

Mental health discrimination: it's not a grey area

How See Me brought colour and positivity to a brand that would change public perceptions of mental health. Forever.



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Sector Category:

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INTRODUCTION

This is the story of how we worked together with See Me and an influential group of supporters to craft an identity relaunch that would change public perceptions of mental health. Forever.

9 out of 10 people who experience mental health problems have faced stigma and discrimination through work, education, by health professionals or from family members. It's unacceptable in this day and age, especially when you consider that most other health problems are tackled compassionately.

Mental health is a subject that many people find difficult to talk about, and many people don't know how to approach someone experiencing a mental health problem. Often, it is portrayed in a dark way and the language used is inaccurate or unhelpful, which only feeds the negative stereotypes and stigma attached to mental health.

We set out on a mission with See Me to create a brand that would have a positive impact on behaviour and attitudes towards mental health. The brand journey has been truly inspirational and has reached out to individuals, supporters and some of the biggest businesses across the UK, encouraging them to join a positive movement to enable people who experience mental health problems to live fulfilled lives.





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BRAND PERCEPTION

The old See Me branding.

See Me is Scotland's National Programme to end mental health discrimination. It was originally established in 2002 as part of the Scottish Government's long-standing commitment to end mental health discrimination and stigma.

The initiative succeeded in changing public attitudes, won industry awards for its campaigns and engaged thousands of people across Scotland. However, in recent years the profile of the brand had diminished.

EXTERNAL PERCEPTION

In 2013, See Me carried out an external review of the brand which highlighted a number of negative issues regarding its reputation.

It was perceived as fragmented and audiences who were not engaged viewed See Me as invisible, faceless, lacking presence, meaning and distinctiveness in the mental health arena. There was little consistency with regards to

perceptions of the brand personality and resonance with the brand was also lacking amongst the general public and professional audiences.

Everyone was confused as to the brand's identity: is it an anti-stigma/discrimination campaign, a support organisation, or simply advertising which raises the issue and is designed to empower those with mental ill health?

SUPPORTER PERCEPTION

Those who had previously engaged with See Me identified a number of underlying strengths. The brand was seen as wise, knowledgeable, friendly, and dependable. However, its current personality was characterised as being 'nice but ineffective'.

Attachment to the brand was declining and there was a sense that See Me no longer actively reflected the views, priorities and needs of people with mental ill health.

The brand was perceived to be owned, but not led, by those with lived experience – they felt acknowledged and represented, but removed from what was happening. Supporters had become increasingly critical of its lack of direction and drive.

This had to change.

THE FUTURE OF SEE ME

Following the strategic review it was clear that drastic action was needed. The Scottish Government and Comic Relief accepted a partnership proposal from SAMH and the Mental Health Foundation to create a refounded See Me programme.

The priority for the future of See Me was to create a dynamic and inspirational movement to end mental health stigma and discrimination across Scotland. The goal? To ensure that people who experience mental health problems can live fulfilled lives by taking control, getting support when they need it and live and work in communities that treat them fairly, with dignity and respect.

This goal required See Me to refocus their way of working, meaning that:

- » People with 'lived experience' would be front and foremost in the planning, design and delivery of the programme and will be encouraged to become supporters, champions and activists
- » Individuals, communities and organisations will be targeted to bring about meaningful changes in behaviour. Our collective action will give us a united and powerful voice to change negative behaviour towards those with mental health problems
- » Everything will be underpinned by a human rights based approach. We simply want understanding and equality so that people who experience poor mental health have the same opportunities as others to lead a fulfilled life
- » Rigorous monitoring and evaluation will help to understand what works, what changes have been made and how people's lives have improved.





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VISION, MISSION AND VALUES

The first step was to create a brand sentiment to energise and inspire stakeholders. We created a bold vision, mission and value statement to help achieve this, whilst also being respectful, considered and informed:

Vision

To end mental health stigma and discrimination, enabling people who experience mental health problems to live fulfilled lives.

VISION, MISSION AND VALUES

Mission

We will **mobilise** people to work together and lead a movement to end mental health stigma and discrimination.

We will **work with people** to change negative behaviour towards those with mental health problems.

We will ensure that the **human rights** of people with mental health problems are **respected** and **upheld**.

VISION, MISSION AND VALUES

Values

We are **determined** to stop mental health stigma and discrimination at the source and will do everything in our power to **challenge** and prevent it.

Our position is based on using best evidence available. We are 'informed' by and are **inclusive** of the voices of people with lived experience. We act inclusively to enable everyone to **participate** at the level they feel comfortable with.

We talk **confidently**, passionately and in an appropriate manner.

We understand the challenges that those with mental health problems face and we're **sensitive** to their situation.



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STRATEGY

It was important that the brand strategy was credible and engaging and, to ensure that was the case, we effectively positioned ourselves as the target audience and became real advocates for the newly founded See Me. If we were genuinely excited by it, then others would be too. We recognised that every interaction with the brand should build a relationship and inspire each member of our audience to 'join the movement' for change.

As Eleanor Roosevelt, the principal creator of the UN Declaration of Human Rights said:

"Peoples' rights begin in small places, close to home, so close and so small that they cannot be seen on any map of the world and unless these rights have meaning there they have little meaning anywhere."

Concerted citizen action is what See Me is all about. Resounding feedback at the research stage identified that stigma and discrimination should be tackled in the workplace, in health and social care and with children and young people to make sure that future generations don't suffer in silence.

This strategic direction brought tenacity, resolve and pace to the project. A heightened sense of vibrancy and determination was essential to properly translate the identity of a brand with such huge ambitions.

DEVELOPING THE BRAND

The refreshed See Me branding identity is confident, clearly recognisable and is designed to encourage everyone to take action that will change minds and lives.



We worked closely with See Me to develop an empowering and progressive tone of voice that is supported by an engaging colour palette and fonts. Combined, these elements all work together to show the positive, inspiring and approachability of the brand.

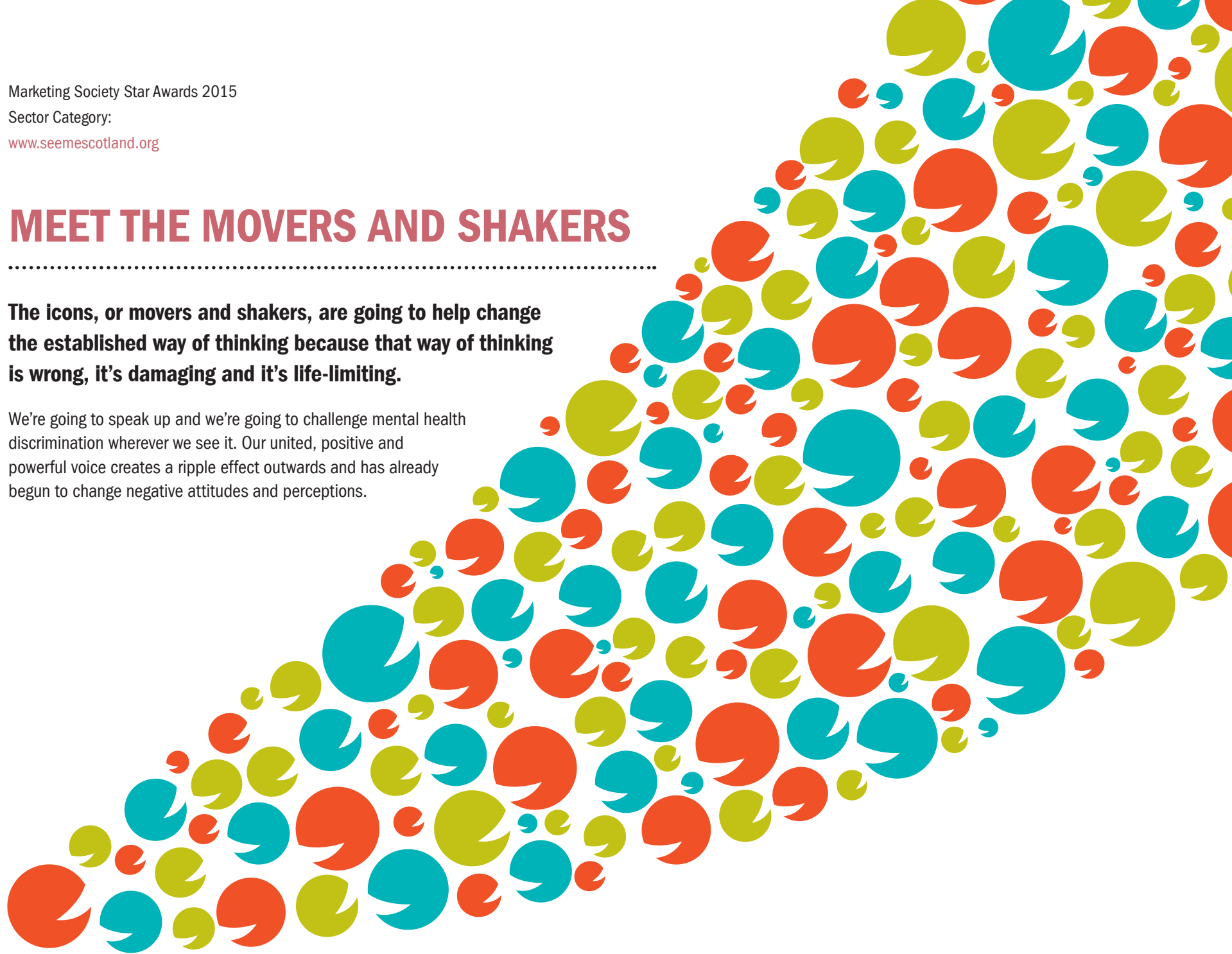
An integral part of the identity is the 'movers and shakers' icons. These are the symbols of the positive conversations necessary for people to speak out against mental health discrimination. They also represent the growing movement of people spreading this message instigated by See Me. The movers and shakers can also be used to create dynamic supergraphics to symbolise positive growth of the movement.

Whilst the brand is colourful and cheerful, it has a serious purpose. The movement that it represents is going to grow and grow. We all have a place in challenging the phenomenon that is mental health discrimination. Slowly, person by person, in homes, in streets, in hospital wards and in schools and colleges we can change how people with mental health problems are perceived and treated. We are working towards a society where no one should ever feel ashamed or embarrassed to disclose the nature of their illness or feel that they have been stigmatised or discriminated against due to their mental health.

MEET THE MOVERS AND SHAKERS

The icons, or movers and shakers, are going to help change the established way of thinking because that way of thinking is wrong, it's damaging and it's life-limiting.

We're going to speak up and we're going to challenge mental health discrimination wherever we see it. Our united, positive and powerful voice creates a ripple effect outwards and has already begun to change negative attitudes and perceptions.





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HOW WE SPEAK TO OUR AUDIENCE

With a message as important as See Me's, delivery matters every bit as much as the content.

There are many audiences to reach and many topics to cover. The tone is unified, confident, informed, optimistic and human.

By having a progressive and positive tone of voice and using statements such as 'We will' instead of 'We can' the personal, supportive and empowering facets of the brand started to grow.

Tone of voice

Together, we will end mental health stigma and discrimination.

Inaction isn't an option.

Together we are stronger. Our collective action will bring about changes to end mental health discrimination.

We will challenge mental health discrimination at its roots.

BRAND APPLICATION



Join the Movement
Take action. Change lives.

www.seemescotland.org



The high profile brand launch event in Glasgow's city centre received national press coverage and a hugely positive reception.





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BRAND APPLICATION



Some of the brand and campaign applications across the website and outdoor media.



THE SUCCESS



See Me, once considered ‘nice but ineffective’ and ‘lacking presence’ has energised and inspired supporters and staff to end mental health stigma and discrimination.

Champions have been appointed who can push the message out through communities in Scotland and give a face to a once ‘faceless’ organisation. Those Champions have lived experience of mental ill health and are front and foremost in engaging change at grass roots level.

The brand has also succeeded in attracting some of the biggest businesses throughout the UK who want to show their staff that they are doing more to enable people who experience mental health problems to live fulfilled lives. Schools, colleges and universities are also coming on board as well as health care providers and local community groups.

We always knew that we wanted to engage and inspire change and it’s clear that we have set the strong foundations and have some great allies to create a future where stigma and discrimination don’t exist.

THE NUMBERS

In the 4 months since the launch, See Me has succeeded in reaching those new audiences who are needed to uphold the rights of individuals and have made the perfect start to build upon over the next three years. Across the newly developed website, social media and supporter sign ups, response has been hugely positive:

440%

increase in
website visits

900%

increase in
post reach
on Facebook

31%

increase in
Facebook likes

84%

increase in
Twitter followers

almost
25,000

video views
via YouTube and
Facebook

787

new supporters
joined the movement
as a direct result of
the campaign



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PRESS COVERAGE

Nationwide interest from the media and press has increased since the launch. It has been a key tool in educating the public on what discrimination looks like and has also attributed to gaining around 20% of new supporters.



TESTIMONIALS

As a social brand, the most important effect is that which it has had on the supporters and internal stakeholders. Without these inspiring individuals to push out such an important message future generations may suffer in silence.

“The new See Me brand is a better reflection of our vision, mission and values as it is more professional and legitimate. It’s a stronger identity that better communicates See Me as an established authority in the world of mental health awareness. The website revamp has further reinforced that new identity by becoming a valuable information portal for a variety of end-users. It succinctly states who we are, what we do and why we do it, in a manner that is comprehensive and expert but still accessible to all.”

Tracey King
See Me Volunteer

“We wanted to work with an agency that was as passionate as us about ending mental health discrimination and the team at LEWIS certainly delivered their promise. They have made us look good and helped put us back on track. Our working partnership has been built on trust and being able to challenge each other to push the boundaries. They have gone the extra mile while being responsive, reliable and creative in everything that has been developed so far. The feedback so far on the brand, campaign and website has been really positive and we are confident about building the brand from this fantastic start.”

Lisa Cohen
National Programme Manager, See Me