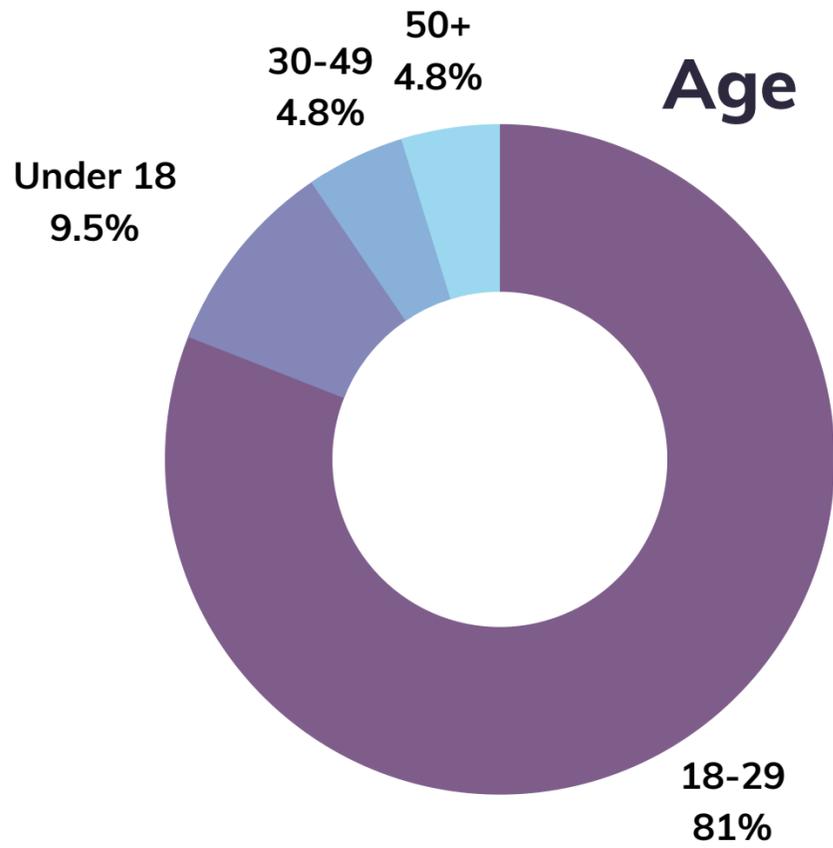


Pale colour schemes, charts, interesting graphics, bold text

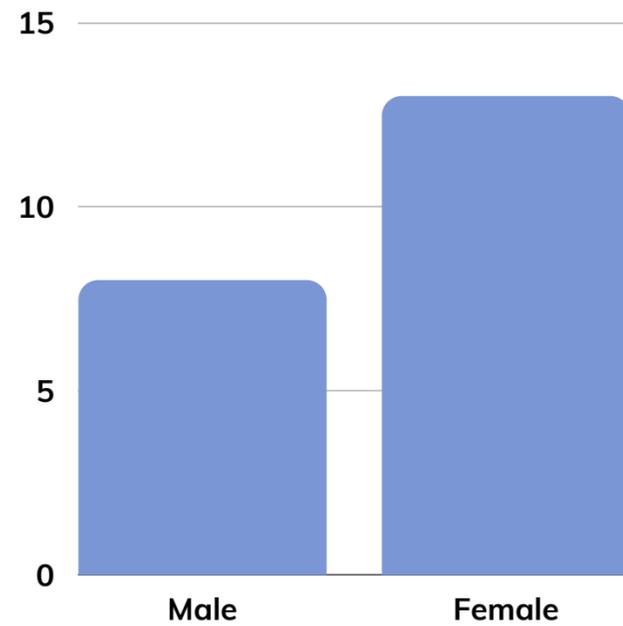


Survey Results

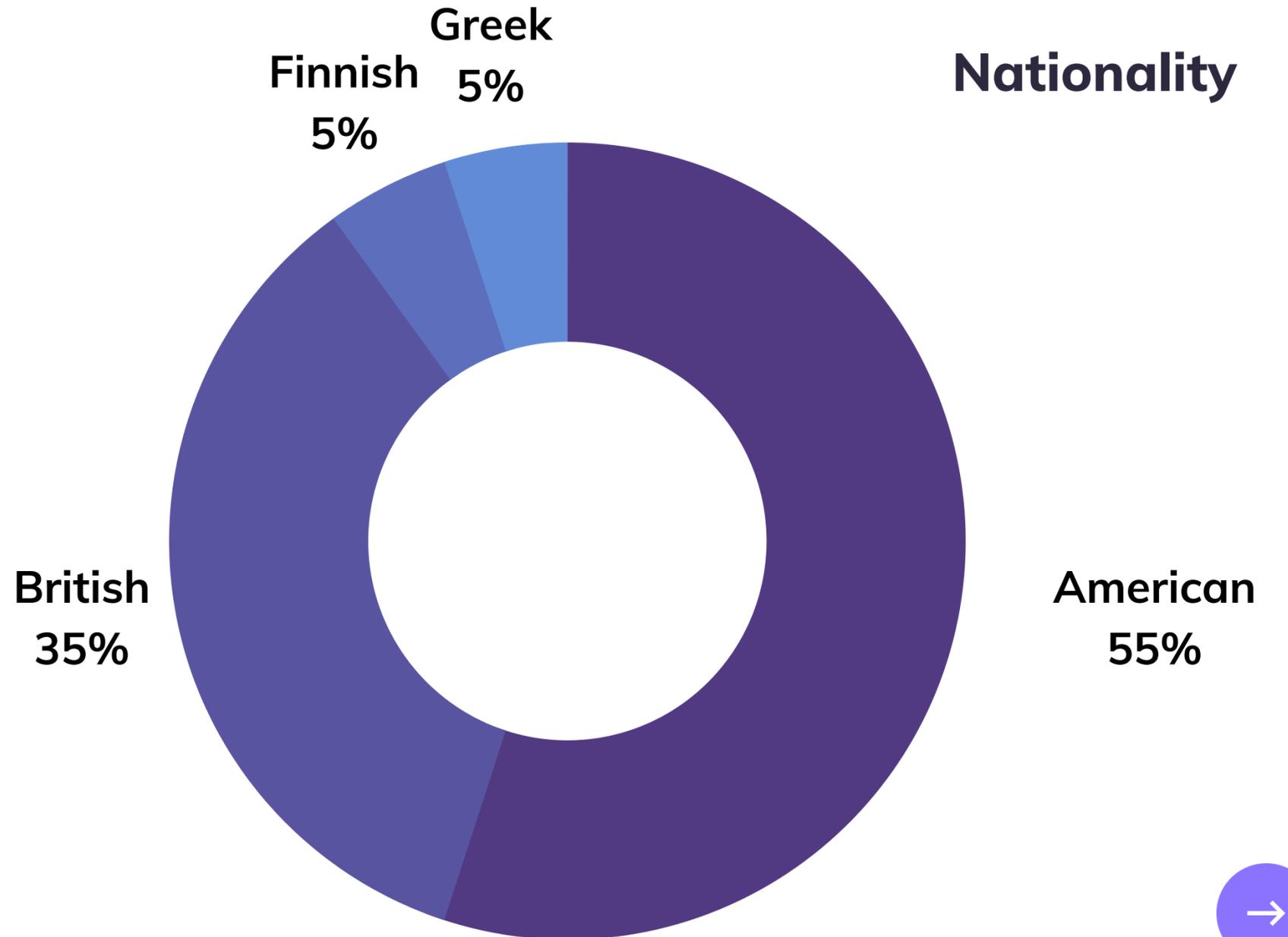
Age



Gender

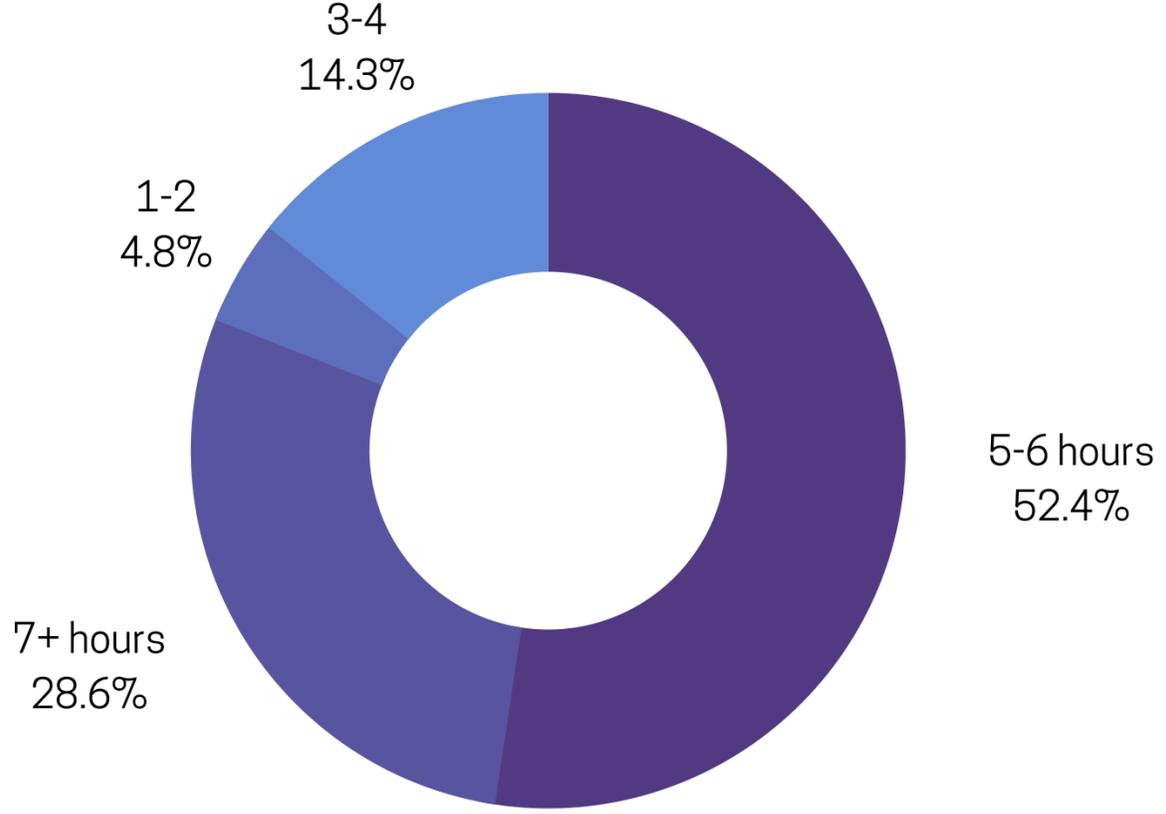
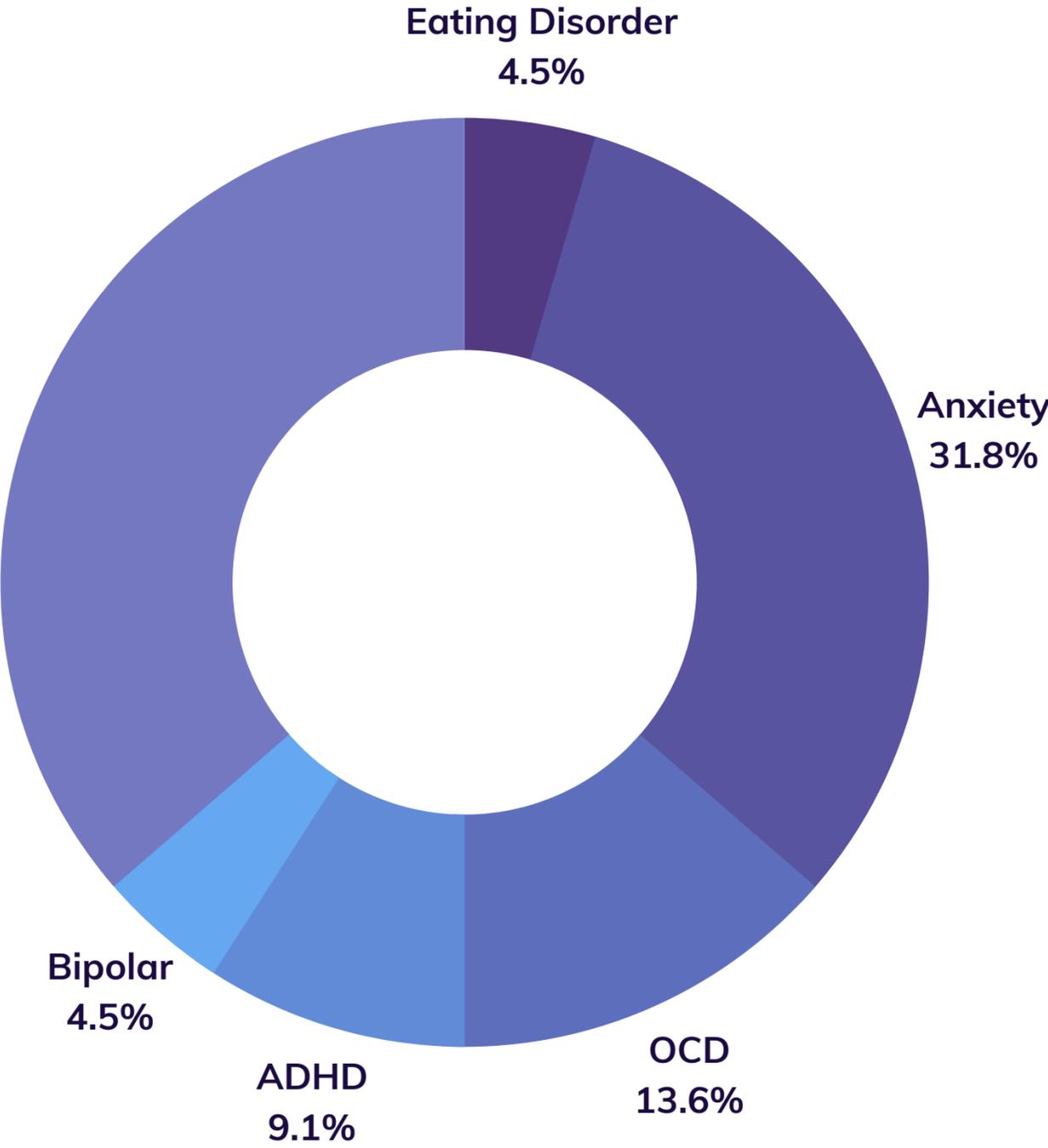


Nationality



Of the 21 responses, 14 people who took part in this survey said they have at some point been diagnosed with a mental health condition.

Survey Results



Time spent online per day



Consumer Profiles

Consumer 1



Female, American, Aged 29
Accountant
Mobility Issues

Uses social media to follow wellbeing and meditation pages, keep up with friends and follow influencers. Uses the internet for a couple hours a day.

Consumer 2



Male, American, Aged 18
Apprentice
No medical diagnoses

Plays video games online, chats with friends on Snapchat. Since the start of the pandemic, spends up to 7 hours on the internet a day.

Consumer 3



Male, British, Aged 24
Construction Worker
Diagnosed with an anxiety disorder

Enjoys watching films, sometimes plays video games, and listening to music. Follows LADBible on Instagram. Lives alone and misses family and friends.

Consumer 4



Female, British, Aged 21
University Student
Diagnosed with depression

Follows mental health charity pages on Instagram. Finding it difficult to cope well since the beginning of the pandemic.



Summary

To summarise, the research found the following points of interest:

- **There is a need for support and advice for those struggling with mental health difficulties**
- **COVID-19 has had a huge impact on those needs**
- **Planning strategies are important to help target the desired audience**
- **Branding has to be considered for that audience**



SWOT Analysis

Strengths

Reaching a younger audience to promote mental health awareness and wellbeing through Instagram, through the use of templates, photo filters, and informative content

Weaknesses

Knowing when best to post to reach a wider audience beyond the people who follow the account.

Opportunities

As people continue to conduct much of their lives online, the opportunity to reach a wider audience is greater than pre-pandemic.

Threats

Stigma towards mental health is a real issue, and puts people off from getting help. This needs to be addressed within the campaign.



SMART Objectives

Specific, Measurable,
Achievable, Realistic and
Time-bound

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 which encourages shares. This can be done using templates and photo filters.

A Using Instagram, a popular social media platform for this age range, the campaign will reach the chosen demographic with ease.

R Aiming for 15 interactions within the short timescale is realistic.

T This campaign will run from Mental Health Awareness Week in May to the 25th of June.



Concept Implementation

mindselfmentalhealth ▾  

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

Mind & Self for Mental Health
♥ Support, educate, inspire
♥ Let's talk mental health
[#letstalkaboutit](#)
forms.gle/QNND1ktyExxTEmnt5
[See Translation](#)

[Edit Profile](#) [Promotions](#) [Insights](#)

 
Templates New

A guide to Obsessive Compulsive Disorder

SURVEY RESULTS - MENTAL HEALTH DIAGNOSES

Diagnosis	Percentage
Depression	38.4%
Anxiety	31.8%
Bipolar	4.3%
ADHD	9.5%
ODD	13.6%
Eating Disorder	4.5%

It's ok to put yourself first

Stress Management

Split up big tasks and plan ahead Be more active

IT'S MENTAL HEALTH AWARENESS WEEK

WHAT ARE THE FACTS? >



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.





1



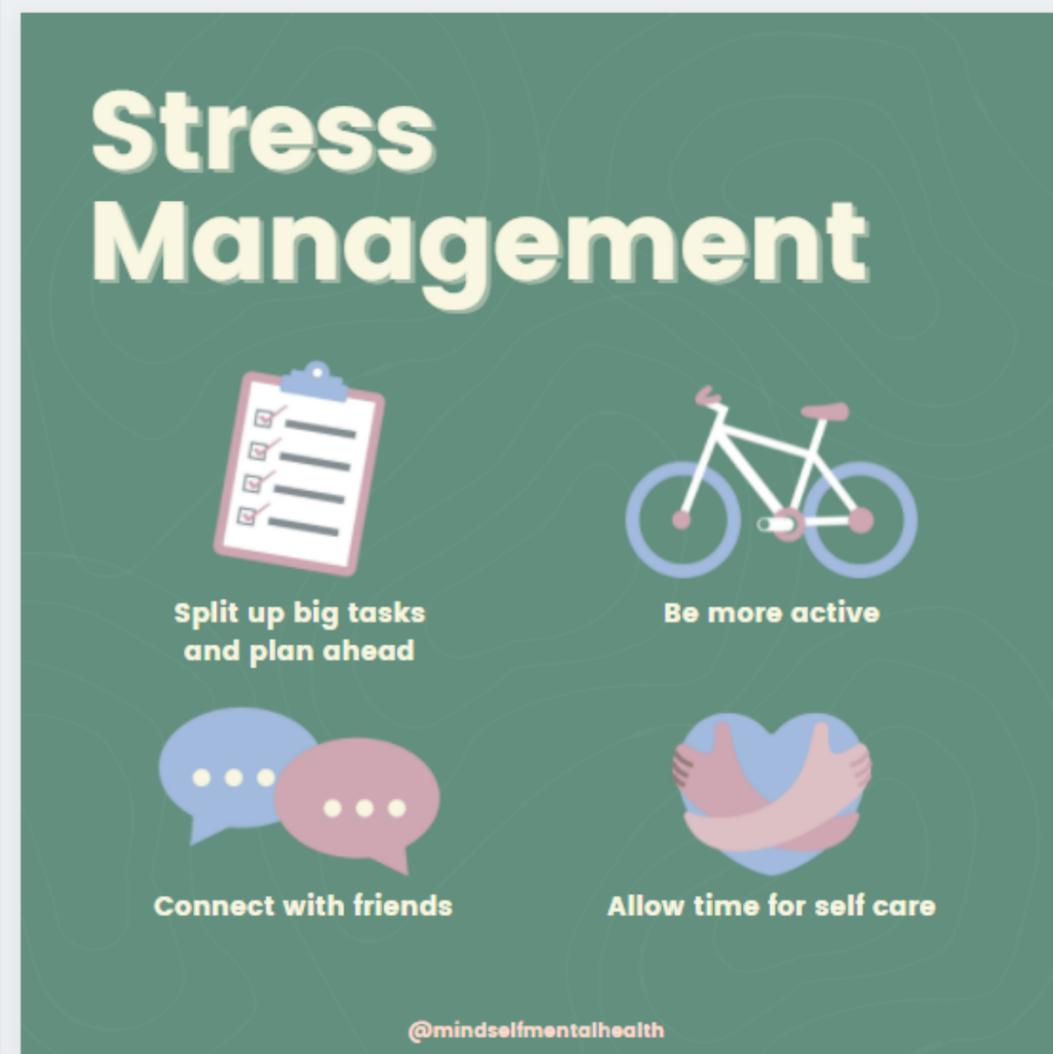
2



3

Uplifting affirmations and quotes

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



A guide to
**Obsessive
Compulsive
Disorder**

@mindselfmentalhealth

1

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

2

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.



@mindsofmentalhealth

LET'S TALK ABOUT
DEPRESSION

1

@mindsofmentalhealth

WHAT IS DEPRESSION?

DEPRESSION IS A MOOD DISORDER WHERE YOU FEEL VERY DOWN ALL THE TIME. DEPRESSION CAN HAPPEN AS A REACTION TO SOMETHING LIKE ABUSE, BULLYING OR FAMILY BREAKDOWN, BUT IT CAN ALSO RUN IN FAMILIES.

(YOUNG MINDS)

2

@mindsofmentalhealth

SYMPTOMS OF DEPRESSION

- 1 CONTINUOUS LOW MOOD
- 2 NO MOTIVATION
- 3 FEELING HELPLESS
- 4 THOUGHTS OF SELF HARM
- 5 LOW SELF ESTEEM
- 6 SUICIDAL THOUGHTS

3

@mindsofmentalhealth

IN ITS MILDEST FORM, DEPRESSION CAN MEAN JUST BEING IN LOW SPIRITS. IT DOESN'T STOP YOU LEADING YOUR NORMAL LIFE BUT MAKES EVERYTHING HARDER TO DO AND SEEM LESS WORTHWHILE. AT ITS MOST SEVERE, DEPRESSION CAN BE LIFE-THREATENING BECAUSE IT CAN MAKE YOU FEEL SUICIDAL.

(MIND)

4

@mindsofmentalhealth

HOW CAN YOU SUPPORT SOMEONE WITH DEPRESSION?

5

@mindsofmentalhealth

ASK THE PERSON IF THERE IS ANYTHING YOU CAN DO TO HELP.

OFFER SUPPORT BY LISTENING CAREFULLY AND OFFERING TO BE THERE FOR THEM.

INVITE THE PERSON TO JOIN YOU IN ACTIVITIES THAT YOU KNOW HE OR SHE USED TO ENJOY.

TAKE COMMENTS ABOUT SUICIDE SERIOUSLY, AND SEEK PROFESSIONAL ADVICE.

6

@mindsofmentalhealth

ENCOURAGE THE PERSON TO MAKE AN APPOINTMENT WITH A DOCTOR. PERHAPS GO ALONG FOR SUPPORT.

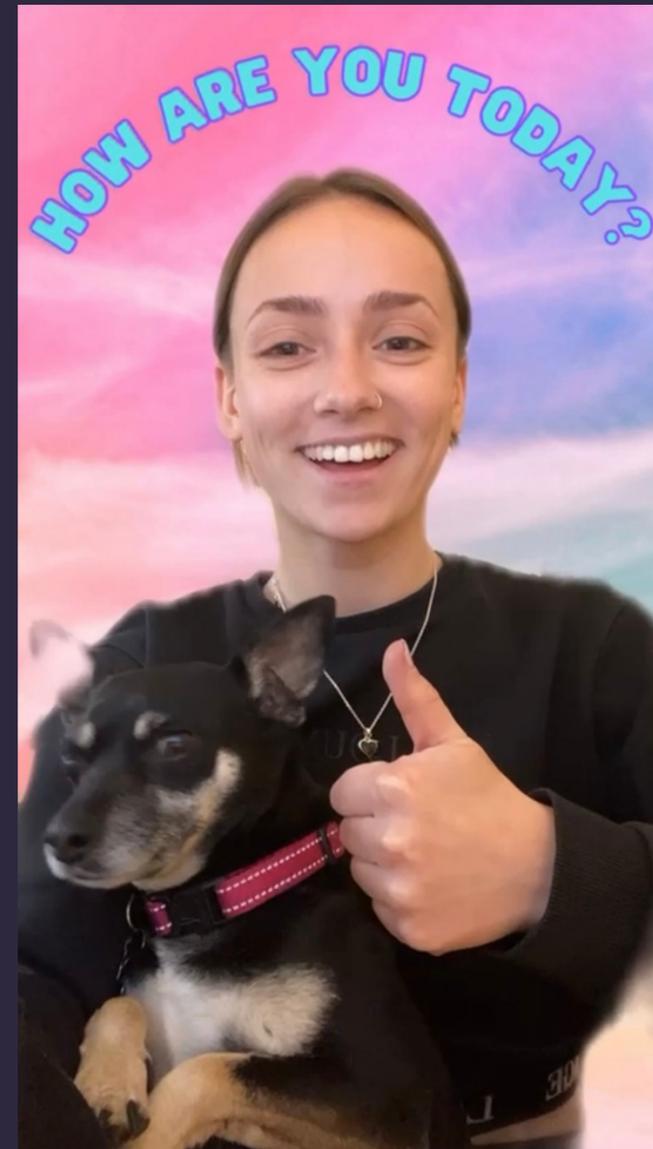
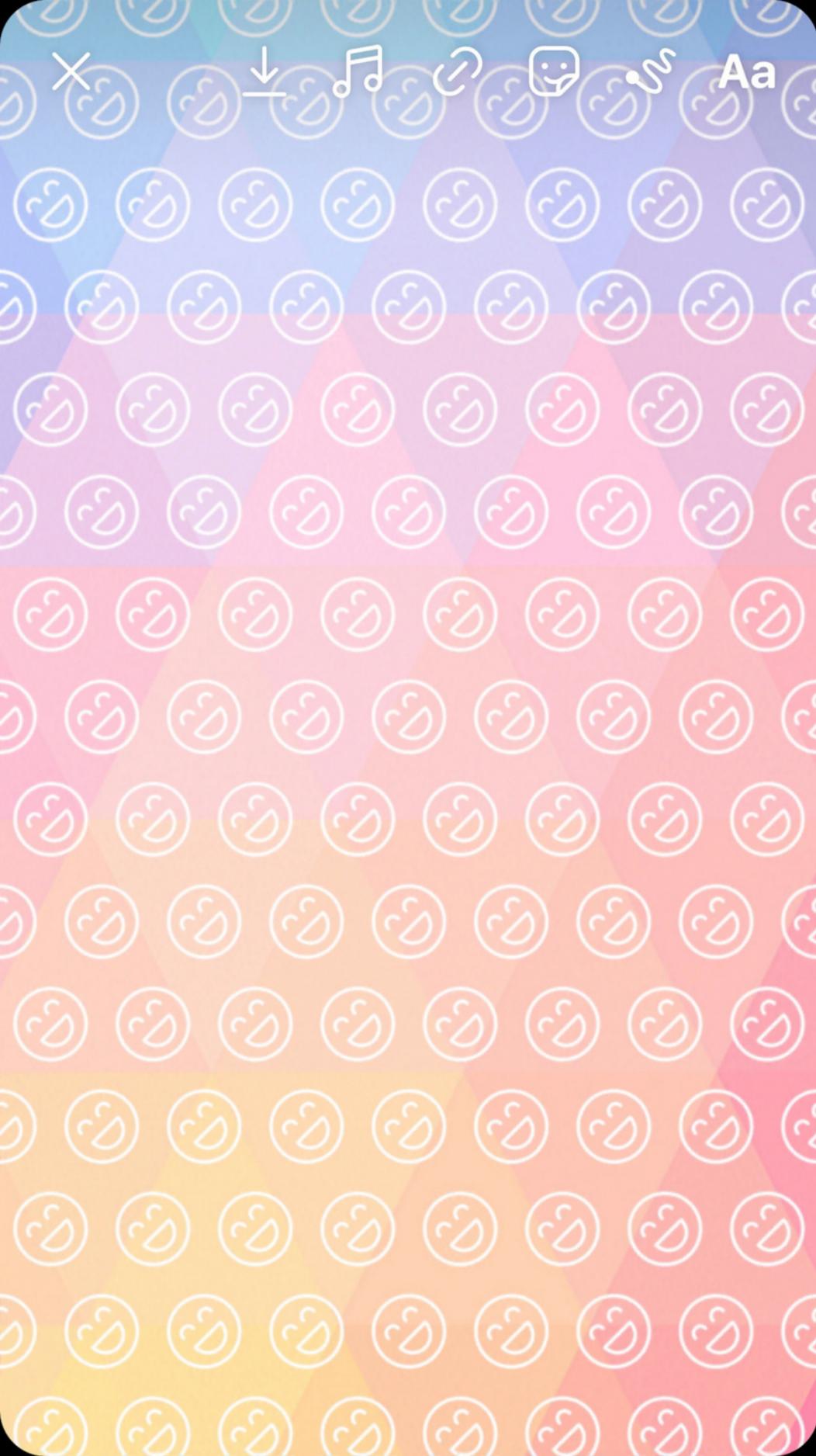
ENCOURAGE THE PERSON NOT TO PUT OFF DOING IMPORTANT WORK. OFFER TO DO IT TOGETHER.

ENCOURAGE THE PERSON TO TAKE SOME TIME EVERY DAY TO DO SOMETHING THEY ENJOY.

(SARADIANI)

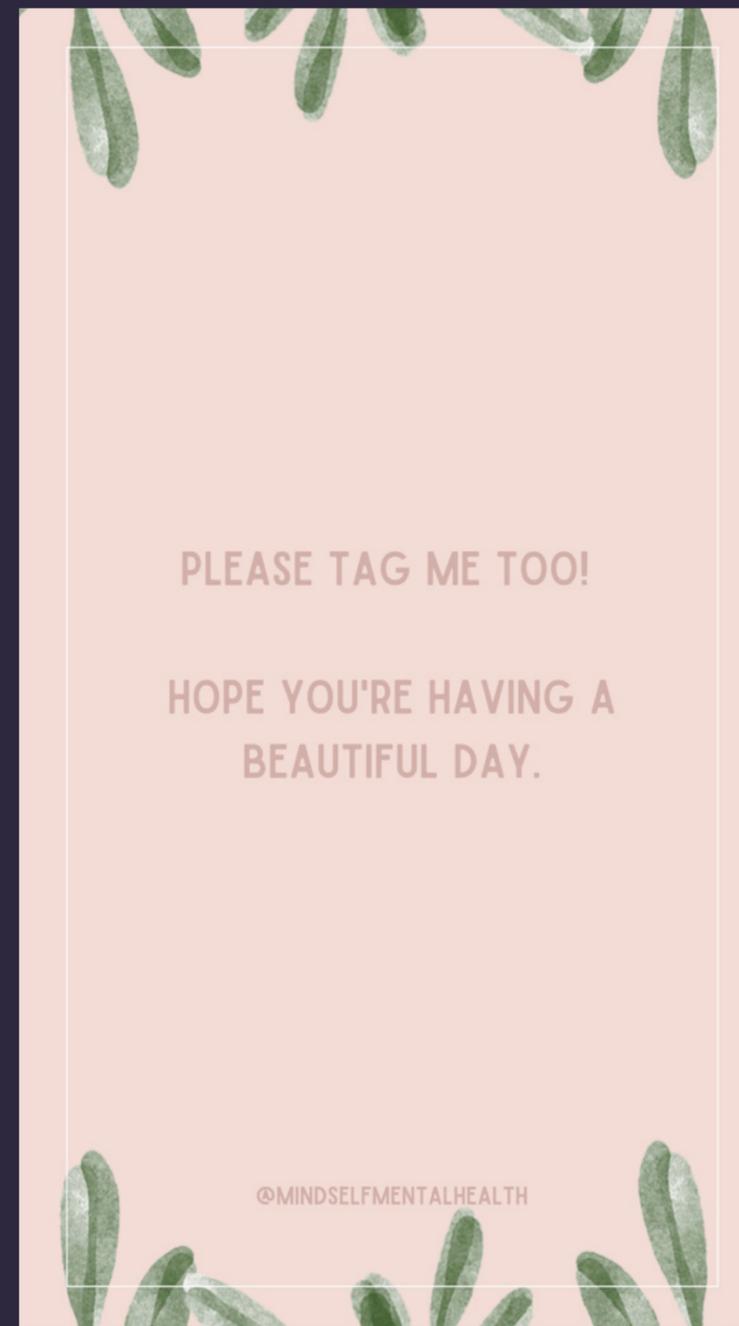
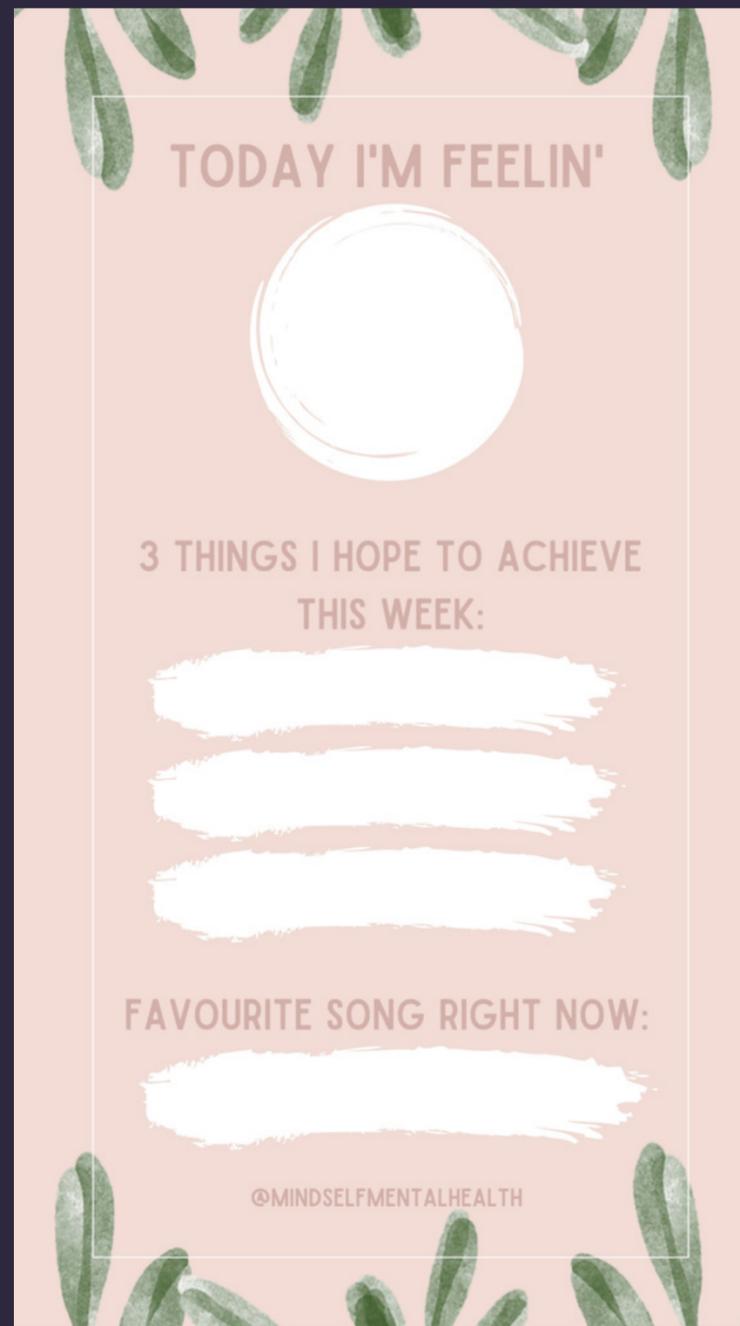
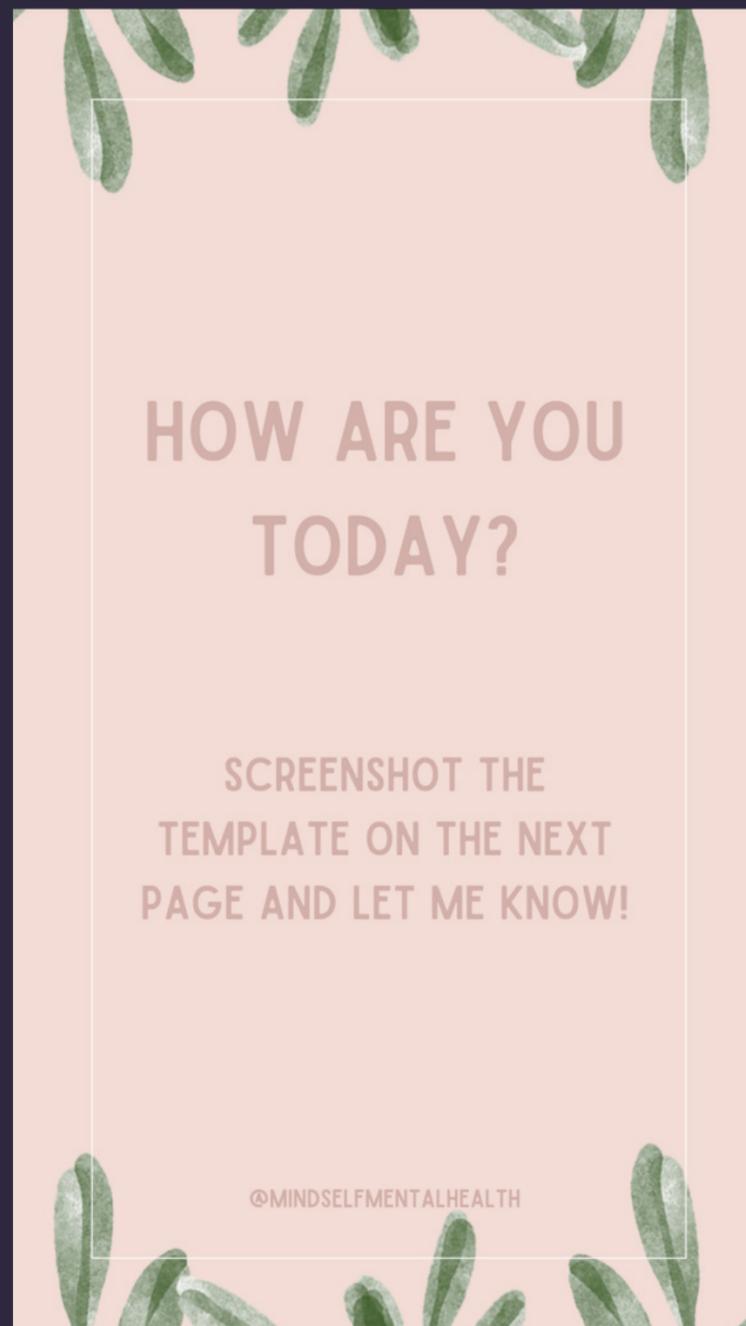
7





Engaging photo filters to encourage a response using a photograph.





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.



Examples of filled in templates

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)

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:



Your Man
Joji

@MINDSELFMENTALHEALTH



