

~~Kõik on nii mõttetu!~~

Mul on
Kõik OK!

THE PROBLEM

According to the World Health Organisation, over 50% of adult mental health issues start out in childhood and adolescence. While adults are capable of dealing with everyday stress and know how to tackle serious problems, teenagers don't, and tend to keep things to themselves. Unresolved, even the tiniest issues can snowball into serious problems and lead to deteriorating mental health.

Social campaigns targeted at teenagers sometimes don't fly as they tend to be too soft for teenagers to identify themselves with. The reason behind the ineffectiveness is that campaigns targeted at teenagers are created by adults. But what meant to be a teenager back in the day is not what it means now and the struggles modern day adolescents face are much more serious. Surrounded by fake positivism in social media, they have new rules to play by: show how awesome your life is, even if it isn't.

OUR SOLUTION

We created a campaign with a strong message, visually striking outdoor media and a raw and honest film to finally get their attention and encourage them to speak up about their issues. The trick – the subjects, everyday problems and language used in the campaign were collected from youth forums, giving the ad a real feel. Our aim was to talk to the target group the way they would normally talk to each other. The ad featured a handwritten letter that read:

I'm a total zero. Why am I even here? Everything's so pointless. I'm useless. I don't have any friends. Everyone hates me. I'm fugly. I deserve it. It's all my fault. Maybe it would be better if I didn't exist!

The message was crossed out to show the hesitation they feel when opening up about their problems. The slogan: **Don't lock yourself in. Talk about it.**

THE RESULTS

The video had over **70 000 views** and **500 shares during its first days** and was **featured on national television and radio**. Also, one of the most viewed Estonian Youtubers Karlos Kolk, with more than 17 000 subscribers, made his own version of the video, giving the campaign even more attention with **over 33 000 views** on Youtube.

71% of the target group remembered the campaign and **76%** understood the message, which is remarkable given that it was a completely new campaign and the overall average of campaign visibility being **59%**. **16%** claimed to have talked about their problems after seeing the campaign (the average being 8%) and the mental health websites mentioned in the ads had over **7400 visitors** during the social campaign.