# Drawing out the silence

E-1618-343

**Product**

Psykiatrifonden

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**Category**

Positive Change: Social Good - Non-Profit

Recognising non-profit organisations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organisation's purpose. Campaigns must show measurable impact and proven results in support of the cause.

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**Awards Program**

2025 Effie Awards Europe

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the Entry Form template which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY.

This year's eligibility period runs from 1 January 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.
**Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame.** Results directly tied to work are eligible throughout the entry season (no date cut-off).
Review full eligibility information at the Effie Europe website.

*Sustained Success Entries:

Entrants must include work and results from the **initial year,** at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025. If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

# FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

# TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

# RESOURCES

Review the key resources before starting your entry:

- ENTRY KIT
- EFFECTIVE ENTRY GUIDE
- EFFIE EFFECTIVENESS EXPLAINED
- CASE STUDIES
- MORE RESOURCES

# ENTRY DETAILS & EXECUTIVE SUMMARY

## ENTRY DETAILS

**Brand Name**

Psykiatrifonden (Danish Mental Health Foundation)

**Brand Description**

NGO

**Dates Effort Ran (Total)**

Date From 2024-10-29
Date To 2024-11-19

**Dates presented in this case**

Date From 2024-10-29
Date To 2024-11-19

**Regional Classification**

National

**Countries Presented in This Case**

Denmark

**Please indicate all countries where this work ran.**

Denmark

**Industry Sector**

Non-Profit

**Industry/Category Situation**

Flat

**MARKET / LOCAL NUANCE BACKGROUND**

Denmark is consistently ranked among the world's happiest countries, a reputation built on a comprehensive welfare state that provides free, universal healthcare.

This creates a powerful, yet paradoxical, social contract: citizens possess immense trust that "the system" will manage societal challenges. While this fosters security, it also creates a collective blind spot for "invisible" problems like mental illness. The prevailing, unspoken attitude is, "If our system is this good, surely someone is taking care of it," which leads to a diffusion of personal and collective responsibility.

# EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

**The Challenge:**

Parents with mental illnesses often avoid talking about it with their children to protect them.

**The Insight:**

Children notice far more than adults realize. A parent's protective silence leaves feelings of children invisible, sparking anxiety and loneliness.

**The Strategic Idea/Build:**

Make children's hidden feelings visible when words fail, sparking conversation and giving them a voice on their terms.

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**Bringing the Strategy & Idea to Life:**

Children's drawings were transformed into an art installation, amplified by audio narratives and animations, making invisible feelings impossible to overlook.

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**The Results:**

Generated media value +4M DKK, increased website traffic by more than 16-fold, and put the issue on the political agenda.

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**Why is this entry an outstanding example of effective marketing in this Effie entry category?**

Some stories are too important to be hidden away. "Drawing out the silence" is outstanding because it created a chain reaction that went beyond traditional marketing. By transforming children's unfiltered feelings into art at one of Northern Europe's largest art museums, we didn't just create awareness—we created necessary action.

The result: a 16-fold increase in families actively seeking help. But also broad visibility across TV, radio, and leading national media. Organic media coverage worth +4M DKK, while a political party's spokesperson promised to take the issue to political negotiations, opening the door for lasting change.

# SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

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**1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.**

In Denmark, approximately 310,000 children grow up with a parent with a mental illness. These children have double the risk of developing a psychiatric diagnosis and a significantly lower chance of completing upper secondary education compared to their peers.[1]

Despite this, a new report shows that 70% of these children never receive any support.[2]

"Ask More - it'll weigh less" (Spørg mere, så fylder det mindre) is a partnership between the Danish Mental Health Foundation (Psykiatrifonden), Children's Welfare (Børns Vilkår), and the Ole Kirk's Fond with a shared vision: All children of parents with mental illness must thrive towards 2030.[3]

### A category with an outside-in focus

To the outside world, Denmark often appears as a blueprint welfare state. This perception creates a profound challenge: why would a problem like this even exist? The answer lies in a deep cultural paradox. While the system provides resources, an unspoken pressure to be perfect creates a fear of appearing weak – preventing people from taking the most crucial first step: asking for help.

### The Internal Barrier at Home

While society debated how to get people to reach out, our data showed that the biggest barrier for children was their parents' silence. The official report "Openness about parents' mental illness" revealed that almost 1/3 parents (31%) did not talk to their children about their illness.[4]

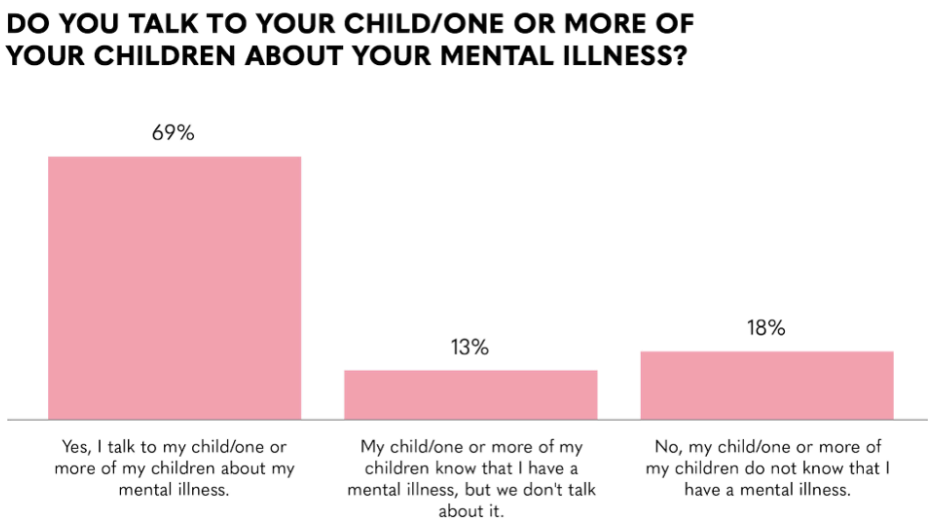
Marianne Skjold, director of the Danish Mental Health Foundation, explained that many parents are ashamed of their mental illness. They fear that they and their children will be judged by others, and that their children will lose respect for them. The stigma surrounding mental illness can make it difficult to start the conversation.[5]

Our challenge was therefore not a systemic failure like a lack of services, but a barrier of silence rooted in deeply ingrained cultural behavior. This made the task exponentially harder, as it required shifting norms, not just pointing to a solution.

The strategic challenge was twofold:

First, we had to reach the parents behind their facade of well-intentioned silence. The challenge was not to provide more information, but rather to create understanding that would make the consequences of silence impossible to ignore. Secondly, we needed to encourage action. Even if we managed to break through, how could we overcome the shame that this might cause?

We had to equip parents with concrete, simple tools that could bridge the gap between acceptance and that first difficult conversation.




*From the report: Openness about mental illness among parents, 2024*

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## 1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIS) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

### RESPONSE FORMAT

List each objective individually.

- We have allowed for:
    - one key business objective (required)
    - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? View guidance here.

## Business Objective

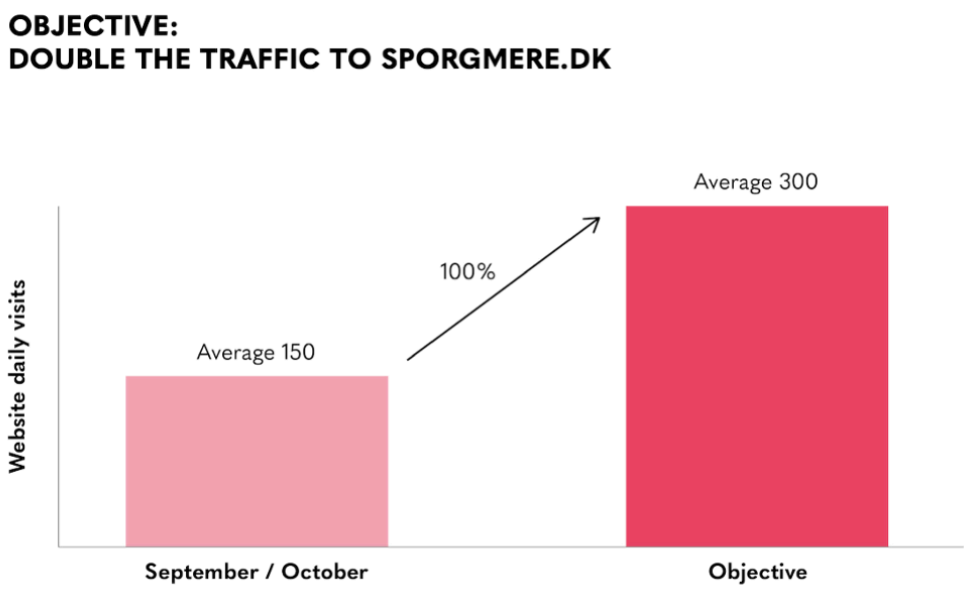
### Reference 1

#### Objective - Overview & KPI

Create a significant behavioral change by doubling the number of families actively seeking knowledge.

#### Rationale - Why the objective was selected and what is the benchmark?

The taboo and insecurity surrounding mental illness result in passivity. Therefore, a measurable behavioral change was the only true indicator of success. Our benchmark was a stable but low average of 150 unique daily website users. The goal was to create a significant increase that proved we could move parents from passivity to active seeking.



**Measurement - How did you plan to measure it?**

Comparison of average daily traffic of unique users on sporgmere.dk before and during the campaign period via server data from WPEngine.

**Tagging - What keywords best describe your objective type?**

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

## Marketing Objectives

**1**

**Objective - Overview & KPI**

Achieve national visibility to normalize conversation about a taboo subject by reaching at least 500,000 unique Danes via the campaign's digital channels.

**Rationale – Why the objective was selected & what is the benchmark?**

Before we could change behavior, we had to break the silence. To break a national taboo, it was crucial to achieve critical mass in terms of visibility. Our goal was therefore to reach 500,000 unique Danes – equivalent to 1/10 adults. Such a broad national reach would not only amplify the message, but also signal that this was no longer a private struggle, but an important national conversation that everyone was welcome to join.

**Measurement - How did you plan to measure it?**

Total unique reach reported across the campaign's digital advertising platforms (Meta).

**Tagging - What keywords best describe your objective type?**

Salience / Awareness

**2**

**Objective - Overview & KPI**

Drive qualified engagement with the campaign elements by generating a minimum of 35,000 clicks to sporgmere.dk from digital channels.

**Rationale – Why the objective was selected & what is the benchmark?**

In a digital world filled with passive views, a click is strong evidence of active engagement. For us, a click was a direct indicator that a citizen had taken the first difficult step toward seeking help. The target of 35,000 clicks was set ambitiously to demonstrate that our creative efforts not only created visibility, but actually motivated and engaged the target group.

**Measurement - How did you plan to measure it?**

The measurement is the total number of clicks to sporgmere.dk, registered via the campaign's digital advertising platforms.

**Tagging - What keywords best describe your objective type?**

Conversion

## Activity Objectives

**1**

**Objective - Overview & KPI**

Maintain the target group's attention with an average playtime of at least 3 seconds on the campaign's main film (the industry benchmark is 2 seconds).

**Rationale – Why the objective was selected & what is the benchmark?**

It was crucial to prove that we could maintain attention on a difficult topic. An average playtime higher than the industry benchmark of 1-2 seconds would prove that our creative work was effective.

**Measurement - How did you plan to measure it?**

Average playtime for the campaign's primary video asset, measured via Meta Business Manager.

**Tagging - What keywords best describe your objective type?**

Efficiency (e.g. cost per acquisition)
Reach (e.g. open rate, shares, views, attendance)

**2**

**Objective - Overview & KPI**

Make the campaign become part of the national conversation and capture political attention, to ensure visibility and relevance.

**Rationale – Why the objective was selected & what is the benchmark?**

It was not enough to only help those who actively sought help. It was crucial to normalize the conversation on a national level and put the issue on the political radar. The goal was to use the emotional and creative power of the campaign to inspire decision-makers who could help secure long-term systemic help.

**Measurement - How did you plan to measure it?**

Measured by the amount of nationwide media coverage and organic engagement from relevant political stakeholders and decision-makers.

**Tagging - What keywords best describe your objective type?**

Popularity / Fame / Social Discourse
Positive Sentiment / Emotional Resonance

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**Section 1: Sourcing**

1) https://psykiatrifonden.dk/om-os/projekter-kampagner-samarbejder/spoerg-mere-saa-fylder-mindre/boern-foraeldre-med-psykisk

2) https://psykiatrifonden.dk/hjaelp-raadgivning/gribboernene/syv-ud-ti-boern-foraeldre-med-psykisk-sygdom-faar-ingen-hjaelp

3) https://psykiatrifonden.dk/files/media/document/Sp%C3%B8rg%20mere-rapport%2C%202021.%20sp%C3%B8rg%20mere%2C%20s%C3%A5%20fylder%20det%20mindre.pdf

4) https://bornsvilkar.dk/wp-cont...

5) https://psykiatrifonden.dk/om-...

# SCORING SECTION 2: INSIGHTS & STRATEGY

## SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

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**2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.**

The campaign targeted all of Denmark, reflecting the fact that mental illness can affect any family. But to create a ripple effect of change with a limited budget, we identified and prioritized three specific target groups that would maximise the effect

Parents with mental illness: The core target group.

Around 310,000 children and young people in Denmark grow up with a mother or father who has a mental illness, which corresponds to approximately one in four children aged 0-18.[6] Parents are the only ones who can really break the silence in the home, but they are also the hardest to reach due to stigmatization and fear. Our communication should therefore be empathetic, discreet, and provide a clear path to anonymous help.

Professionals: Children's first responders.

Teachers, educators, and Public health nurses often have daily contact with children and may be the first to detect signs of distress. They can open a conversation when parents are unable to, making them a vital lifeline. It is often these trusted adults outside the family who break the silence first, yet they often lack the right tools to act.[7]

Opinion makers: The press and politicians.

To ensure lasting change, the issue had to be raised from a private matter to a national agenda. To reshape norms and break taboos, the campaign also had to engage the media, politicians, and the general public. This group was instrumental in sparking the public conversation that legitimizes and normalizes the act of seeking help.

By targeting our efforts at these three groups, we ensured that the message reached not only those who needed

help, but also those who could provide it and those who could change the system.

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**2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.**

Insight: Silence does not protect - it leaves feelings invisible. When children lack the words to communicate their struggles and are met with silence, fear, anxiety, and loneliness grow.

Parents with mental illness often avoid talking about it out of misguided concern. They believe they are sparing their children. More than half (54%) mistakenly believe that their children are not affected, while 40% are afraid of causing them unnecessary worry.[8] They maintain a normal facade with the best of intentions.

But children observe everything. When mom or dad is upset and no one explains why, the silence becomes a source of fear. Silence fills the child with anxiety and a feeling of guilt, leading them to believe that they are to blame for their parents' illness.

“My head told me that I was the one who had made her sick. I did some wrong things or said some wrong things. And that was why my mother had become ill.” [9]

When art leads the way

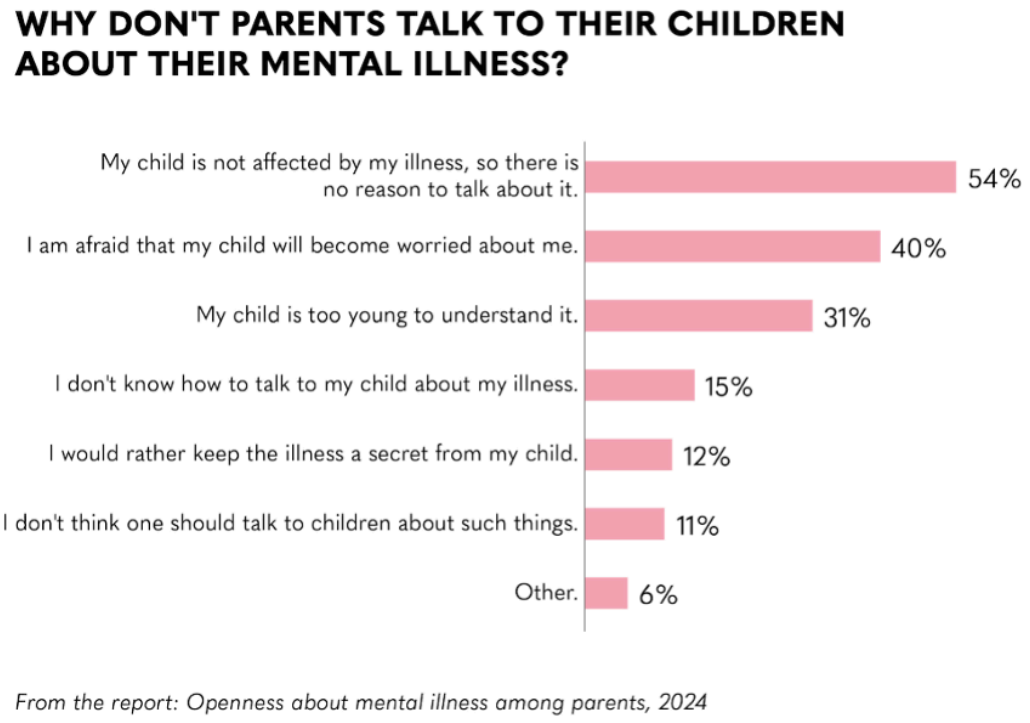
It is difficult to put feelings about mental illness into words. For parents, but especially for children.

Crafts, clay, and drawings are tools used in therapy and in the Danish Mental Health Foundation's support groups[10]. They can help children process and articulate complex feelings, giving them a way to share the stories that are too difficult for words.

When we give children the opportunity to show what they feel through drawings, adults see and feel it – unfiltered. What they do not dare or are unable to say out loud is made visible on paper.

These drawings from the children's support groups became the catalyst for our idea.

They became an opportunity to get more parents to reflect on their own children's feelings by presenting a recognizable children's universe, encouraging reflection on their own situation.




*From the report: Openness about mental illness among parents, 2024*

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**2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?**

The "Drawing out the silence" campaign shifted the focus to the world of children, empowering them to share life with mental illness in the family through their own words and images. Our strategy rejected the traditional focus on facts and information. Instead, we let emotions, vulnerability, and the children's perspective take center stage.

When adults see the world through a child's eyes, the problem becomes immediate and impossible to ignore. Through authentic art and stories, we could engage both emotions and thoughts, sparking a conversation that had been missing for too long.

The solution was to take the most honest asset – the children's own drawings from the Danish Mental Health Foundation's support groups – and give them a national stage.

By transforming these drawings into public art at a leading Danish museum (ARoS), we gave the children's experiences dignity and a place in the national conversation making them impossible to ignore.

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**Section 2: Sourcing**

6) https://psykiatrifonden.dk/om-...

7) https://www.social.dk/boern-og...
8) https://psykiatrifonden.dk/om-...

9) https://www.dr.dk/nyheder/indl...

10) Intern materiale Psykiatrifonden

# SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

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**3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.**

The exhibition “Drawing out the silence” opened on October 29th, 2024, at the ARoS art museum in Aarhus and ran until November 4th. ARoS is one of the largest art museums in Northern Europe and one of Scandinavia's most visited museums.

The physical exhibition served as the starting point, after which the national digital campaign continued to drive engagement and traffic until November 19th.

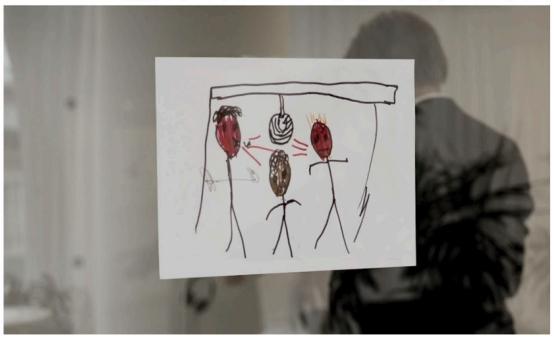
Opening at ARoS

Eight children's real stories were elevated to art. Each story was given its own audio narration, recorded by child actors, which guests could listen to via QR codes. The launch was a big opening event with the press, partners, and politicians, who were invited via personal “Save the Date” invitations to ensure that the message was widely disseminated from day one.












**ANE 8 YEARS.**
Father has depression.



**KARL 12 YEARS.**
Father has paranoid schizophrenia.



**HELENA 14 YEARS.**
Father has severe depression.



**CARLA 11 YEARS.**
Carla doesn't know her father's diagnosis.



**JOSEFINE 12 YEARS.**
Father has severe depression.



**VICTOR 9 YEARS.**
Victor doesn't know his father's diagnosis.



**LEA 10 YEARS.**
Mother has the diagnosis Emotionally unstable personality disorder of the borderline type.



**GRIT 10 YEARS.**
Father has the diagnosis 'covert narcissistic personality disorder'.

## From exhibition to digital campaign

The exhibition was the campaign kick-off, but the digital part was what ensured that we reached the whole of Denmark. We animated the children's drawings and used the recorded voices to create short, touching films for social media. A detailed content plan for Instagram and Facebook was rolled out with a mix of animated films, children's drawings, and specific “Good Advice” posts.

The website sporgmere.dk became the central hub for the plan. To ensure a direct path from awareness to action, all activations, from paid advertising and organic posts to the physical posters at ARoS, used direct links that led users to the relevant tools and stories.

In short, a powerful physical experience was used as a catalyst for a digital activation that transformed an art exhibition into a national conversation.

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**3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.**

Our creative material consisted of a few strong and consistent elements, designed to feel unfiltered and authentic.

The children's own drawings and stories:

The visual core was the children's own drawings. Their immediate style was a deliberate break with polished commercial messages and was brought to life in short animated films (15 sec.). To protect the children's anonymity, their stories were narrated by professional child actors, supplemented by subdued sound effects (SFX).

Direct quotes from the children:

We used the children's own words to create an immediate, emotional connection. Quotes such as;

“The first time I saw my dad cry, we were out shopping. [...] It's best not to say anything” (Emil, 10 years old). This made the communication honest and touched people deeply.

Concrete “Good Advice” as a tool:

To translate empathy into action, we developed a series of “Good Advice” posts. Using simple carousel formats, these provided specific phrases that relatives could use, e.g.: “If you are a grandparent, say: Is there anything you would like to talk about? I saw that your mother was upset.” This approach shifted the communication from simply highlighting a problem to offering an immediate solution.

A clear and actionable call to action: All creative executions were linked to “read how at sporgmere.dk,” where the URL served as a CTA, while specific calls to action such as “Get advice here” and “See how to talk to your child” ensured that users always had a clear and immediate path to action.

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**3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.**

Our channel plan was designed to meet our various target groups exactly where they were – physically, mentally, and digitally. The strategy followed a clear three-step model that ensured we not only created awareness but also

converted it into real action.

### Creating impact from the outset (PR & event)

To create impact, we needed to break through the sound barrier. The ARoS exhibition was the perfect starting point for a targeted PR effort, and it elevated the campaign from being an isolated effort to becoming part of the national agenda. The opening served as a catalyst that, timed with a national survey, secured crucial attention from the press and politicians.

### Driving a lasting conversation (Paid & Organic Social)

To maintain the conversation and create sustained momentum, social media (Facebook and Instagram) served as the primary driver of the campaign. These channels were chosen because our target audience seeks knowledge about this taboo subject discreetly and anonymously online. Here, we could meet them on their terms with a content strategy designed to maintain their engagement. Through a two-step advertising model with broad exposure first and then retargeting, we ensured both that the topic was normalized and that users who had already shown interest were effectively retained.

### Turning words into action (Website)

All touchpoints led to sporgmere.dk. Whether users came from a QR code at ARoS or a social media post, they landed on a platform optimized for one thing: delivering the specific conversation tools that could translate into real behavioral change.

Together, this integrated model created an effective mechanism where the strong, emotional opening from our launch was captured and scaled through engagement, and ultimately translated into real, measurable behavioral change during conversion.

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**Key Visual**



Drawing out the silence

**Section 3: Sourcing**

N/A

# SCORING SECTION 4: RESULTS

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

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4A. Over the time period of your case, how do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.*
4. All results must correspond to a data source.

*Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.

Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

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**Results Overview**

"Drawing out the silence" was created to help children of parents with mental illnesses, but the impact of the campaign was more direct and significant than we had dared to hope. Across all objectives—from behavioral change and visibility to political impact—the initiative delivered results that demonstrate a strong effect:

A real behavioral change through a dramatic increase in website traffic

Most important goal: get more people to seek help. The result exceeded all expectations. Daily traffic to the counseling platform sporgmere.dk rose from 100-200 daily visits to 2,000-3,000 unique daily visits.

An increase so significant that the web host, WPEngine, contacted the Danish Mental Health Foundation because server capacity had been exceeded and required an urgent upgrade to keep up.

788,408 Danes reached nationwide with deep engagement

To normalize the topic, broad visibility was crucial. The campaign reached 788,408 unique Danes and generated over 2.4 million impressions. With an average playback time of 5 seconds on our film – more than double the industry norm – it was clear that the content held viewers' attention.

Effective media buying and targeted use of funds

As an NGO, it was crucial to make optimal use of every penny. The campaign generated 40,713 direct clicks to the advice page with an average click price (CPC) of only DKK 1.50, which is below the benchmark of DKK 3-5 achieved during peak season (Black Friday Month). The low price indicates that the creative content motivated the target group to seek more knowledge.

"Drawing out the silence" was put on the national agenda

The biggest impact was that the campaign reached beyond the media and into the Danish Parliament. The massive organic coverage in media outlets like DR (Danish Broadcasting Corporation) and Politiken (Danish newspaper) contributed to a total estimated media value of over +4 million DKK (535.884,00 Euro)

The issue was taken up organically by politicians. Charlotte Molbæk (SF), Member of the Danish Parliament, spokesperson for daycare, inclusion, disability, culture, and media, shared the campaign in a personal post on Instagram, with a political promise: "I will fight for this in the upcoming negotiations." This elevates the impact of a successful campaign to an effort with the potential for lasting, systemic change.

The fact that a party spokesperson is taking the issue directly into political negotiations is the strongest evidence that the campaign has moved the topic from public awareness to the political agenda.

## Business Objective Results

**1**

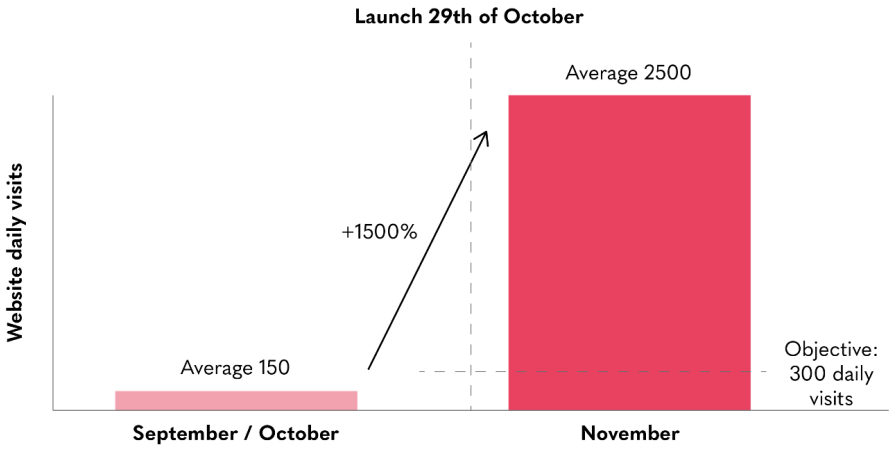
**List Result**

The day after the campaign-start, traffic exploded. Daily unique visits increased from an average of 150 to 2,500 – a more than 16-fold increase, proving an immediate, overwhelming behavioral change.

**Context**

The increase in visitors was so significant that it had a very concrete consequence. The Psychiatric Foundation was contacted by their web host when the server simply could not keep up with the pressure and had to upgrade their package. Thousands of Danes had taken an active step toward actually seeking help and information on the site.

**RESULT:**
**16-FOLD INCREASE IN TRAFFIC TO SPORGMERE.DK**




## Marketing Objectives Results

**# 1**

**List Result**

The campaign reached 788,408 unique Danes, exceeding the target by over 57%. The massive reach created openness for a conversation that normally takes place in secret across the country.

**Context**

For a subject considered taboo, reach is a strategic tool for social acceptance. By reaching 1 in 6 adults in the population with such a sensitive topic, we gave hundreds of thousands of Danes social 'permission' to talk about this difficult issue. This was crucial in moving the topic from being a hidden, private problem to an open and legitimate public conversation.

**# 2**

**List Result**

The campaign achieved 40,713 direct clicks to the advice page, exceeding the target by over 16%.

**Context**

For a topic with a high emotional barrier, an average click price of only 1.50 DKK is extremely impressive, as it is significantly below the expected norm of 3-5 DKK achieved during peak season (Black Friday Month)

This proves that we did not just buy random traffic, but that we motivated the right target group to take the difficult first step.

## Activity Objectives Results

**# 1**

**List Result**

The average playtime was 5 seconds – 67% above target and more than double the industry norm of 2 seconds.

**Context**

The creative approach was able to maintain attention on a difficult topic in a digital landscape characterized by rapid scrolling.

Achieving more than double the playtime proves that the campaign's emotionality broke through the digital noise. So we didn't just expose people to a message - they stopped and felt the story.

**# 2**

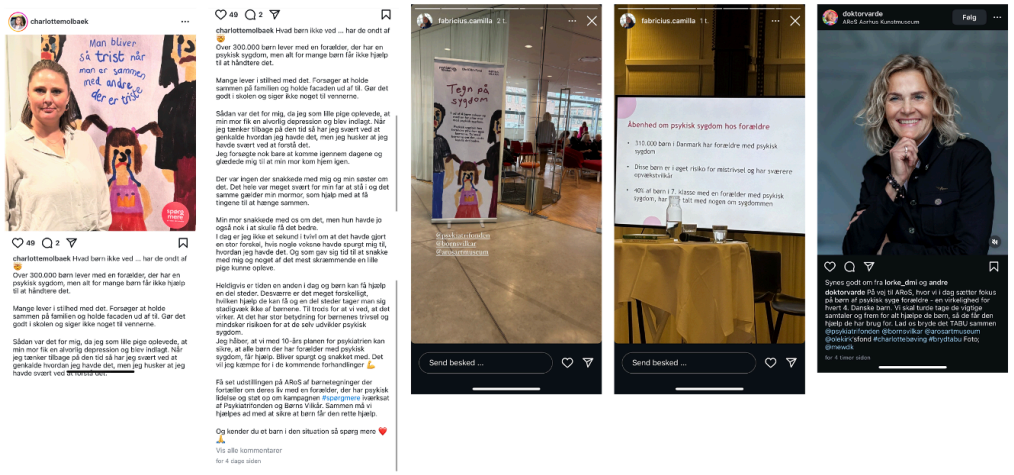
**List Result**

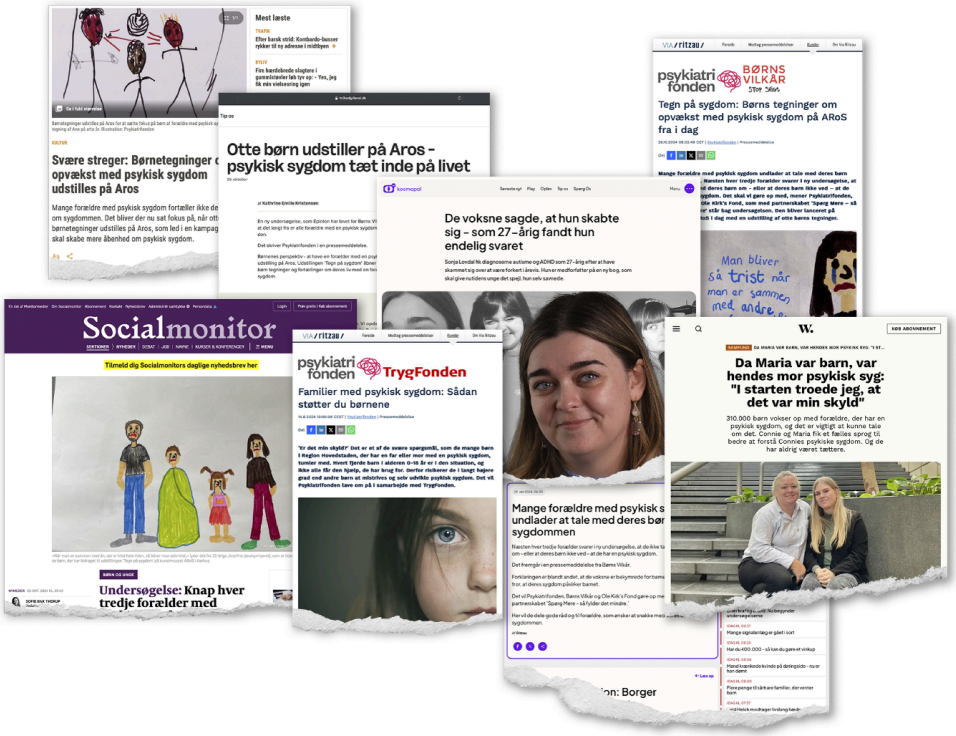
The campaign generated editorial coverage in prominent media outlets with an estimated value of over DKK 4 million and culminated in a political promise of action from the SF spokesperson.

**Context**

The media became part of the solution. Politiken published the campaign's specific advice to parents, and Woman.dk published an interview with a woman who had grown up with a mother with mental illness.

Charlotte Molbæk (Member of the Danish Parliament, spokesperson for daycare, inclusion, disability, culture, sports, and media) used her personal story to emphasize the importance of the issue and concluded with a concrete promise: “I will fight for this in the upcoming negotiations.”




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**Additional Results**

We received some extra and kind help from the Soranahus Foundation when they shared “Drawing out the silence” on their social media and supported our mission:

"We at the Soranahus Foundation/Children and Youth Home support Children’s Welfare’s (Børns Vilkår) efforts for children who live with parents who have mental health challenges. Our work with young people at Soranahus shows us every day how crucial it is to understand and address children's experiences when they face difficult

family dynamics. Børns Vilkår's new campaign, "Drawing out the silence," is an important step toward giving children a voice and supporting them in understanding their parents' challenges. We stand with them in this important work, which is why we have also donated to their work for the past four years." [11]

One month after the launch of "Drawing out the silence," a national newspaper (Avisen Danmark) published an article signed by 22 influential organizations, from the Children's Council to the Medical Association. It opened with a direct reference to our exhibition and with the words "We must make it easier to talk about mental illness." They also confirmed that the topic is now mentioned in the proposal for the ten-year plan for psychiatry, which also drew extra attention to our cause.

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**4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?**

Societal or Economic Events (e.g. changes in economic, political, social factors)
Public Relations

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**Explain the influence (or lack of influence) of the factors you selected above.**

The campaign was launched alongside a national Epinion report for Børns Vilkår, Psykiatrifonden, and Ole Kirk's Fond. We were tasked with getting the study out and bringing it to life. This also meant that the publication had a knock-on effect on the results and interest in "signs of illness."

At the same time as our campaign, the children's book "Gakkelaksen" was published. An article about the book on Verdensmaal.org (Sustainable Development Goals) referred directly to our report, and the book's teaching materials were downloaded 500 times.[12]

One month after the launch of "Signs of Illness," the newspaper Danmark published an article signed by 22 influential organizations, from the Children's Council to the Medical Association. It opened with a direct reference to our exhibition and with the words "We must make it easier to talk about mental illness." They also confirmed that the topic is now mentioned in the proposal for the ten-year plan for psychiatry[13] , which has naturally also drawn extra attention to our cause.

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**Section 4: Sourcing**

11) https://www.linkedin.com/posts/soranahus_sp%C3%B8rg-mere-s%C3%A5-fylder-det-mindre-vi-activity-7257028858435039233-bj8a/?originalSubdomain=dk

12) https://www.verdensmaal.org/nyheder/er-du-helt-gakkelaks-ny-b%C3%B8rnebog-hj%C3%A6lper-med-at-s%C3%A6

13) https://www.boerneraadet.dk/vores-viden/2024/nyheder/kronik-vi-skal-goere-det-nemmere-at-tale-om-psykisk-sygdom/

# INVESTMENT OVERVIEW

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

## PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

**Paid Media Expenditure (Current Year)**

Under €50 Thousand

**Paid Media Expenditures (Prior Year)**

Under €50 Thousand

**Compared to other competitors in this category, the budget is:**

About the same

**Compared to prior year spend on the brand overall, the brand's overall budget this year is:**

About the same

**Media Budget Elaboration:**

Digital advertising (media agency): 75,000 DKK (10.048,17 Euro)

This amount covers all paid advertising activities on social media (Facebook and Instagram). The budget was used to drive traffic and create national visibility through a two-step strategy: first, broad exposure to parent segments, and then effective retargeting of users who had interacted with the video content.

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## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

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**Production & Other Non-Media Expenditures**

Under €50 Thousand

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**Elaboration on the Production & Other Non-Media Expenditures**

Production, creative development & other costs: 369,000DKK (49,44 Euro)

This includes fees for the creative team, production costs for animation and video, sound design, VO fees, expenses for the opening reception (printing, materials), animators, transportation, and other production-related expenses.

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## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

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**Was owned media a part of your effort?**

Yes : Campaign website: sporgmere.dk, which was the central hub for the campaign, where users could find information, view all drawings, and get help

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## SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

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**Sponsorships**

Sponsorship – On Site

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**Elaboration on Sponsorships and Media Partnerships**

ARoS Art Museum: A crucial partnership that secured invaluable "media placement" in the form of a physical exhibition. The partnership lent the campaign enormous credibility and generated significant PR value that far exceeded the actual media budget.

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## SOURCES

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**Investment Overview: Data Sources**

N/A

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## ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

---

**All Touchpoints**

Digital Mktg. – Mobile
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Events

## MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

**Main Touchpoint 1**

Events

**Main Touchpoint 2**

Digital Mktg. – Short Video (:15-3 min.)

**Main Touchpoint 3**

Digital Mktg. – Social: Organic

## SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

**Social Media Platforms**

Facebook
Instagram

# CREATIVE EXAMPLES

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

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**Creative Reel**




Psykiatrifonden_Drawing out the silence

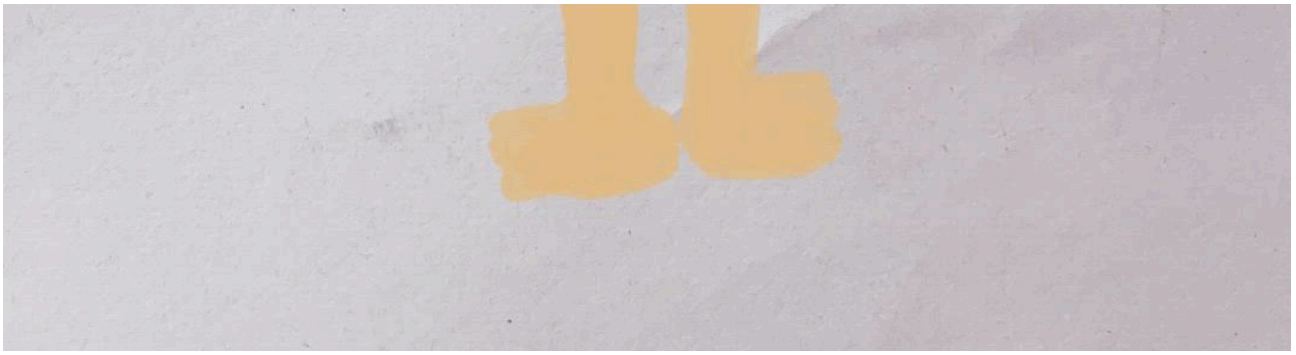
**Creative Examples Presented in the Creative Reel - Select All**

Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Events

**Raw Creative Examples as Originally Aired - For Research Purpose**

Da min far havde





Story Josephine

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**In what language the raw creative example aired?**

Danish

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## IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

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**Images of Creative Work**



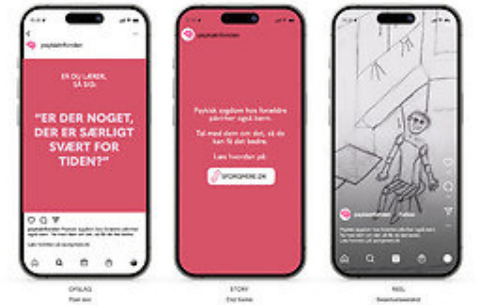
AROS



Digital




Poster




Social Media

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**Translation of Non-English Creative Work (If Applicable)**

Photo 2 (Digital):

First column:

Dark blue

"Mental illness in parents also affects children."

- "IF YOU'RE A STEP-PARENT, ASK:"
- ”I saw that your mum/dad was upset. Would you like to talk about it?”"
- "Talk to them about it, so they can feel better."

Bottom drawing

- "I have to be the grown-up even though I'm just a child."

Second column

Top drawing (with moving van):

- "Dad had to move because he was sad all the time" and "Moving Van"

Drawing in the

- "When I saw my dad cry, I didn't know what to do."

Pink poster:

- "Mental illness in parents also affects children."
- "IF YOU'RE A MUM OR DAD, ASK:":
- ”I've been struggling a bit recently. Is that something you've sensed as well?”

Third column

Top poster:

- "Mental illness in parents also affects children."
- "IF YOU'RE A CO-PARENT, ASK:"
- ”I heard that dad's/mum's voice sounded a little angry. Would you like to talk about it?”"

Bottom drawing (of a crying family):

- "You get really sad when you're with other people who are sad."

Fourth column (from the right)

Bottom drawing (of three figures):

- "The illness tells him that he is a bad dad."

Fifth column (from the right)

Top drawing (of an angry person):

- "I don't even recognise him anymore" and speech bubble: "Come out now"

Dark blue poster in the middle:

- "IF YOU'RE A GRANDPARENT, ASK:"
- "How are you doing? I know things can be difficult at home.”

Sixth column:

Top pink poster:

- "IF YOU'RE A MUM OR DAD, ASK:"
- ”When my illness takes up a lot of space, I don't always have much energy. How does that make you feel?”

Bottom drawing (of two figures):

"My dad's illness makes him tell me off."

Bottom yellow drawing:

- "Mum just shouted that I was stupid and didn't think of others."

Photo 3 (poster):
Direct translation: Signs of illness (Campaign translation: Drawing out the silence).

Photo 4 (social media):

Screen 1: POST

- "IF YOU'RE A TEACHER, SAY:"
- ”IS ANYTHING PARTICULARLY DIFFICULT AT THE MOMENT?”

Caption:

- "Mental illness in parents also affects children. Talk to them about it, it will make them feel better. Read how on sporgmere.dk"

Screen 2: STORY

On the image:

- "Mental illness in parents also affects children. Talk to them about it, it will make them feel better. Read how at: Sporgmere.dk"

Screen 3: REEL

Caption:

- "Mental illness in parents also affects children. Talk to them about it, it will make them feel better. Read how on sporgmere.dk"

# CASE BACKGROUND

## MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

# COMPANY & INDIVIDUAL CREDITS

**How long have the Lead Agency and Advertiser team worked together (Select 1)?"**

Less than a Year