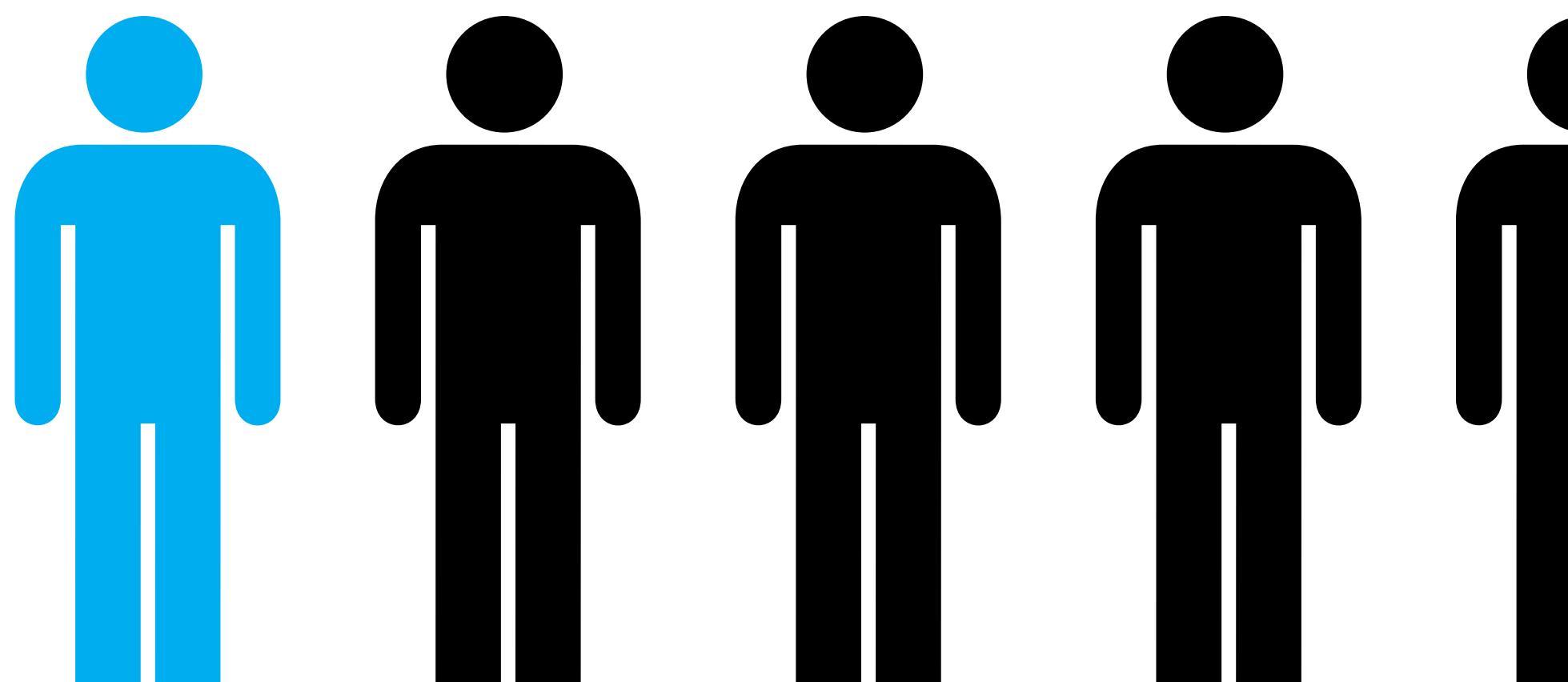


#TALK ABOUT IT

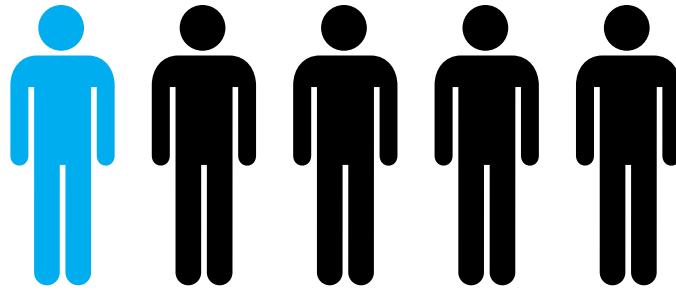
A campaign about mental health.

PART I: THE CAUSE



1 IN 5

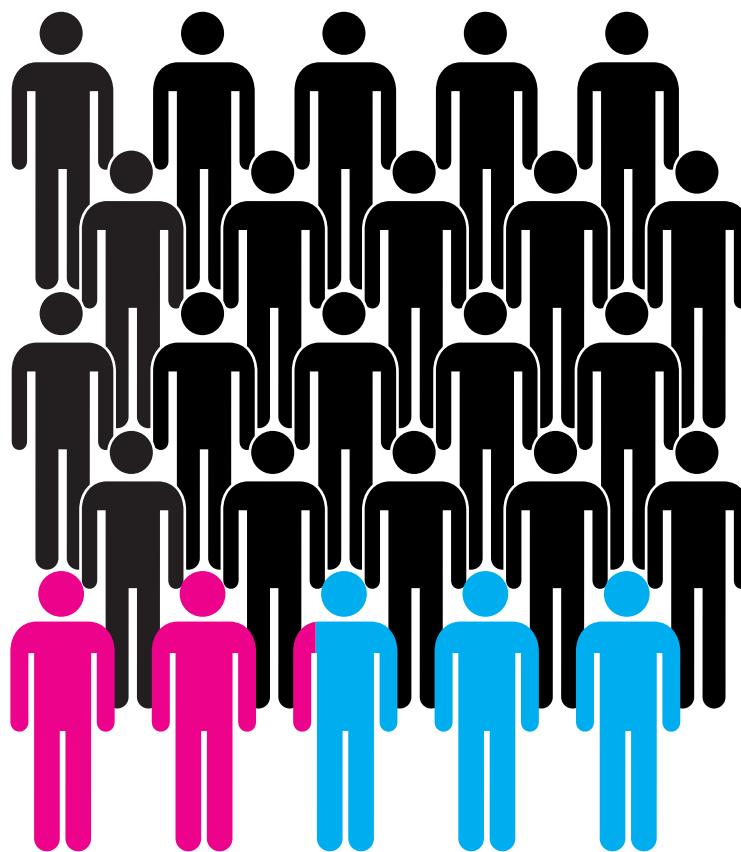
**ADULTS HAVE A
DIAGNOSABLE MENTAL
ILLNESS...**



... AND ONLY

44 %

**OF THEM RECEIVE THE
HELP THEY NEED.**



TLDR; Life is hard.
Mental health issues are
more pervasive than ever
and it's not talked about
enough.

MENTAL HEALTH? LET'S #TALKABOUTIT

1 | DEFINE THE PROBLEM

Mental illness is something we as a society are just starting to understand, and one of the biggest inhibitors to people getting the help they need is understanding there is a problem in the first place.

2 | FIND THE FIRST STEP

So what's the best way to combat this? **Exposure**.

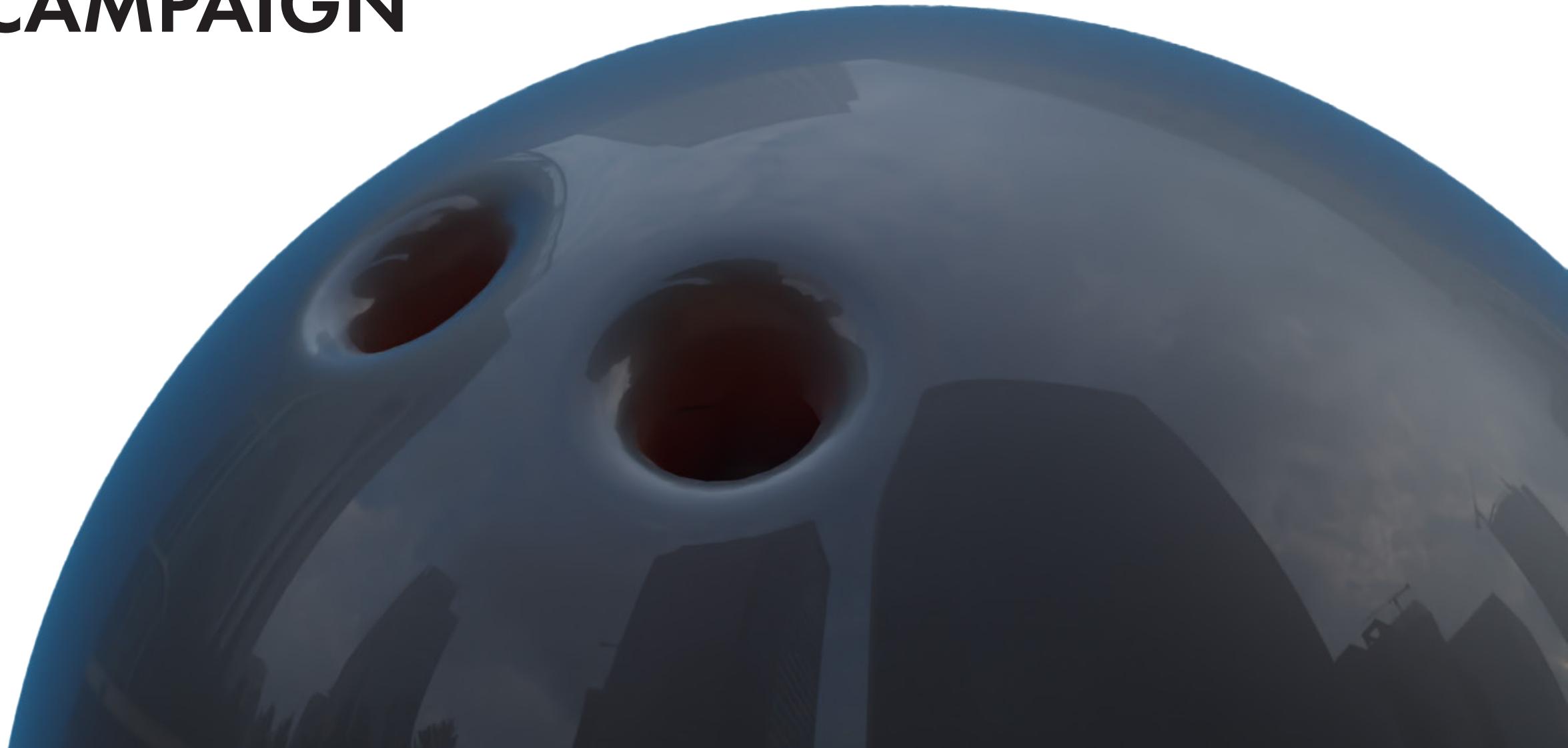
This step of the campaign focuses on 2 things:

- large, sculptural elements designed to exacerbate the scale of issues.
- poster series, which uses bright, eye-catching colors to make sure it stands out among other media.

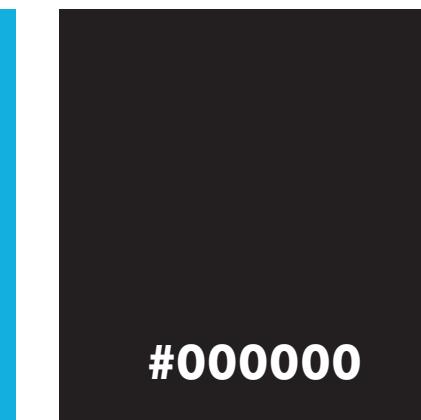
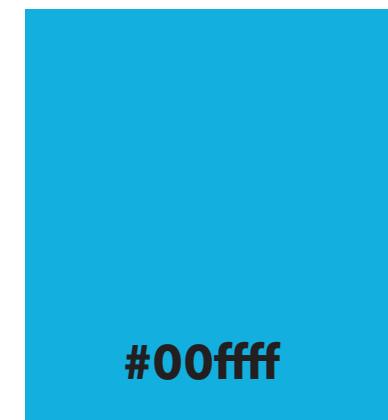
3 | TAKE ACTION

The final component of this campaign is a website with a digital message board, support links to mental health resources, and digital stickers to promote the campaign via word of mouth.

PART II: THE CAMPAIGN



DESIGN ELEMENTS



#TALKABOUTIT

#TALKABOUTIT

BOURTON HAND

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 @ # \$ % &

FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 @ # \$ % &

Avenir Next

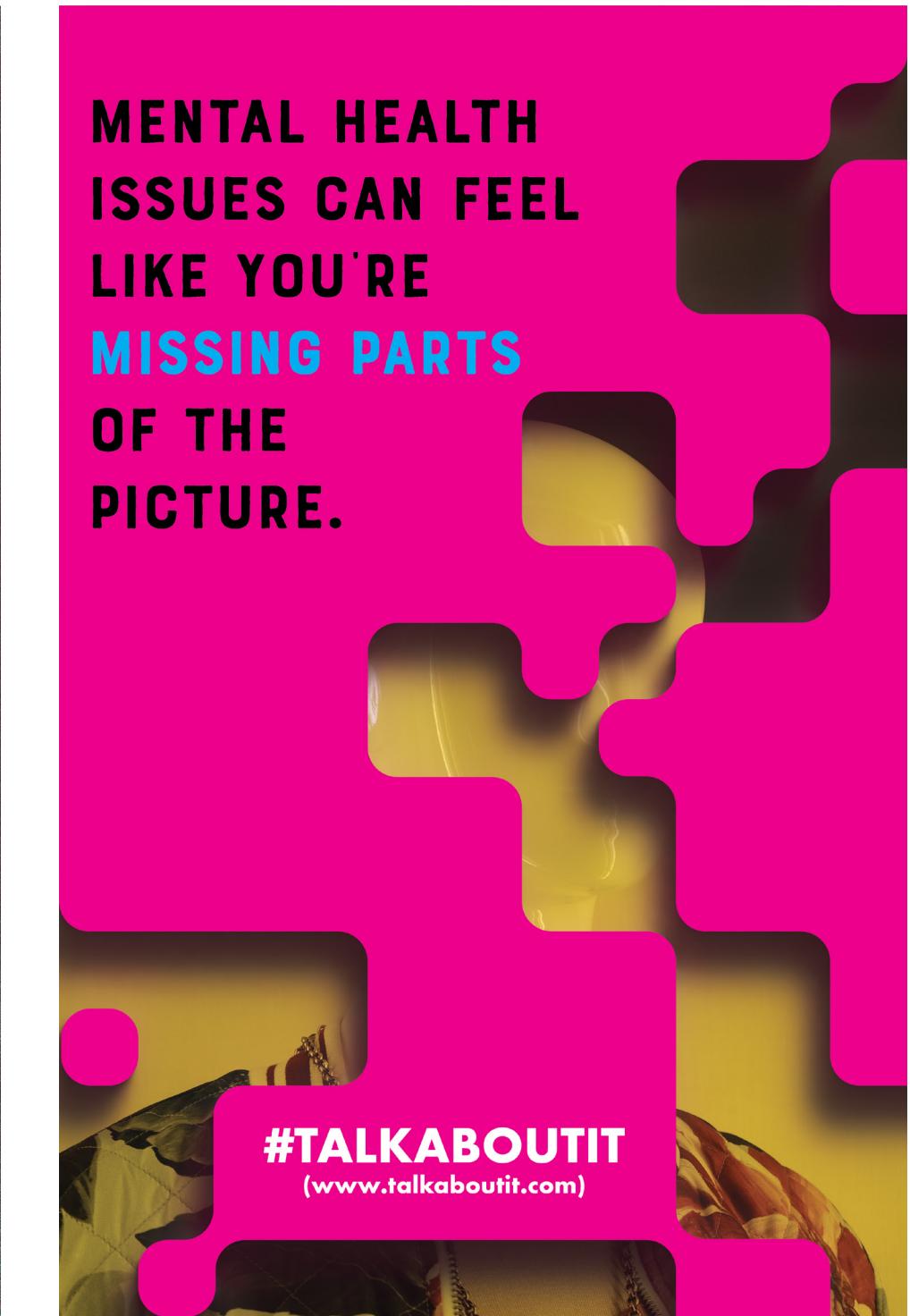
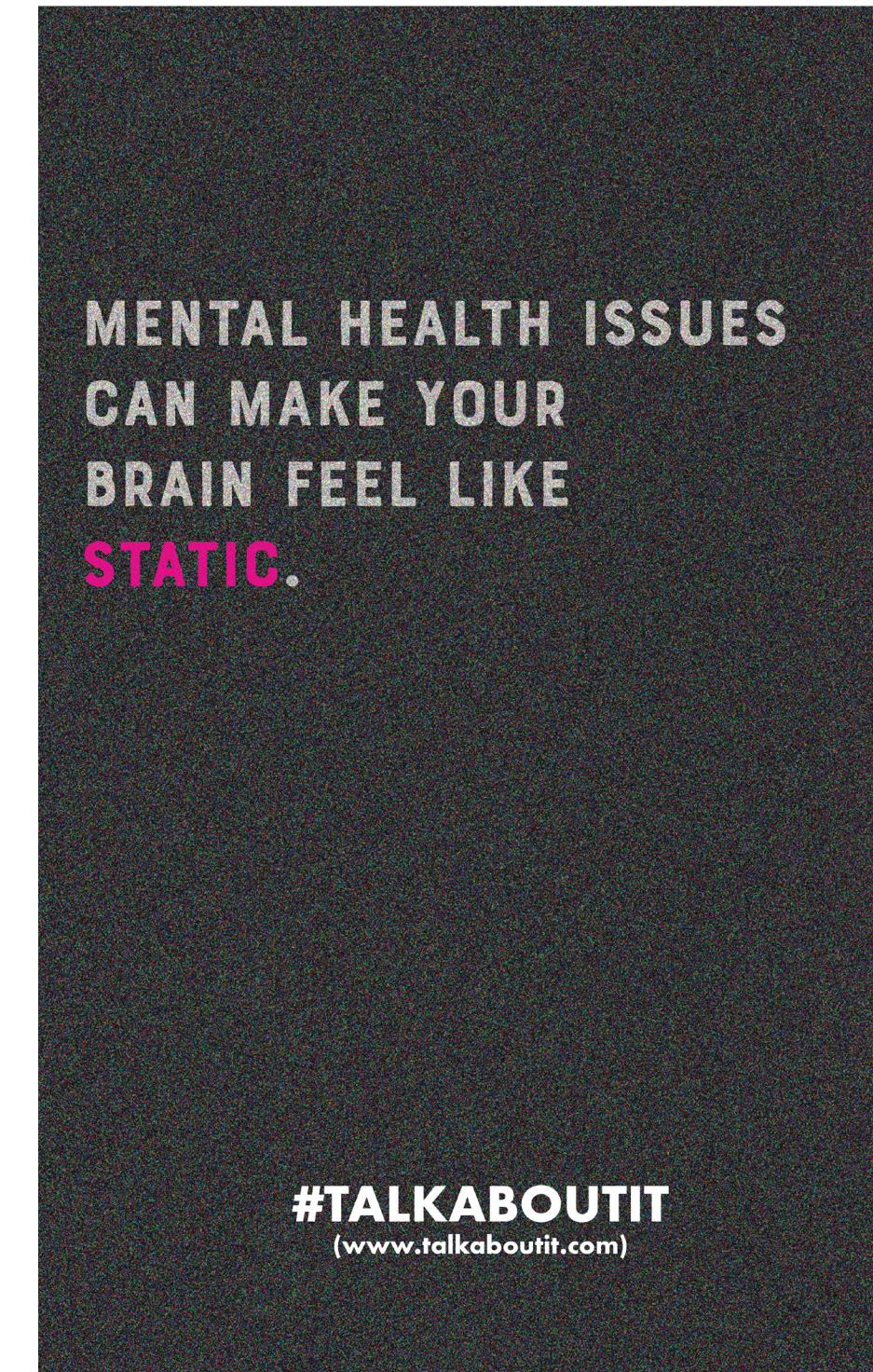
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 @ # \$ % &



**MENTAL HEALTH ISSUES
CAN MAKE THEM FEEL
PRETTY **UNCOMFORTABLE**
TO DEAL WITH.**

#TALKABOUTIT
(talkaboutit.com)

POSTERS POSTERS POSTERS



SCULPTURES

SCULPTURES



Person:
~2m

Ball & Chain:
~3m

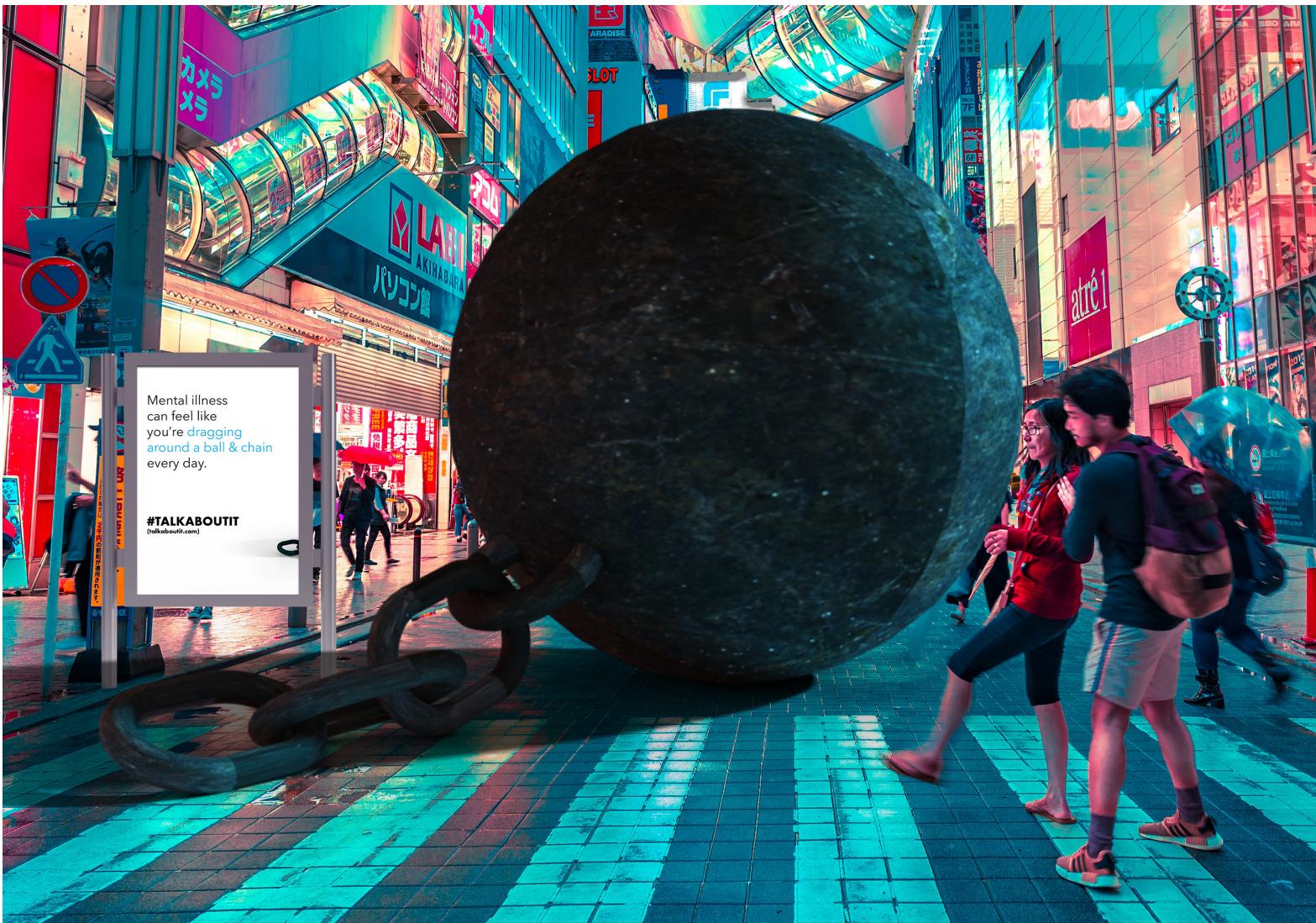
Sushi:
~6m

Fissure:
25m+



SCULPTURES

SCULPTURES



#TALKABOUTIT

Find Support Spread The Word

EN | ES | FR

"Mental illness can be really draining. Some days I wake up and my body will feel too tired to get out of bed." — John, 31

Write a note to someone experiencing mental health struggle here. You can share your struggle, a symptom you've been feeling, or just leave a note of encouragement for others going through it.

"I found out I had anxiety after my friend told me that when she gets really anxious, she can get really frustrated and impatient. It really opened my eyes to check on my mental health." — Tori, 24

Crisis Text Line

WEBSITE

Text CONVO to 741741 in the US. Free confidential 24/7 support.

National Suicide Prevention Hotline

WEBSITE

Free 24-hour hotline for suicide prevention. Call 1-800-273-8255.

#TALKABOUTIT

Find Support Spread The Word

EN | ES | FR

"I found out I had anxiety after my friend told me that when she gets really anxious, she can get really frustrated and impatient. It really opened my eyes to check on my mental health." — Tori, 24

"Mental illness can be really draining. Some days I wake up and my body will feel too tired to get out of bed." — John, 31

Write a note to someone experiencing mental health struggle here. You can share your struggle, a symptom you've been feeling, or just leave a note of encouragement for others going through it.



#TALKABOUTIT

Find Support Spread The Word

EN | ES | FR

Find Support

Mental illness can be really challenging to cope with. If you or someone you know is currently experiencing mental health issues, please use the resources below to find support for yourself or someone else.

Crisis Text Line

WEBSITE

Text CONVO to 741741 in the US. Free confidential 24/7 support.

National Suicide Prevention Hotline

WEBSITE

Free 24-hour hotline for suicide prevention. Call 1-800-273-8255.

#TALKABOUTIT

Find Support Spread The Word

EN | ES | FR

Help us spread the word!

We made a bunch of digital stickers for you to share with your friends and get them to #talkaboutit.

**Thank you
for listening!**

