



BREAKING THROUGH **Advertising Campaign Attracted Millions of Readers in Promoting Brain Health in a Brain Economy**

In March, 2013, the 5th US/Canada Forum for Mental Health and Productivity convened by Mental Health International in the prestigious Centre for Addiction and Mental Health in Toronto produced a powerful consensus among leaders in science and business that steps are called for to accelerate the translation of brain knowledge into improved treatments for brain-based mental disorders.

This consensus rallied around the idea of an international business-science partnership to help push forward this translation.

In its 2013 Report, the International Collegium of Neuro-pharmacologists cited both Mental Health International's Target Depression Campaign and the US/Canada Forum as potential vehicles to help transport such a Partnership from concept to reality.

To help build the case for the Partnership, Lundbeck Canada and Mental Health International came together and developed a year-long campaign with Postmedia Network to build the campaign that would demonstrate the business and science not only the merits of the Partnership and how the use of media can be used to generate public awareness and support.

The Campaign and its Results

Throughout 2015, Postmedia published 10 full-page custom content advertisements in its six highest-circulation newspapers (National Post, Ottawa Citizen, Montreal Gazette, Edmonton Journal, Vancouver Sun and Calgary Herald). The content was fully directed by MHI, written by a veteran freelance journalist and designed by a Postmedia graphics specialist.

Each custom content piece was also posted online as it became available, along with three online-only executions. By the campaign's conclusion, all 2015 content placements were hosted on a dedicated Postmedia website. The website also featured clickable ads directing people to the websites of MHI and Lundbeck Canada.

Readers accessed Postmedia's MHI campaign website in various ways:

- Reading the website address (<http://business.financialpost.com/category/brain-health>) in the newspaper article and typing it into their Internet browser
- Seeing an ad for the website on a Postmedia webpage and clicking on it
- Seeing the website mentioned on Facebook or Twitter and clicking on it

According to Postmedia data, articles (constituting narrative and stories), from January to October 31, **over 2.6 million newspaper readers and more than 2.1 million online readers were exposed to the campaign.**

Newspapers:

From January to September, 10 custom content pieces were published in Postmedia's top newspapers across Canada.

Date	Newspaper	Total Circulation (Average Monday to Friday)	Total Readership (Monday to Friday)
January 19	National Post	183,567	564,000
February 10	Edmonton Journal	94,891	249,000
February 24*	Ottawa Citizen	94,439	176,000
March 31	Vancouver Sun	144,426	358,000
April 28	Montreal Gazette	85,642	207,000
May 26	Calgary Herald	113,579	223,000
June 23	Ottawa Citizen	94,439	176,000
July 21	Edmonton Journal	94,891	249,000
August 18	Montreal Gazette	85,642	207,000
September 22	Vancouver Sun	144,426	358,000

* Published to coincide with the Canadian Depression Research and Intervention Network's annual conference in Ottawa
Circulation Source: AAM six months ending March 31, 2015
Readership Source: Vividata Fall 2015 Reach/Frequency Base Adults 18+

A total of 11 half-page straight print ads for the campaign were also published in the six newspapers between January and October.

Online:

Between January and October, **ads for the campaign appeared more than 2.3 million times on Postmedia websites.** Depending on which ad readers clicked on, they were driven to either the campaign's home page, which featured the most recent custom content, with the others indexed on the right-hand side of the page, or they were directed to Lundbeck's or MHI's website.

Outstanding Numbers:

Postmedia's management and analysis of the campaign's impact showed a "well above average", "outstanding reach and engagement among readers". The online analysis demonstrated "engagement" – a key feature arguing for heavier concentration on social media in any future campaigns.

In total, **12,317 unique individuals visited the campaign's home page**, with **4,554 repeat visits**.

Readers spent an **average of 4 minutes and 47 seconds on the campaign website**. According to the Postmedia digital campaign manager, **this number is "far above the typical average for our editorial content,"** which is about one minute per article.

The increased amount of time readers spent on the MHI campaign website reflects the fact that people are engaging with the content, taking the time to read articles in their entirety and reading more than one article per visit.

Social media:

The social media component of this awareness campaign began in May 2015. A total of 76 online ads (61 for Facebook and 15 for Twitter) were created to promote the MHI articles posted on the dedicated Postmedia MHI website.

The ads targeted certain groups of Facebook and Twitter users who were deemed to be most likely to engage with MHI content. The groups included:

- People in the scientific community
- "C level" executives
- Other influential users
- Other science-friendly users

The ads were seen more than 765,658 times and were clicked 12,171 times. That means the "engagement rate" for the Facebook and Twitter ad campaign was 1.834%, which exceeded the target of 1% and was viewed as a very strong metric.

The article that generated the highest engagement rate was titled: "Untangling Depression's Web," and featured an arresting and informative infographic depicting MHI's depression matrix. A total of 163 people clicked "Like" when they read this article and 179 went on to share it with other people.

The articles that garnered the next highest engagement rates were: "Mental Illness: A New Sun Rises as a Stigma Sets," with 104 Likes and 24 shares, and "Pluto! Who Cares? Why Not a Brain Space Race," with 29 Likes and three shares.

After reading the MHI custom content online, dozens of people left comments.

Online comments for the article titled “Mental Illness: A New Sun Rises as a Stigma Sets” included:

- “More needs to be done. I’ll be happy when the stigma over mental illness disappears completely.”
- “Amazing.”
- “Things are moving forward.”

Online comments for the article titled “Untangling Depression’s Web” included:

- “Very informative information on diabetes and depression. Great article.”
- “We need more doctors in Canada that are aware of this!”

Online comments for “Pluto! Who Cares?” included:

- “This article nails it.”

Continual measurement and optimization

The Postmedia Network team closely monitored the campaign’s online results and made adjustments and improvements to the campaign on the fly. For instance, the team could create new online ads driving to the MHI custom content if the existing ads weren’t getting enough clicks, adjust its social media target audience and promote content that was getting the most attention over content that was proving to be less compelling.

Key learnings, such as clicks, shares, Tweets, reTweets, demographic profiles and geographic areas of activity for the campaign were shared with MHI monthly throughout the campaign. This offered both MHI and Postmedia the opportunity to tailor future articles and ads to generate the most views through a higher click through rate.

Final words

The MHI campaign exceeded the metrics set as goals by Postmedia Network’s team of content strategists in terms of audience members reached, reader engagement with the custom content, readers’ sharing of the content via social media and the time that readers spent with each article.

The Postmedia digital campaign manager attributes the success of the campaign to the fact that “the content is resonating with people and is keeping them on the site longer.”

Refer to:

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