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**OPEN
YOUR
MIND**

Executive summary

The challenge: An overwhelming number of CYP attending emergency departments in mental health crises, often being referred back out of ED. There was a need to run a behaviour change campaign to nudge users towards alternatives to access help in a crisis (especially out of hours alternatives).

The main **objectives of the campaign** were to:

- **Reduce number of children and young people attending emergency departments in case of a mental health crisis**
- **Increase awareness about alternative services available to children and young people**
- **Normalise conversations about mental health** by engaging not only children and young people, but also their family, friends and wider reference network

After developing a **behavioral diagnostic to identify barriers to** CYP undertaking the desired behavior, we **created a behaviourally informed strategy, messages, and creatives** which were then **tested with our audiences** to gain further insights into the **most engaging and effective behavioural frames to deploy upon wider campaign activation**.

Using the above insights, the **#OpenYourMind campaign then launched June 2022 until October 2022**.

Overview: Campaign results

Objective:

Reach 466,666 individuals in 12 weeks

Objective:

Generate a 2.22% engagement rate

Objective:

Generate 7,000 clicks to the landing page

Outcome:

We reached 903,039 individuals in 12 weeks

193.51% above 466,66 KPI

We generated a 2.22% engagement rate

**+0.72% above 1.5% KPI,
+2.2% above industry average**

We generated 19,039 unique link clicks, with a click-through rate of 2.11%

**271.99% above 7,000 KPI, and a
click-through rate
+0.73% higher than industry
average**

Overview: Landing page + Urgent Support lines results

Saw an increase in HLP urgent support web page views over the campaign period commencing in June 2022, as well peaks such as on August 25 which may correlate with users visiting the page following GCSE exam result. Some of the activities that we were able to track are:

835 additional sessions on **HLP urgent support webpage** via
Open Your Mind campaign
page referral

31 referrals **via Facebook**

59 referrals **via Instagram**

**Could not track Snapchat (as data has been shared back directly with urgent support lines partners).*

Overview: Urgent Support lines feedback

Feedback received from the urgent support lines:

- A **well-designed landing page with tailored information** for young people and the reference network
 - The landing page employed choice architecture structure to simplify user journey and increase awareness and engagement with our key CTAs (eg: Get Support Now - directing to urgent support lines numbers)
- Use of **relevant social media channels** (e.g Instagram, snapchat) to reach young people where they are
- Resulting in an **increase in HLP urgent support web page views** over the campaign period commencing in June 2022

Suggestions on how we could improve further:

- Consider **refining some of the assets**

Should the campaign be extended/continued:

- **Yes particularly with continued targeting around known pressures** such as: winter periods, exam pressures, before/after results days
- It would be good to continue to coordinate between HLP, Thrive and CSG around when we are promoting the crisis lines/other resources/other campaigns to ensure that we are not overloading the system.

#OpenYourMind

What did we do?

Campaign development

As a part of the campaign we developed a behaviourally informed creative identity and dedicated landing page (www.openyourmind.support) to host available resources and signpost CYP and their Reference Network to relevant services, utilising:

- Behaviorally informed copy and assets, informed by our test phase insights. Choice architecture designed to simplify user journey and increase engagement with key CTAs
- Signposting to key resources: 24/7 NHS support lines, text SHOUT services, Good Thinking Website for general wellbeing and useful apps
- Offered conversational starter pack for CYP's network of reference, to support starting conversation about their child's mental health



Rapid Test Phase (RTP)

Our Rapid Test Phase experiments gather data and behavioural insights direct from targeted communities to support campaign activation. Our trials provided clarity on what worked, what didn't – and critically, why.

We ran 3 experiments prior to campaign activation, to answer:

- Which creative asset best attracts segmented target audiences to visit the campaign page?
- Which in-creative message best resonates with segmented target audiences and encourages them to take action?
- Which behaviourally framed ad copy is most resonant and motivates segmented target audiences to take action?

Based on the data, we were able to gathered enough insights into what content is going to be the most effective for our target audiences.

Rapid Test Phase (RTP): Results

Based on the RTP's below you can find the most engaging content for our targeted audience:

13-17 yo in London

Winning image:



Reference Network

Winning image:



Rapid Test Phase (RTP): Results

Based on the RTP's below you can find the most engaging content for our targeted audience:

13-17 yo in London	Reference Network
<p>Winning ad-copy, social- proof bias:</p> <p><i>Many young people in London that are struggling with their mental health, are currently using alternative services to Emergency Departments (A&E) to get immediate professional support. There are a number of alternative services that you can access, with their biggest priority being to make sure that you feel supported and heard. Visit our website to learn more. #OpenYourMind</i></p>	<p>Winning ad-copy, social- proof bias:</p> <p><i>Many children and young people in London that are struggling with their mental health, are currently using online services that are available to them.</i></p> <p><i>Help young people get the immediate professional support they might need, by encouraging them to access services, whose biggest priority is making sure that young people feel supported and heard. Visit our website to learn more. #OpenYourMind</i></p>

Rapid Test Phase (RTP): Lowest Results

Based on the RTP's below you can find the least engaging content for our targeted audience:

13-17 yo in London	Reference Network
<p>Worst performing ad-copy, Intention-action gap (control):</p> <p><i>Living in London can be extremely overwhelming. If you are a young person experiencing a mental health crisis, you can access immediate support without the need of travelling to an Emergency Department (A&E).</i></p> <p><i>There are a number of alternative services that you can access, with their biggest priority being to make sure that you feel supported and heard. Visit our website to learn more.</i></p> <p><i>#OpenYourMind</i></p>	<p>Worst performing ad-copy, Prompt:</p> <p><i>Often, it's unlikely a child or a young person will speak up about the fact that they are experiencing a mental health crisis. It is important to start a conversation with your child about their mental health.</i></p> <p><i>There are a number of services that they can access in case they are struggling, that are alternatives to the Emergency Department (A&E). All of these services are provided by professionals, whose biggest priority is making sure that your child receives immediate support. Visit our website to learn more. #OpenYourMind</i></p>

Digital Ads

Once the campaigns identity was fully developed and we finalised the testing, we were able to activate paid activities for #OpenYourMind. We made sure we chose the most engaging for our two targeted audiences, that have a very different media consumption patterns compared to one another. In practice what it means was:

- Paid activities for both segments (13-17 yo and Reference Network) on Facebook and Instagram feed and story
- Paid activities on Snapchat for the 13-17 yo segment
- Paid Google Display ads targeted at Reference Network

We use real life ads monitoring to make sure budget is fully optimised and adjusted things accordingly depending on performance. Key findings were:

Media features

As a part of the campaign deliveries, we developed a detailed media plan that included press releases, media hooks and media contacts. As a results, #OpenYourMind got featured in **22 pieces of news coverage**, with major ones being **interviews for BBC London** and separate one for **BBC Radio**, coverage in **the Independent** and the **Evening Standard**.



BBC London interview, watch [here](#)

Anxious about A-level results? Fight anxiety and stress with this mental health aid group

Coping with the exam stress can sometimes be worse than the outcome. Thousands of students today are likely to experience anxiety as UCAS will roll out the results for the Covid generation school and college pupils this morning.

There are multiple groups and collectives readily aiding students to fight the stress.

Students can look to 'Open your mind' initiative by London-based The Cavendish Square Group, which is a collective of 10 NHS trusts.

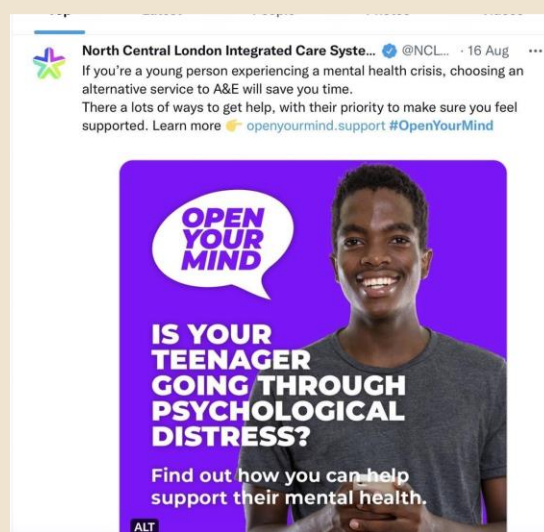
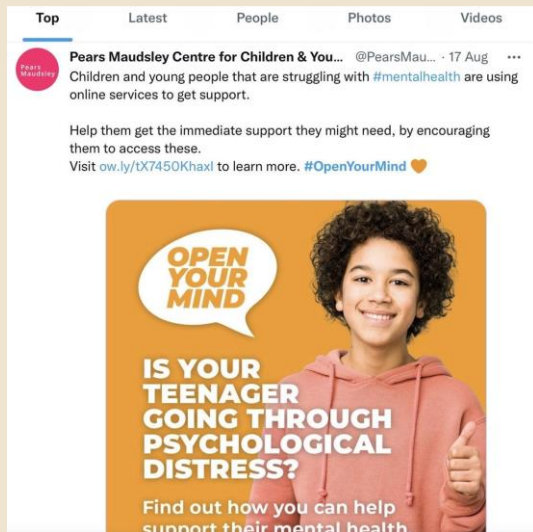
Based at King's Cross, these include the Tavistock and Portman NHS Foundation Trust, which runs outreach projects in Cheshunt, Hemel Hempstead, Ware and Watford, and the Barnet, Enfield and Haringey Mental Health NHS Trust.

Students and parents can find immediate strategies and online resource on the Open your mind website, which are likely to prove helpful in the 11th hour.

The Independent coverage [here](#)

Stakeholder engagement

As a part of the campaign delivery, we developed a partners toolkit, that we shared with relevant internal and external stakeholders. The toolkit worked as guide to individuals on how to interact with the campaign and share related content. We provided a number of ready-to-go behaviorally framed ad copies, and a creative suite with campaign assets ready to share. Many stakeholder shared #OpenYourMind campaign, especially on Twitter, and especially in August around exam results period.



Reasons campaign worked so well

The campaign **significantly exceeded established KPI's, with media features and large scale stakeholder engagement.**

Here are some reasons as to how we managed to achieve this performance compared to other campaigns with similar objectives or themes:

- **Behavioral science:** the use of behavioral science was the key reason for campaign success. Conducting a behavioral diagnostic prior to campaign activation enabled identify key barriers preventing our audiences from engaging with the desired behavior and address that accordingly with behaviorally framed messaging and choice of imagery which would help us to address these barriers.
- **RTP testing:** testing allowed us to understand exactly what messaging/content is the most engaging for our targeted audience in practice.
- **Real-time monitoring:** monitoring allowed us to optimise budget and invest into platforms that are the most effective for reaching and engaging with our target demographics
- **Media and stakeholder engagement hooks:** deploying specific hooks, for example stress related to exam results, was key in receiving engagement from media and stakeholders and helped to secure widespread media coverage of the campaign
- **More positive choice of imagery:** as a part of the previously mentioned behavioral diagnostic, we established that positive imagery would likely be better received by our target audience, compared with many similar campaigns utilising darker/more 'depressed' imagery, which also made this mental health campaign stand out among the other similar projects supporting #OpenYourMind to cut through the noise and reach our audiences with the important campaign messages and calls to action

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Recommendations.

Recommendations

Building on the success already achieved in this first phase of this campaign, we would recommend extending to further capitalise on the strength and momentum of this initial activation. Recommendations include:

- Refreshing existing **creatives and testing new digital channels**, for example a short video could be developed to then be deployed on platforms such as YouTube, Facebook and Instagram. Voice over from the video could then also be utilised as radio ads on digital streaming platforms such as Spotify
- New features to be added to a landing page: a **Chatbot**, which is an interactive feature which would introduce a gamification element to the page and support increasing of understanding and awareness of available services, as well as encouraging further conversations to be had between young people and their reference network, and giving a direct link to urgent support services where appropriate
- Developing the current landing page into a **behaviorally assessed microsite**, which would allow us to expand on the resources and support provided, for example with pages segmented to particular audience groups to further tailor content and support for each audience segment
- Exploring additional: **media and stakeholder engagement hooks**, for example press releases related to winter periods, January/New year pressures etc, may be an effective way to further extend the impact of the campaign and secure additional coverage and support for our key objectives.
- Localising the campaign through real photography of real young people across London, as part of a wider effort to build #OpenYourMind into a more **collaborative, community-driven campaign**. This can include **localised outreach** to communities that need it the most and personalised, borough-specific creatives and messaging approaches.

Thank you for your time

For further information,
please contact:

Sarah Evans
Head of Client Services
sarah@lynn.global

Kinga Krol
Senior Campaigns Officer
kinga@lynn.global