TMP – CAUSE AWARDS - headspace

AWARD CRITERIA:

You will be asked to enter a written entry plus two optional images.

If you are shortlisted you will be asked to provide a two-minute video reel, plus an optional 30 - second video reel (to be used at the award ceremony if the campaign wins a Gold trophy).

Submissions should not include entering company or contributing company names and branding.

Campaigns may be entered in more than one category. It is advised to adjust your written entry if you intend to do this as judges will be looking for different information in each category.

CHANGING CULTURAL PERCEPTIONS CATEGORY OVERVIEW:

The jury will be identifying the best campaign, which has had a significant impact on changing cultural perceptions, social norms, and people's behaviour for the better. This can include campaigns that have dismantled harmful stereotypes related to sexual orientation, gender, race, ethnicity, age, religion and ability, to campaigns which have tackled issues facing marginalised and vulnerable communities across the world.

THE WRITTEN ENTRY:

Objectives: Please state the cause and marketing objectives of the campaign, outlining the former first. This is to provide the jury with key context of the campaign. This section is not scored by the judges. (150 words max)

In 2022, with the aftershock of lockdowns still lingering, years of dangerously high 'screen time' and 'home time' left the mental health of young Australians in a very vulnerable state.

For headspace, the platforms that are most cost-effective for reaching their audience to address mental health concerns are often the same environments that can incite or accentuate mental health problems. As digital consumption and mental health issues increased concurrently for young Aussies – headspace were presented with a dilemma: how can you effectively inspire youth to change mental health behaviour on platforms that contribute to poor mental health?

With a budget of AU$60k, headspace Day 2022 looked to:

1. Encourage self care practice within the community
2. Empower people to talk about mental health
3. Increase awareness of headspace and headspace Day

Two key audiences were established:

1. Young Australians aged 12-25
2. Parents and carers of young Australians aged 12-25

Insight: What was the insight which helped the entrant inspire and implement the campaign? The marketing challenge, brand insight and consumer insight. (250 words max)

While the digital world comes with a myriad of benefits to society at large through interconnectivity and convenience (not to mention cost-efficient advertising), the increasingly negative impacts of 'life online' are certainly no secret.

When asked where the internet negatively impacts them the most, young Aussies responded as below: (GWI, Aug 2022)

- Irrelevant content i.e. too many ads (29%)
- My mental health (23%)
- My lifestyle from spending too much time online (24%)
- News content (20%)
- My reputation i.e. concerns for being cancelled (13%)

For this reason, even with the cost efficiencies of digital advertising considered, the 'pros' and 'cons' of headspace appearing within these platforms increasingly became a source of contention. In this research phase, the campaign looked to unearth a deeper truth within the vicious cycle of damaging digital content consumption that could be used as a force for good.

Although it was identified as a contributor to negative experiences online, news was recognised as the perfect focal point for the campaign. We were conscious that 'news overload' played a role in compounding anxiety throughout the pandemic, however it still played an important part in young people's lives with 94% engaging with news media in the past 7 days (Roy Morgan, Jun 2022). Although the hangover from COVID was still causing headaches, the news served as the binding reality check that could bring the digital and physical realms together to encourage better mental health behaviour and reinstate connection to the community.

Strategy: The communications strategy, how does your strategy meet the business objectives listed above? (300 words max)

Despite the news unlocking a useful link to connect our audience between the 'digital' and 'physical' realms, further strategic rigour was required if we were to truly counteract people's relationship with their screens and hit our three key campaign objectives. Delving deeper into screen time analysis, the strategic approach questioned the audience's inclination to continually engage in social and digital platforms despite consistently citing negative outcomes.

Understanding the relationship between human psychology and digital algorithms was instrumental in framing the campaign's approach to both media and creative. When combined with the inherent nature of digital virality, psychological factors like 'negativity bias' and 'emotional intensity' play a big role in what we consume online and what motivates us to come back for more. Instinctually, humans have a natural tendency to pay more attention to negative information as it provides evolutionary advantage in our survival – a trait which has imprinted onto our online behaviour (NLM, Oct 2022). This negativity bias is a big contributor to the addictive nature of digital platforms and leads to what many refer to as 'the doom scroll'.

Ensuring this thinking was tied into the strategy gave the campaign a strong means to connect, creating power and purpose from what was within our control. While we weren't able to fundamentally change what was happening in the world *or* what people were consuming, we were able to offer them respite and a well-placed reminder to be mindful of their wellbeing.

Focusing on the news allowed us to subvert the typical 'doom scrolling' news experience of 2022 and connect with all audience segments in a time and place where both mental health and sense of community are impacted dramatically. As such, through both media and creative, the strategy poised the campaign to provide:

'Diversion from the Doom Scroll'

Execution: The creativity of the communication and activation or delivery. If applicable, please describe the different steps of the campaign's execution and what happened. (250 words max)

As the creative suggests, through providing a diversion from doom, the campaign encouraged the audience to "pause, reflect and reconnect". Encouraging mental health proactivity and empowering communities to discuss mental health, media had two key functions:

1. Intercept and motivate young people to step away from their screens
2. Re-instil a sense of community in the physical world

With a national audience and a limited budget, the campaign needed to be tactical in its execution. With high impact touch points across a variety of platforms, the campaign was successful in motivating the audience to "pause, reflect and reconnect" across:

1. Audio: Radio, Spotify, Podcasts (News targeting where possible)
2. Display & Content Seeding: News Verticals
3. OOH: Train Panels

Often a 'one-on-one' medium, podcasts allowed us to tap into our audience's 'head space' effectively with news content targeting prioritised. Digital display and content seeding provided incremental reach and timely doom scroll interception in contextually relevant news verticals.

While the primary focus was on digital, it became apparent that bolstered support across relevant above the line channels would also aid in supporting the diversion from doom while re-grounding the campaign in the community. Radio built community presence with free-of-charge live reads and pre-recorded radio ads intercepting stressful drive day parts, offering a calming contrast to typically chaotic traffic and news segments. OOH also held presence in high dwell time, high scroll time, transit environments.

Media partners recognised the importance of the campaign, with many offering substantial in-kind placements to broaden reach.

Results: What did the campaign achieve? What did it achieve from a cause/purpose perspective? What was the impact of the campaign on the cause it was helping or raising awareness about? What were the metrics used to measure the impact? What did this campaign also achieve from a marketing perspective? How did deliver against the objectives laid out above? (250 words max)

Encouraging positive behaviour change by counteracting negative digital consumption patterns, the headspace Day 2022 campaign delivered a vital message to a vulnerable audience at a pivotal time.

Behaviour change metrics clearly demonstrate the campaign's profound impact amongst the core audience: (Kantar, Oct 2022)

1. 65% of youth (aged 15 – 25 years old) took action after seeing the campaign
    a. 49% tried a mental health tip from the campaign
    b. 21% spoke to someone on eheadspace (online mental health support network)

Historically, the younger faction of headspace's audience have been notoriously hard to connect with through both media and message. headspace Day 2022 delivered unprecedented results for this group:

2. Over 25% of youth (aged 12 – 14 years old) recognised the campaign
3. 53% of youth (aged 12 – 14 years old) took action after seeing the campaign
    a. 60% of those tried a mental health tip from the campaign

With an incredibly modest budget, the campaign also managed to increase brand awareness levels to the highest they have ever been for young Australians.

4. Brand awareness amongst Australians aged 15 – 25 increased to 80% in October 2022 (Kantar, Jan 2023).

As the results clearly demonstrate, the headspace Day 2022 campaign delivered far more than a diversion from doom. By reconsidering their approach to the platforms they invest in, headspace inspired young Australians, parents and caregivers to reconsider their relationship with both their mental health and physical community, urging them to "pause, reflect and reconnect" whenever and wherever they can.

Budget: What was the media budget for this campaign? Ensure the currency is stated.

The budget for this campaign was $60,000 AUD.