

MASSACHUSETTS DEPARTMENT OF MENTAL HEALTH: “UNSILENT TYPE”

The *Be the Strong Unsilent Type* campaign flipped the narrative by making sharing – not stoicism – a true statement of character. The public health campaign celebrated people talking about their emotions as a sign of strength, and encouraged people to reach out and ask for help when they need it.

The advertising campaign launched in May 2022 for Mental Health Awareness month and ran through the end of July 2022. The campaign generated over 18 million impressions from broadcast TV, cable TV, display, social, YouTube, and connected TV in both English and Spanish.

A post-campaign survey with our target audience revealed that the :30 TV spot and associated visuals were well-received. Over 75% of survey respondents found the ads attention-grabbing and relatable. After seeing the :30 spot, 78% of respondents were more likely to reach out to a friend or loved one about their mental health delivering on our goal to encourage people to open up about their mental health.