

A decorative border on the left side of the image, composed of various colored rectangular blocks (red, blue, yellow, green) arranged in a stepped, staircase-like pattern.

# **LEGO x Mental Health**

A decorative border on the right side of the image, composed of various colored rectangular blocks (red, blue, yellow, green) arranged in a stepped, staircase-like pattern.

# Why is this Trend Significant

- ❑ 77% of students experienced some kind of psychological distress, either moderate or severe
- ❑ 1 in 8 people worldwide are affected by mental health disorders (970 million)
- ❑ Mental health issues can lead to a loss in productivity, with depression and anxiety costing the global economy \$1 trillion per year due to lost productivity
- ❑ The prevalence of mental health problems is increasing at a rate of 13% per year



# Where the Trend Started & Evolved

- ❑ Has always been a prevalent issue throughout history, taking different shapes and sizes but not widely talked about or accepted
- ❑ Various Ancient Theories
- ❑ William Sweetzer discussed mental hygiene in 1843, taken more seriously in 1915
- ❑ Mental health clinics
- ❑ President Truman signed The National Mental Health Act in 1946
- ❑ More normalization in the 20th Century, but also sensationalizing



# Where the Trend Started & Evolved

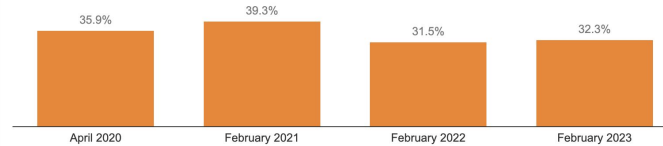
- ❑ Evolution in Today's Climate
  - ❑ Both anxiety and depression are now a public health threat
  - ❑ 90% of Americans feel like the country is in a mental health crisis
    - ❑ In 2022, half of young adults feel anxious always or often
    - ❑ 38% more people are receiving mental health care post-pandemic
  - ❑ Barriers to accessing care
    - ❑ 80% say cost
    - ❑ 60% say shame and stigma
  - ❑ College Campuses
    - ❑ 44% have symptoms of depression, 37% experience anxiety, 15% considering suicide
  - ❑ Increase in efforts to destigmatize, but there's always more we can do



# Mental Health & the Pandemic

Figure 1

The Share of Adults Reporting Symptoms of Anxiety and/or Depressive Disorder During, the COVID-19 Pandemic



NOTE: April 2020 is the earliest data available. Adults having symptoms of depressive or anxiety disorder were determined based on having a score of 3 or more on the Patient Health Questionnaire (PHQ-2) and/or Generalized Anxiety Disorder (GAD-2) scale. The reference period for the GAD-2 and PHQ-2 questions changed from the "past 7 days" to the "past 2 weeks" beginning in August 2021; however, trends remained stable.

SOURCE: KFF analysis of U.S. Census Bureau, Household Pulse Survey, 2020-2023. • PNG

KFF

Figure 3

Share of High School Students with Persistent Feelings of Hopelessness and Sadness, Before and During the Pandemic, by Sex

■ 2019 ■ 2021



SOURCE: CDC Youth Risk Behavior Survey • PNG

KFF

Sources: KFF 2023

# 2023 Findings

Figure 2

## Share of Adults Reporting Symptoms of Anxiety and/or Depressive Disorder, February 2023

**All Adults**

All Adults 32.3%

**Household Job Loss Status**

Household Job Loss 52.8%

No Household Job Loss 29.6%

**Age**

18-24 49.9%

25-49 38.0%

50-64 29.3%

65+ 20.1%

**Sex**

Female 36.0%

Male 28.3%

NOTE: Adults having symptoms of depressive or anxiety disorder were determined based on having a score of 3 or more on the Patient Health Questionnaire (PHQ-2) and/or Generalized Anxiety Disorder (GAD-2) scale. Household job loss status refers to whether anyone in the respondent's household experienced loss of employment income in the past four weeks.

SOURCE: KFF analysis of U.S. Census Bureau, Household Pulse Survey, 2023 • [PNG](#)



# SOCIETY & CULTURE

## Social Media

- ❑ 69% of adults and 81% of teens use social media
- ❑ Rising concerns with social media platforms like Instagram in contributing to mental health crisis
  - ❑ Comparisons and social pressure
  - ❑ Addicting algorithms

## Public Figures

- ❑ Former first lady Michelle Obama and her experience with low-grade depression
- ❑ Gymnast Simone Biles pulled out of the 2020 Tokyo Olympics
- ❑ Tennis star Naomi Osaka speaking out about her depression after ranking #1 in women's tennis

## Public Conversations

- ❑ Younger generations are more vocal, especially on social media
- ❑ Push for decreasing stigma

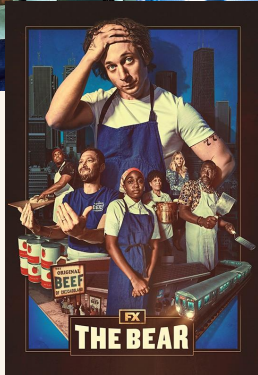
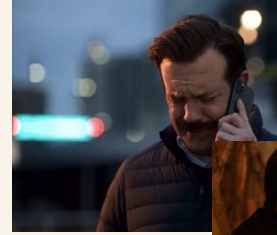
# SOCIETY & CULTURE



**Project Semicolon - Your story isn't over**

# Trends In Pop Culture

## TV Shows

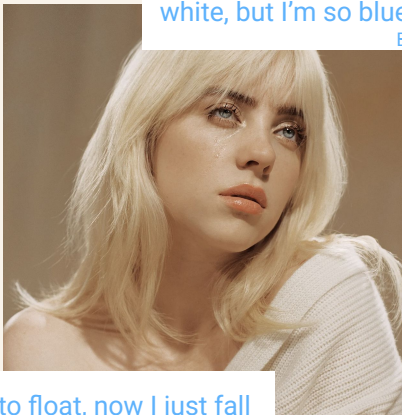


# Trends In Pop Culture

## Mental Health Awareness in Music

I try to live in black and  
white, but I'm so blue

BLUE, 2024



I used to float, now I just fall  
down  
I used to know, but I'm not  
sure now  
What I was made for  
What was I made for?

What Was I Made For?, 2023

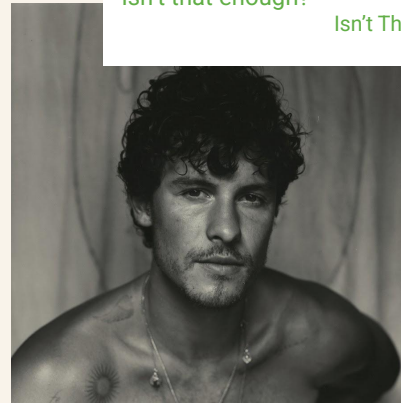
Tryin' different therapists,  
they're sayin' I got problems  
Voices in my head, they  
tryna show me how to solve  
them

TORTURED, 2024,



My hand's still shakin', my mind's still  
racin'  
My heart's still breakin' in two  
I'm still changin', my friends stay patient  
My mother still calls for the news  
Isn't that enough?

Isn't That Enough, 2024

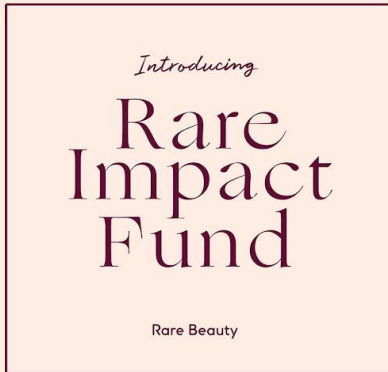


# Trends In Pop Culture

## Brand Foundations



- ❑ “Madhappy and The Madhappy Foundation contribute 1% of Madhappy’s net sales\* to a portfolio of groups dedicated to mental health improvement.”
- ❑ Partnerships: Born This Way Foundation, The JED Foundation, Child Mind Institute, and more
- ❑ Funds institutions conducting mental health research
- ❑ Biannual Print Magazine, The Madhappy Podcast, Campaigns



- ❑ “Rare Impact aims to support the mental health of our community, employees, and partners everywhere.”
- ❑ Mental Health and Self-acceptance
- ❑ Reduces stigma surrounding mental health, provides resources for wellbeing
- ❑ Raised \$7 Million in 2023
- ❑ 1% of sales goes towards the fund

Sources: Madhappy 2024, Rare Beauty 2024

# Examples of the Trend in Advertising

## Examples

**Burger King**



**JanSport**

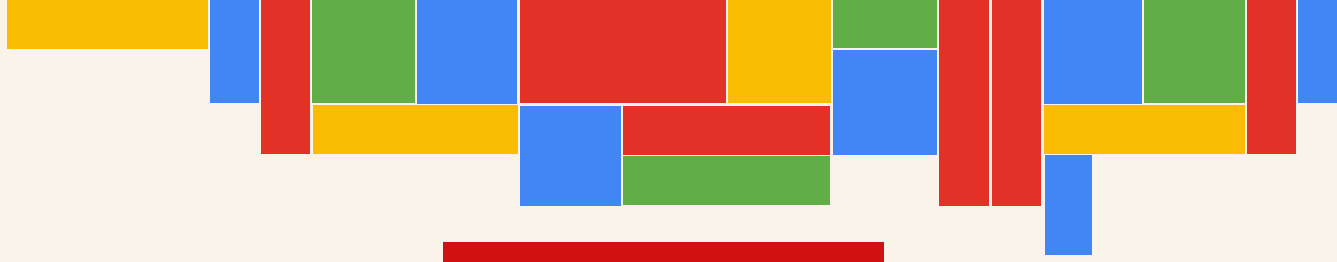


**CAMH**



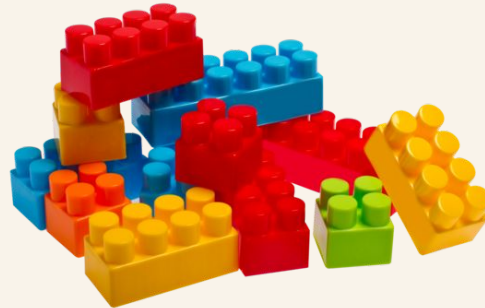
**Norwich City**





x

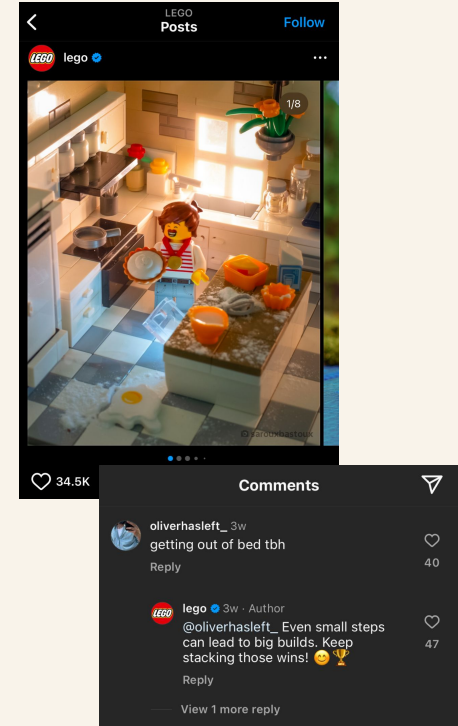
**Mental Health**





# Leveraging Mental Health

- ❑ Efforts through other brands have proven successful
- ❑ People already care about the trend, and LEGO can help amplify the message
  - ❑ Beneficial for LEGO while doing good
- ❑ LEGO has touched on mindfulness in small ways, but we want them to make it a bigger campaign with a specific focus on recent college graduates





# "The Missing Piece"

- ❑ Demonstrate how stressful and chaotic lives of college students can be
- ❑ Highlight individual in ad needing a moment to unwind and decompress
- ❑ Position Lego as the solution to the pressures of day-to-day life
- ❑ Relaxation and prioritizing mental health are "the missing piece" to a happy and fulfilled life





# Taking Advantage in Broader Ways



- ❑ Emphasising flow state
- ❑ Engaging in more conversations online
- ❑ Semi-colon key chain
  - ❑ Sell key chains in the shape of a semi-colon using the hand of a lego minifigure
  - ❑ 1% of proceeds will be donated to Project Semicolon
- ❑ During finals, setting up pop-ups on college campuses
- ❑ Partner with Jake Shane (influencer)



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