

BBDO KNOWS

**GET DIVERSITY
SMART**

*Mental Health
Awareness Week 2022*

Mental Health Awareness Week 2022

The global mental health pandemic is still growing. Nearly 800 million people, or 11% of the global population, live with a mental health condition,¹ and the Covid-19 pandemic triggered a 25% increase in prevalence of anxiety and depression worldwide.² Over 1 in 4 consumers globally say that they get stressed or anxious easily, rising to 1 in 3 in the UK, Australia and Japan.³ This is having impact across generations: 48% of Gen Z and 44% Millennials report feeling stressed all or most of the time.⁴

Consumers are turning to telehealth, apps and wearable tech in a bid to take some control and manage their increasing stress and anxiety levels: 55% of global consumers say they would be interested in owning a wearable device that monitors their stress, and over 20,000 mental health apps exist today, the most popular being Calm and Headspace.⁵

“Mental health is clearly a global challenge. Everyone may use a different language to describe things that they’re going through, but this is something that most everyone is going through.”

- *Karan Singh, COO of Headspace Health*⁶

Brands are stepping up – showing they care by creating online communities, sharing messages of solidarity and understanding, and creating mental health campaigns which raise awareness of these key issues facing us all.

LONELINESS

9 – 15 May marks Mental Health Awareness Week in the UK, drawing attention to the challenges that we face, calling for de-stigmatisation, comradery, and support for those who need it most. For 2022, the theme is loneliness.

1 in 4 adults feel lonely some, or all of the time,⁷ and brands and online communities have an important role to play in bringing people together and offering support. AMV BBDO worked with Meta Portal in partnership with YoungMinds to create ‘A Real Connection’; the campaign recognises that technology can bring people together and celebrates the

¹ Deloitte, December 2021 [Link](#)

² World Health Organisation, March 2022 [Link](#)

³ Foresight Factory, December 2021 [Link](#)

⁴ Forbes, January 2022 [Link](#)

⁵ Deloitte, December 2021 [Link](#)

⁶ CNBC, April 2022 [Link](#)

⁷ Yahoo! News May 2022 [Link](#)

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vital role that trusted adults, like parents and grandparents, can play in supporting the mental health of young people. Colenso BBDO worked with Spark NZ, New Zealand's leading telco, to celebrate gender fluidity across the internet: 'Beyond Binary Code' aims to change the way that businesses collect data, removing the typical male/female gender barriers and granting visibility to more diverse communities online, helping individuals to feel seen and heard.⁸

“Loneliness is the feeling we experience when there is a mismatch between the social connections we have, and those that we need or want.”

- *Mental Health Foundation*⁹

CHILDHOOD

Depression and anxiety have doubled in youth worldwide compared to pre-pandemic levels, and we are witnessing a global crisis of mental health in young people.¹⁰ Doctors in the UK believe that mental health services are in crisis, particularly those for children, meaning that young people cannot access support when they need it most. Globally, 1 in 7 children aged 10–19 experiences a mental health disorder,¹¹ and the likelihood of young people having a mental health issue has increased by 50%.¹² There's an opportunity for brands to fill this gap and young people are increasingly turning to platforms such as Lyssn, or using their social media channels such as TikTok, which has specialised support services for their community, to access support.

Contrapunto BBDO worked with chocolate milk brand, ColaCao, to create the campaign 'Repeat After Me: I'm Unique', released in March 2022. As one of the most loved breakfast drinks of Spaniards, especially among younger members of the household, the brand knew that it could have a powerful message in the fight against bullying. The campaign focuses on empowering boys and girls to bring out the best in themselves, favouring a more diverse and more equal society.

⁸ Spark NZ, February 2022 [Link](#)

⁹ Mental Health, April 2022 [Link](#)

¹⁰ Forbes, August 2021 [Link](#)

¹¹ WHO, November 2021 [Link](#)

¹² Children's Society, May 2022 [Link](#)

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PARENTHOOD

Family responsibilities weigh heavily on parents, and over 1 in 4 of adults living with children are extremely concerned about their mental health in these uncertain times.¹³

While parents try to find the right balance, brands can play an active role in reminding them that they are not alone, and that there are communities of support available. Almap BBDO worked with cosmetic company, O Boticário, to create a listening space for mothers all over Brazil. The film challenges the personal judgement that all parents place on their actions, asking them to be kind to themselves, stop self-judging so harshly, and instead focus on the positive emotions of parenthood, and on those who matter most: their children.

MENOPAUSE

1 in 3 women feel alone during the menopause.¹⁴ We all know someone who has been through it, or is going through it, yet it is so rarely talked about, leading to isolation and embarrassment by women. Around 38% of women going through menopause experience symptoms of depression.¹⁵

AMV BBDO worked with Essity to create 'The Last Lonely Menopause' for Tena. The campaign tackles ageism in advertising and talks about the menopause openly and honestly, in an attempt to break the stigma and silence that exists around it. Going through menopause is challenging, not just because of the physical and emotional elements, but the societal pressures too. This is where brands can step in to form a safe space and demonstrate they understand this new shift in a woman's life.

“ Mental health disorders tend to overlap with reproductive transitions in women's lives, in part, because those are times of immense physical, mental, and emotional change.”

- *Dr Hutner, co-founder of Phoebe*¹⁶

¹³ Global Data, March 2022 [Link](#)

¹⁴ Channel 4, April 2022 [Link](#)

¹⁵ NPR, January 2020 [Link](#)

¹⁶ Forbes, June 2021 [Link](#)

WHAT THIS MEANS FOR BRANDS

With healthcare systems still lagging from the demands of the pandemic, there is an opportunity for brands to offer supporting roles and demonstrate to their consumers that they understand their daily challenges. As mental health continues to be top agenda for many, brands need to show they are getting involved in the conversation by building solidarity and raising awareness of key issues on a larger scale.

ABOUT BBDO KNOWS

BBDO KNOWS is a planning resource for the BBDO network.

BBDO KNOWS offers thinking, strategy, insights and inspiration on key categories, key themes and consumer segments.

If you are interested in learning more about the way BBDO thinks please contact **BBDO Knows** bbdo@bbdoknows.com

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