

CAMH Understanding Integrated Campaign Explanatory Brief

CAMH recently launched an innovative campaign to encourage understanding and sharing of one of society's most stigmatized topics: mental illness. The bold campaign avoids generalities and platitudes, revealing the devastating consequences of untreated schizophrenia, alcoholism, depression, bipolar disorder and children with mental illness as well as describing the real hope the Centre for Addiction & Mental Health offers.

The campaign, which run throughout the Greater Toronto Area, includes three TV spots, newspaper ads, transit advertising, microsite (www.camhunderstanding.ca) and online banners.

Each execution speaks about the downward spiral of each particular illness, as well as the recovery and hope that comes from treatment. The ads incorporate a variety of hashtags in an effort to start the conversation.

The hashtags work on two levels. Even if you don't chose to use Twitter at a bus shelter the symbol itself implies talking about something. And then there is the mechanism there that allows you to do exactly that.

Elements submitted to Best Ads on TV:

1. Campaign Video: uploaded <http://vimeo.com/81225066>
2. 3 TV Spots: uploaded <http://vimeo.com/81226857>,
<http://vimeo.com/81226935>, <http://vimeo.com/81226936>
3. 5 Newspaper layouts: uploaded
4. Microsite: www.camhunderstanding.ca