

CASE STUDY: **INTERVIEWS**

A mental health awareness campaign

THE PROJECT

A UK client wanted to talk to the public to get feedback on ideas for a new mental health awareness TV advert.

This involved running a focus group discussion and asking the participants to share their thoughts on the advert's key communications.

THE PROFILES

Ensuring an appropriate regional and gender split, we recruited:

- ✓ **TWO GROUPS OF PEOPLE** with family or a close friend who has recently had a mental health related diagnosis in the last two years
- ✓ **TWO GROUPS OF PEOPLE** who suspect mental health conditions in themselves or in a family member or friend, but don't have official diagnosis

THE PROCESS

We recruited the sample, according to the client provided screener, from our verified panel in just a few days.

THE OUTCOME

The client was able to revise and edit their planned TV communication based on the responses of the focus group feedback. This maximised the impact of the advert.

RESEARCH METHODOLOGY



Focus Groups