

Clickworks

DESIGN SOLUTIONS

14.0.1

PROJECT TITLE: AWARE LIFE SKILLS

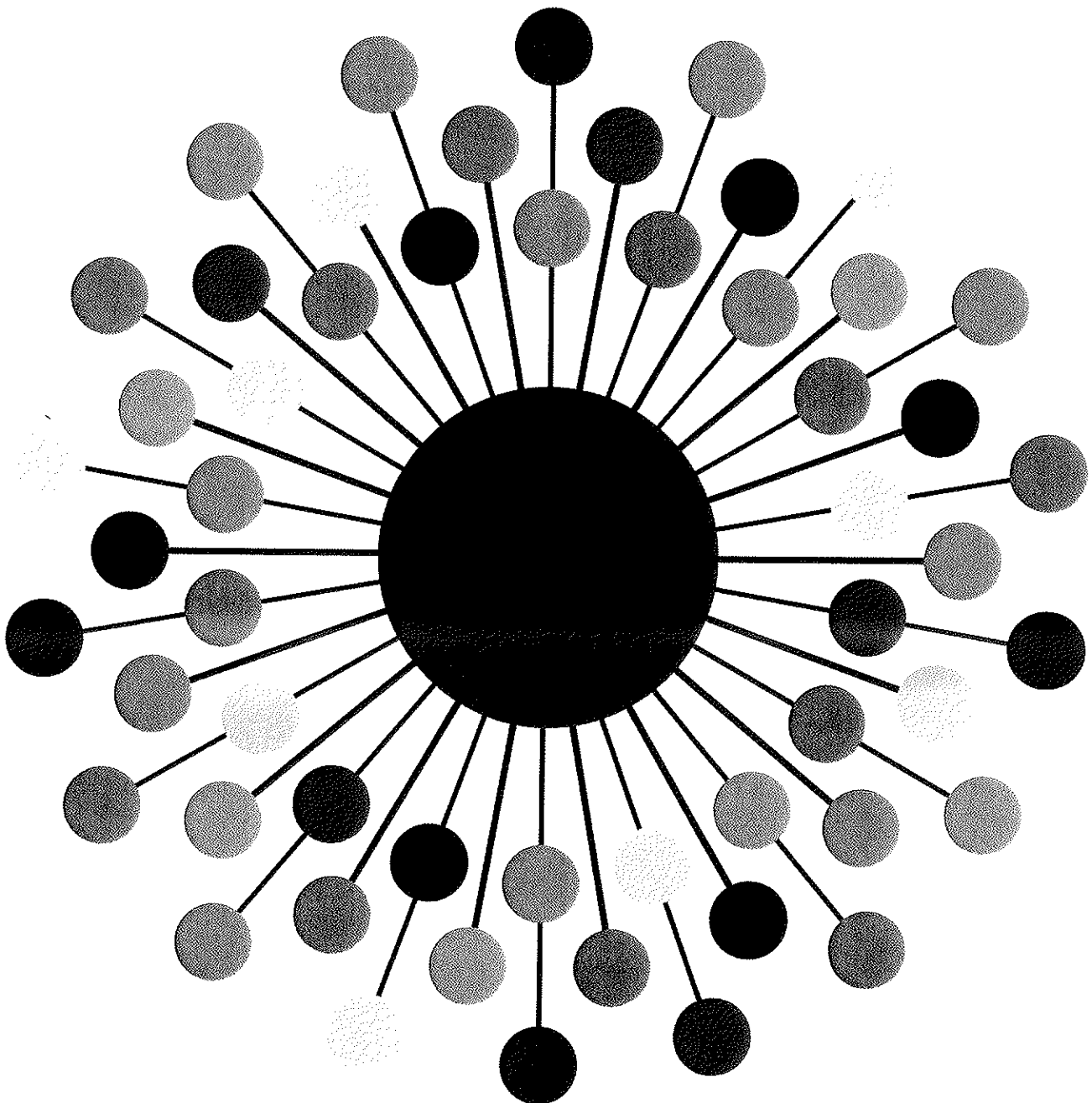
CATEGORY: 14. DESIGN FOR SOCIETY

SUB CATEGORY: N/A

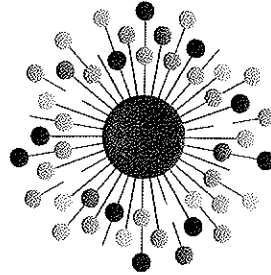
CLIENT: AWARE

DESIGN CONSULTANCY: CLICKWORKS

DATE: APRIL 2013



EXECUTIVE SUMMARY



Life Skills

Programmes to help you deal with life's challenges
www.aware.ie/life-skills

Aware are a charity that provides information and support to those who experience depression and related mood disorders.

Aware commissioned Clickworks to design a new visual identity and campaign for their 'Life Skills' programme to be rolled out in April 2013.

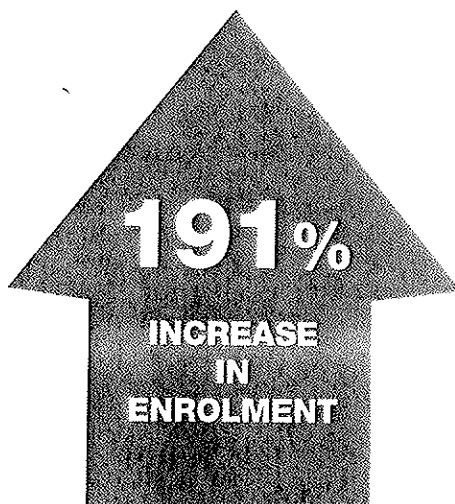
This educational programme had been in operation since May 2012. Any design elements used previously to promote this programme had been either ad-hoc or promoted directly under Aware's own branding look and feel.

Aware's aim for their 'Life Skills' programme was to:

- Position 'Life Skills' as a stand alone service. Yet still be under the 'Aware' umbrella.
- Increase awareness and enrolment of their nationwide courses.
- Project the image of 'depression/and the stigma of' in a more positive light.
- Advertise as an educational programme rather than a counselling service.

We achieved this by:

- Creating a colourful and engaging design which used Aware's brand colour 'blue' as the cornerstone to the concept. We also gave the identity a more scientific and educational feel to attract a more male audience, as their programme had been predominately used by women.
- Increasing the enrolment from 270 first night attendees in January 2013 to 787 first night attendees in April 2013. **An increase of 191%**
- Creating awareness of the programme through a strong online media campaign. We achieved exceptionally high average click through rate of 0.18% when the industry average in Ireland is usually 0.7% to 0.8%.
- Showing the 'Life Skills' programme in a more positive light. We intentionally used images of positive and empowered people to engage with the audience and to breakdown the stigma, and perceived perceptions of traditional depression imagery.
- We ensured the campaign imagery and new visual identity had the tone of an educational programme, rather than using imagery such as 'supporting hands' etc. which is overly used in this sector.



PROJECT OVERVIEW

1. OUTLINE OF PROJECT BRIEF

The brief from Aware was;

- Create a visual identity that would appeal to everyone from the age of 18 and upwards.
- The new visual identity must represent the programme as positive and educational. Aware believes that partaking in a course like 'Life Skills' is just as important as a medical check up and should be done just as frequently.
- The new visual identity needs to target both genders, but to be weighted slightly more towards the male gender as the participants to date had largely been women.
- The aim of 'Life Skills' is to give people the tools to resolve their own problems – to educate about anxiety, stress and depression. It does not provide one-to-one counselling services, so it was important that the new visual identity represented the course in this light
- The new visual identity needs to demonstrate proactivity.
- It needs to draw people in.
- It needs to illustrate how the 'Life Skills' programme was the central hub of education and information.
- It needs to represent 'practical tips for coping with everyday life'.
- The campaign developed must tie in with the new branding and promote the 'Life Skills' programme in a more positive light.

Above all Aware wanted more people to sign up to their 'Life Skills' programme.

2. DESCRIPTION

Aware is a charity that works to create a society where people who experience depression and related mood disorders, and their families, are understood and supported. That they are free from stigma, and have access to a broad range of support options.

One of the support options that Aware runs is an educational programme entitled 'Life Skills'. This programme empowers people how to manage mild to moderate depression or anxiety, based on principles of cognitive behavioural therapy.

'Life Skills' is a completely free educational programme which is delivered over the course of six weeks. Each session is 90 minutes long and offered in a group setting of around 25 people. The programme can help participants make a real difference in their lives.

Currently, more than 450,000 people in Ireland experience depression (1 in 10) at any one time, but many hide their condition and never get help. Aware's message is one of hope: recovery is possible. Early intervention, as well as ongoing support are very important.

PROJECT OVERVIEW

3. OVERVIEW OF MARKET

The participants to date had largely been women. Aware wanted to engage with more men. Therefore the design needed a more masculine feel.

The 'Life Skills' programme is free. Yet there had not been a high enrolment rate. Aware wanted to increase attendees and also to maintain a 70% consistent attendance rate throughout the 6 week course.

There was no visual identity for the 'Life Skills' programme. They needed to position and project this educational programme in a more professional yet aspirational light. While still showing that the programme came from Aware.

The look and feel of the 'Life Skills' campaign needed to stamp out any negatives, and show how signing up for a programme like 'Life Skills' was in fact a socially acceptable norm. Aware wanted to create the idea that this was like 'going to the gym' for your mental health.

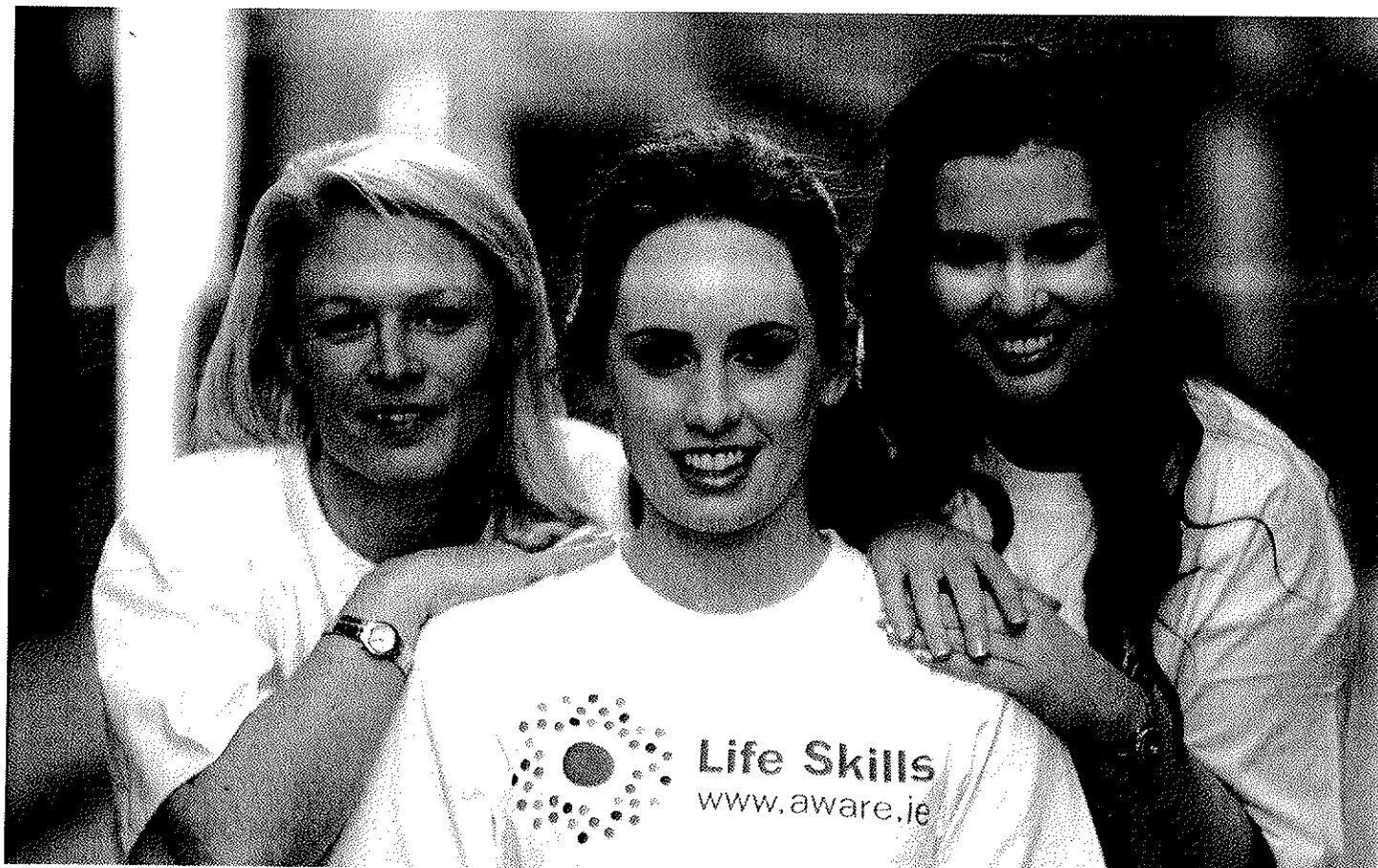
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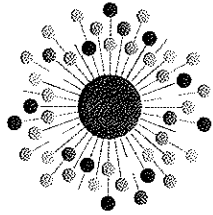
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PRESS LAUNCH OF AWARE 'LIFE SKILLS' PROGRAMME'S NEW LOOK WITH INTERNATIONAL IRISH HOCKEY PLAYER NIKKI SYMMONS, 'FAIR CITY' ACTRESS AOIBHEANN MCCAUL AND MODEL MICHELLE RYAN.

For the design of a new visual identity and campaign which was applied to leaflets, posters, press and online advertisements, stands and t-shirts.
TOTAL COST €6,100.00 / £5,175.00



PROJECT OVERVIEW



Life Skills

Programmes to help you deal with life's challenges

Life Skills is proudly supported by the fundraising efforts of Tesco staff and customers nationwide, thanks to the Tesco Charity of the Year Partnership.

See www.aware.ie/life-skills for information



Email: info@aware.ie
 LoCall Helpline: 1890 303 302
 Follow Us: [f](#) [t](#)

6. OUTLINE OF DESIGN SOLUTION

We presented four solutions to the new visual identity. All of them meeting the requirements to the given brief. The chosen identity embodied the aspirations and positive qualities 'Life Skills' wanted to project. A colourful 'shining light' designed to guide attendees in the right direction to coping with mild depression and anxiety. The structure of the identity illustrated how this educational programme was the 'central hub' where all information was disseminated from and to, and where all the attendees connected to the programme for support. These courses run throughout Ireland so we also wanted to show the 'spread' of engagement. The design needed to have a more scientific look and feel, in order to attract more men on to the programme. Who traditionally have been hesitant to engage with such programmes. So we avoided soft feminine colours and went with a more bold, confident and dynamic approach.

We designed the identity with Aware's branding in mind as we wanted to visually acknowledge the parent organisation. Hence the predominant colour was Aware's corporate blue.

From this identity design came the concept for the campaign look and feel. Using the coloured circles throughout as a graphic device, enabled us to link all the marketing materials together for a strong, positive and consistent look. It attracted attention, and gave 'Life Skills' its own persona.

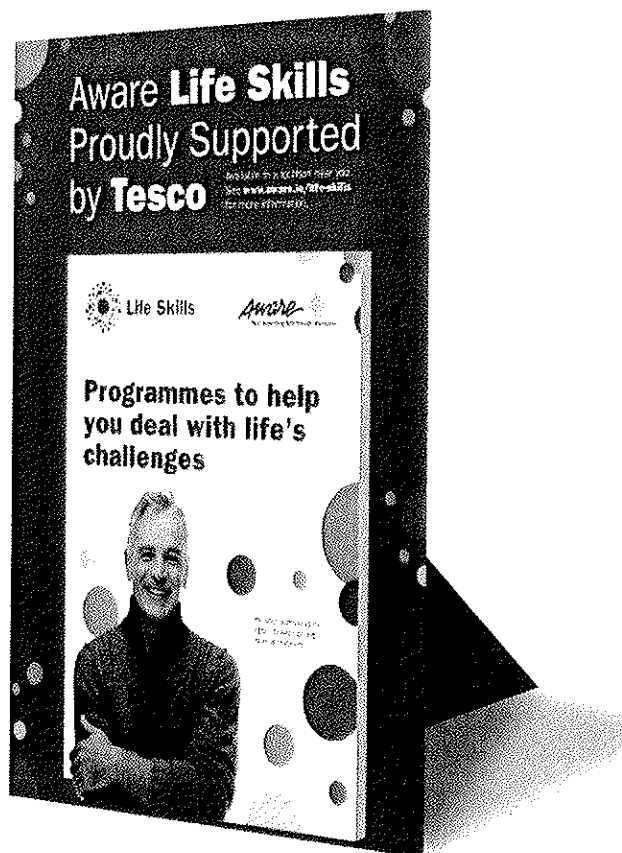
We used images of real people with an empowered, positive and confident stance to attract and speak to the intended audience. We wanted to breakdown the barrier of depression related imagery to something more proactive. Using images of male and female, young and old people we were able to speak to the wide audience that Aware wanted to engage with. We kept the typography clear and concise in order to avoid any confusion and to make sure the audience was familiar with what they were signing up to.

Our design for the campaign allowed for flexibility across all marketing materials. This ensured all aspects from posters to online advertising gained maximum effect and was not hampered by style or content.

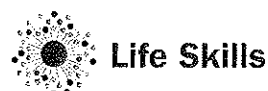
The communications design has proven so successful that an online version of the programme is being devised for people to engage with.

Overall, we wanted to project to the audience that this was an educational programme that participants can engage with, and leave with the tools for coping with life stress in a proactive way.

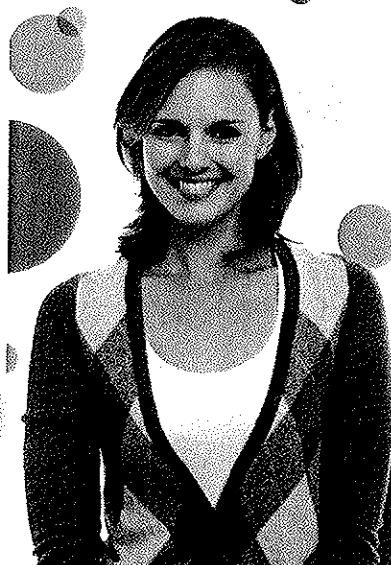
The **191% increase** in numbers who signed up for the programme speaks for itself.



LEAFLET AND STAND



Would you like to learn skills to help you deal with life's challenges?



Then
Aware's new
Life Skills
programme
could be
for you!

Life Skills is a free, enjoyable 8-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.

Each session is 90 minutes and the programme can help participants make a real difference in their lives.

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For more information and to apply for a free programme go to www.aware.ie/life-skills
Facebook.com/AwareIreland Twitter.com/AwareIreland

POSTERS



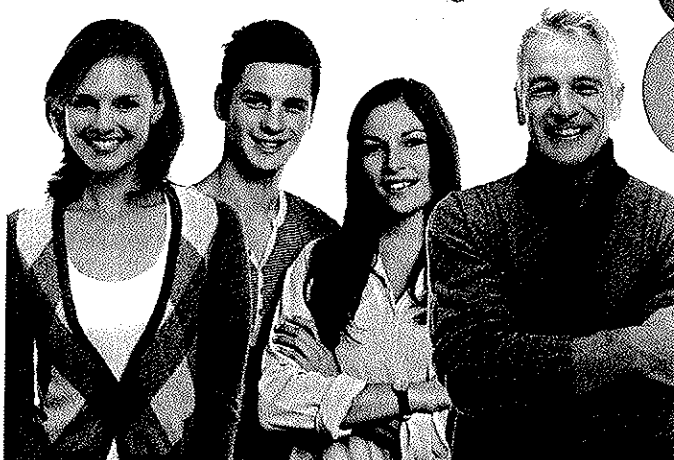
Help Aware help others with their new Life Skills programme



Aware's Life Skills programme is a free, enjoyable 8-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them cope with life's challenges.

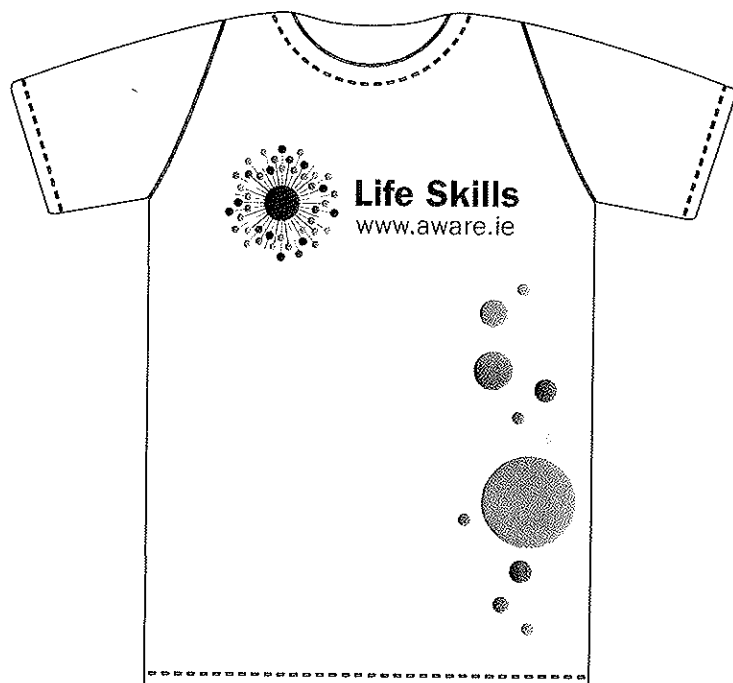
The educational programme is delivered in a group-based and is suitable for people with a range of mental health issues, including depression, anxiety, stress, and low mood.

Thank you thanks to the thousands of staff and customers nationwide, Aware aims to deliver the programme to thousands of people across Ireland.



For more information and to apply for a free programme go to www.aware.ie/life-skills

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T-SHIRT



ONLINE PAGE TAKEOVER ON THE IRISHTIMES.COM WEBSITE

TESCO
Charity of the Year 2012 & 2013

Help Aware support people experiencing depression in Ireland today

Please support our Fundraising event

Where

When

For more information and to apply for a free programme go to www.aware.ie/life-skills

Programmes to help you deal with life's challenges

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[facebook.com/AwareIreland](https://www.facebook.com/AwareIreland) twitter.com/AwareIreland

TESCO
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Life Skills

Are you feeling stressed, worried, anxious or low?

PRESS ADVERTISEMENT

SUMMARY OF RESULTS



MEETING TARGETS

The target that Aware set themselves was to have a minimum of 25 people for each of their 26 classes throughout the country. This was exceeded as all seats were filled, in fact they were over subscribed and now had 32 people per class. Unfortunately, they even had to turn away around 5% of interested people who wanted to attend. And they now have a waiting list for their September cycle of the programme.

Another target that Aware set themselves was to ensure that 70% of the attendees, attended for the whole duration of the 6 week programme. Some people drop out if they feel the course is not right for them. Their target was met, as people felt that they had more information about 'what they were signing up for' from the clear and concise marketing materials designed by Clickworks.

During the course of the advertising campaign Aware filled all the places available within 2-3 weeks. A far quicker uptake than previous.

Aware's results from their new identity design and campaign design for their 'Life Skills' programme exceeded all targets.

ENGAGEMENT WITH THE CAMPAIGN

Aware were thrilled with the results of the amount of people who engaged with the online advertisements. Having high click-through-rates of **0.18%** (the average is 0.07%) indicated a high interest and engagement in the programme and the service they offered.

IMPACT OF THE PROGRAMME TO ATTENDEES

Independent evaluation of Aware's Life Skills programme by Dr. Katrina Collins, shows a significant positive impact from participation on individual's mood in terms of self-reported depression and anxiety: 20% of participants reported having 'severe' anxiety in Session One, with no-one reporting this in Session Six, having completed the programme.

CHANGING PERCEPTIONS

Clickworks changed the perception of design for the subject of depression – from something that was represented in a negative fashion – to an attractive, positive, pro-active and approachable visual style. Which in turn helped reverse the stigma of signing up for a programme like 'Life Skills'. An empowering step by an attendee to look after their mental health.

THE FUTURE

In the near future our design will be adapted for an online version of the education programme. Showing the versatility of the concept.

OTHER INFLUENCING FACTORS



Aware received financial support from Tesco. Tesco Ireland staff have chosen Aware as their charity of the year 2012 and 2013. This support helped in buying media space for online advertising. Also Tesco promoted the programme to all their staff throughout their stores with in-house POS.

Aware's own in-house PR staff promoted this programme. Using social media to spread the word and sent out press releases of their launch of the programmes new look.

Press advertising was commission to promote the programme. Using a special relationship with 'Metro Herald Ireland' a free daily newspaper who did an advertorial on the 'Life Skills' programme.

Radio Ads were produced and 'News Talk' an Irish radio station did a special interview to raise awareness on the programme.

Aware found that they had telephone queries everyday from the public about the programme since the campaign launch. It was a big change as previously a lot of their attendees would have only heard of the programme form their doctors.

RESEARCH RESOURCES

ONLINE RESEARCH

OMD is part of the Omnicom group, the world's largest marketing services company. OMD Ireland are Aware's media agency. They booked all the online media space.

Please see the CTR and CPC figures for the 'Life Skills' campaign for April 2013.

The industry average CTR for standard display banners is 0.07%. With rich creative the average CTR would be 0.11%.

As you can see from the opposite figures, Aware had an average click-through-rate of 0.18%. And the highest click-through-rate being 0.89%. Well above the national average.

CAMPAIGN ONLINE PERFORMANCE

The Aware campaign ended on the 14th of April and delivered 4,888,829 impressions, 8,913 clicks and had a strong overall ctr of 0.18%

Sky Media performed very well with the supersky banner driving a huge volume of clicks (1,247) and very high ctr of 0.30%.

The supersky also performed brilliantly on RTE with 1,516 click and ctr of 0.71%

The average cost per click for the supersky on Rte was €0.66 which is incredibly low.

Accuen also came in at a low cpc but for this particular campaign we have learnt the larger formats out performed the standard mpu and leaderboard.

The Irish Times takeover ran on the 8th of April and had strong engagement. In total the takeover received 2,116 clicks, the skin was the strongest format and received 1,355 clicks.

The Daily Mail mobile app drove 1,363 clicks and also had a low cpc of €1.66.

The Yappy mobile network is also performing well and to date has delivered 799 clicks with a low cpc of €1.50.

Therefore the online campaign got a lot of traction and performed exceptionally well. This happened across all sites.

Client	Aware
Campaign	Aware programme
Context	Jennifer
Campaign Dates	25/03/2013 - 14/04/2013
Report date	3rd April 2013

Site Name	Placement	Creative Size	Impressions Booked	Impressions Delivered	Clicks Received	Click Rate	Cost per click	Media Value	Actual media cost
Sky Media Ireland	ROS 300x250 Bonus	300x250	400,000	123,862	100	0.08%	€2.43	€2.43	€2,400
Sky Media Ireland	ROS 300x600	300x600		413,939	1,247	0.30%	€1.99	€2,484	
Total				537,801	1,347	0.25%	€1.78	€3,327	€2,400
RTE	Home/News/Business desktop	300x600	200,000	200,237	1,516	0.76%	€0.66	€1,001	€1,000
RTE	Home/News/Business desktop Bonus	300x600	50,000	50,055	348	0.70%	€0.00	250.00	
Total				250,292	1,864	0.74%	€0.54	€1,250	€1,000
Accuen	Targeting Males/Females 18-55 years	300x250	2,000,000	1,067,333	473	0.05	€2.26	€1,067	€2,000
Accuen	Targeting Males/Females 18-55 years	728x90		933,267	373	0.04	€2.50	€233	
Total				2,000,600	846	0.04%	€2.36	€2,001	€2,000
Believe sports channel	Irish Rugby, HoganStand.com and Extratime.ie	300x250	300,000	54,138	37	0.15%	€1.67	€162	€900
Believe sports channel	Irish Rugby, HoganStand.com and Extratime.ie	728x90		262,709	498	0.19%	€1.58	€788	
Total				316,847	535	0.18%	€1.51	€951	€900
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 1:1	1:1		152,144	1,355	0.89%			
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 219x91	219x90		171,739	54	0.03%			
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 300x250	300x250		421,661	493	0.12%			
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 728x90	728x90		195,351	224	0.11%			
Total				840,395	2,116	0.22%	€1.89	€4,000	€4,000
Electric Media	Yappy premium mobile apps and m-mails	1:1	300,000	350,000	799	0.23%	€1.88	€700	€1,200
Total				350,000	799	0.23%	€1.50	€700	€1,200
Daily Mail	Mobile app	1:1	500,000	491,894	1,363	0.28%	€1.44	€1,868	€1,000
Total				491,894	1,363	0.28%	€1.44	€1,868	€1,000
Grand Total:				4,888,829	8,910	0.18	€1.59	€12,056	€12,500

RESEARCH RESOURCES

"This is a brilliant opportunity for people to benefit from an established approach to dealing with difficulties which we may all face in life. One-to-one CBT sessions can cost more than €80 each and there are waiting lists of up to one year for these in many areas: it is really good news that Aware is able to provide this free group programme using principles of CBT."

Dr. Claire Hayes, Clinical Director of Aware

	Jan-13	Apr-13	TOTAL
Attendee's on first night	270	787	1057
Attendee's Completed Full Six weeks	180	555	735
number of programmes	12	26	38

AWARE'S STATS OF ATTENDANCE

See the 'before and after' campaign stats from Aware on the attendance for the 'Life Skills' programme. The stats which concern the new design of the visual identity and campaign look are for April 2013.

An **increase of 191% participants** signed up for this free programme.

The target set of 25 people per a class was exceed. Class sizes **increased to 32 people** per a class.

More classes were set-up to meet demand.

Aware now have a waiting list of interested people for the next cycle of their 'Life Skills' programme in September.

The April 2013 stats show that over 70% of attendees completed all 6 weeks of the programme – **the best continued attendance figures so far.**

Aware believe that this is down to how the programme was visually communicated through our designed marketing materials. Participants felt better informed, 'they knew what they were signing up for'.

RESEARCH RESOURCES

"An enormous impact. I have suffered depression most of this year but am now recovering due to a lot of different help but this would be one of the main ones."

"It gave me strategies for actions instead of looking inwards and over analysing things."

"It is like a miracle cure. I understand myself and others a lot better."

"It helped me to see the warning signs with my anxiety and how to change these through my thoughts."

"I am now in control of my thoughts, instead of them controlling me."

"I feel by practising with these tools daily I will be able to get back to the old confident me that through life pressures seemed to have got lost."

"It increased my awareness of negative thinking patterns and how to overcome them."

"It taught me how to approach different situations in life with new skills."

"It has been a positive impact and it gave me the tools to change."

TESTIMONIALS FROM ATTENDEES

Aware uses independent research to assess the impact of all their work. This is a crucial element in Aware's objectives.

They used independent researchers Dr. Katrina Collins and Clinical Director Claire Hayes to gain insights from attendees of the 'Life Skills' programme. Aware also used Survey Monkey for research.

Again they received positive feedback and engagement. Please see quotes and testimonials from attendees above.

The quantitative findings were supported by open ended feedback from individuals about the positive impact the programme was having and was likely to have on their mental health in the near future. The life skills gained as a result of participating in the programme enabled participants to better manage stressful situations in the future.

Overall post programme research has demonstrated positive feedback and engagement with the 'Life Skills' programme.

Clickworks

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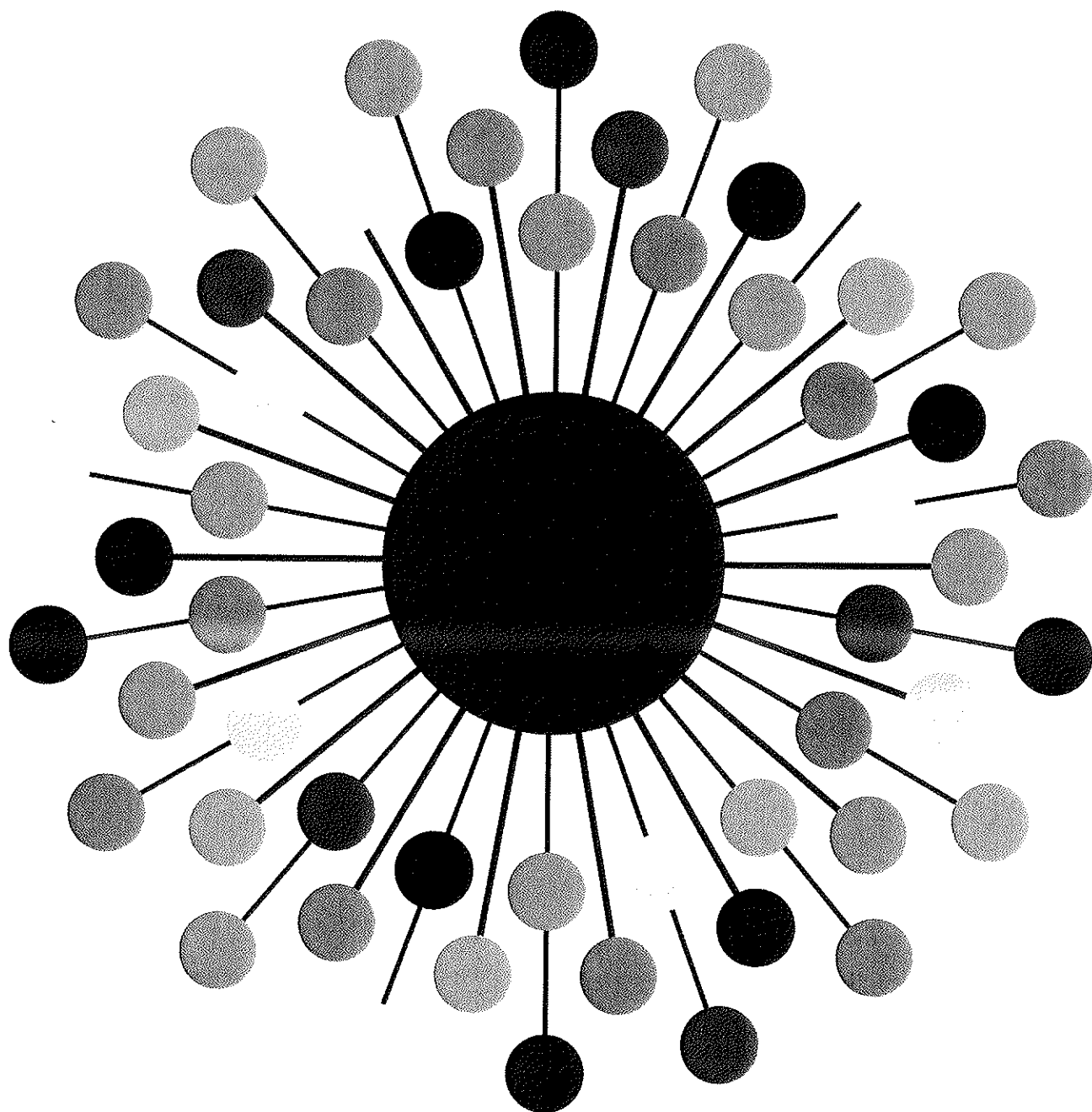
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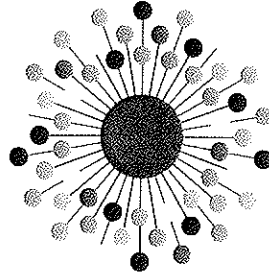
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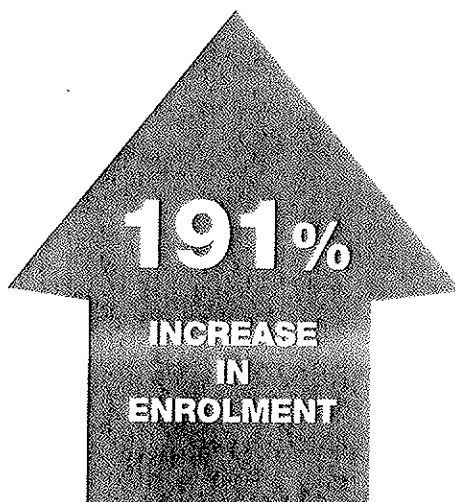
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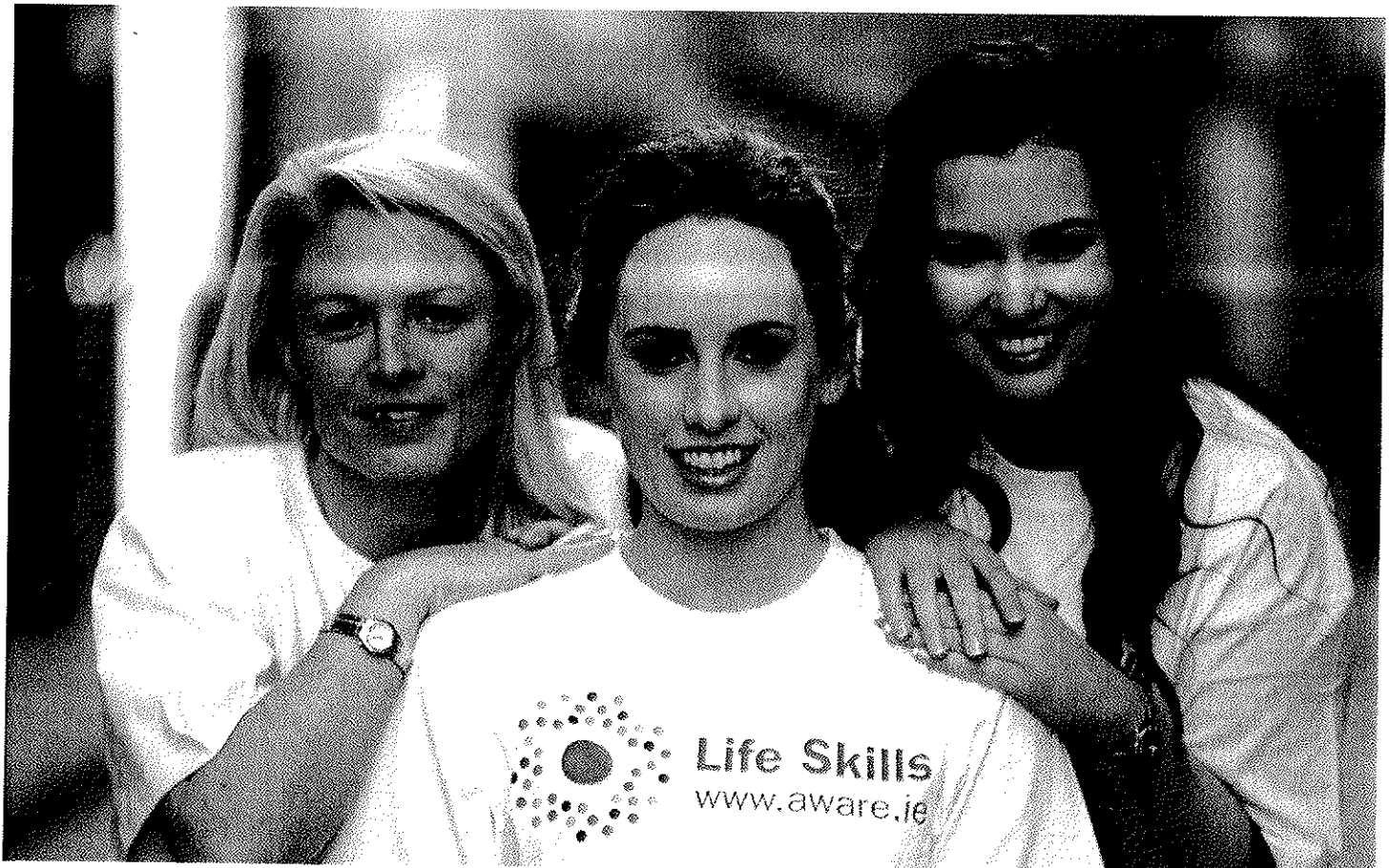
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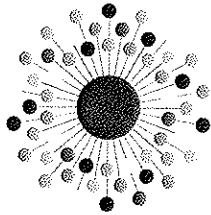
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PRESS LAUNCH OF AWARE 'LIFE SKILLS' PROGRAMME'S NEW LOOK WITH INTERNATIONAL IRISH HOCKEY PLAYER NIKKI SYMONS, 'FAIR CITY' ACTRESS AOIBHEANN McCaUL AND MODEL MICHELLE RYAN.

For the design of a new visual identity and campaign which was applied to leaflets, posters, press and online advertisements, stands and t-shirts.
TOTAL COST €6,100.00 / £5,175.00



PROJECT OVERVIEW

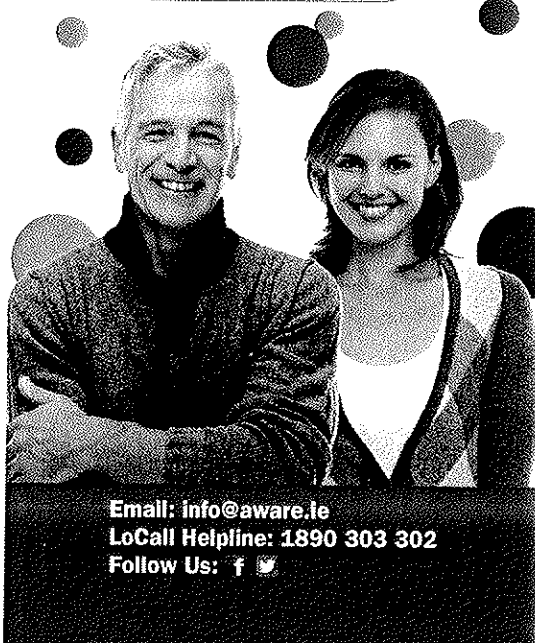
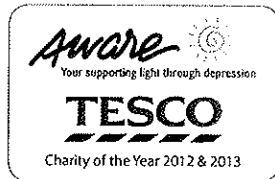


Life Skills

Programmes to help you deal with life's challenges

Life Skills is proudly supported by the fundraising efforts of Tesco staff and customers nationwide, thanks to the Tesco Charity of the Year Partnership.

See www.aware.ie/life-skills for information



Email: info@aware.ie
 LoCall Helpline: 1890 303 302
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6 OUTLINE OF DESIGN SOLUTION

We presented four solutions to the new visual identity. All of them meeting the requirements to the given brief. The chosen identity embodied the aspirations and positive qualities 'Life Skills' wanted to project. A colourful 'shining light' designed to guide attendees in the right direction to coping with mild depression and anxiety. The structure of the identity illustrated how this educational programme was the 'central hub' where all information was disseminated from and to, and where all the attendees connected to the programme for support. These courses run throughout Ireland so we also wanted to show the 'spread' of engagement. The design needed to have a more scientific look and feel, in order to attract more men on to the programme. Who traditionally have been hesitant to engage with such programmes. So we avoided soft feminine colours and went with a more bold, confident and dynamic approach.

We designed the identity with Aware's branding in mind as we wanted to visually acknowledge the parent organisation. Hence the predominant colour was Aware's corporate blue.

From this identity design came the concept for the campaign look and feel. Using the coloured circles throughout as a graphic device, enabled us to link all the marketing materials together for a strong, positive and consistent look. It attracted attention, and gave 'Life Skills' its own persona.

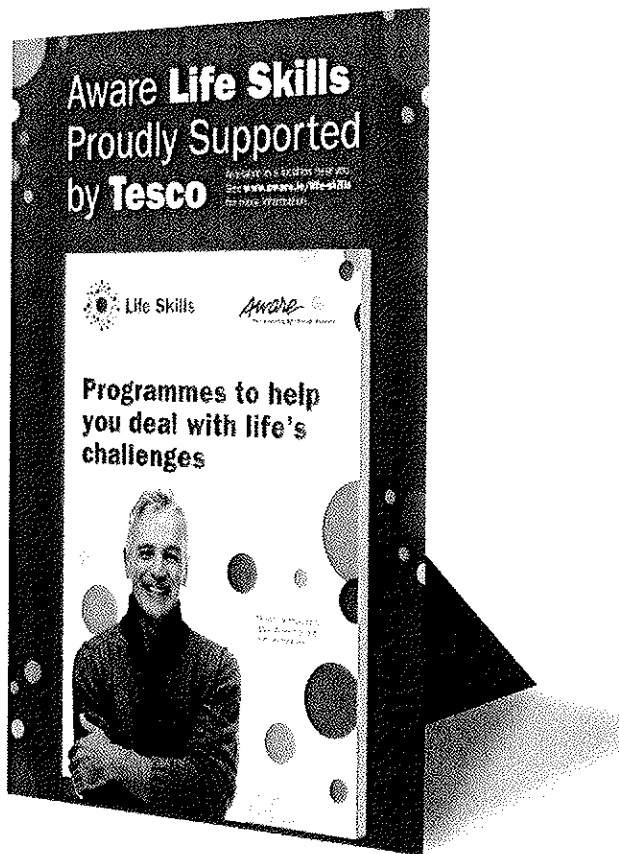
We used images of real people with an empowered, positive and confident stance to attract and speak to the intended audience. We wanted to breakdown the barrier of depression related imagery to something more proactive. Using images of male and female, young and old people we were able to speak to the wide audience that Aware wanted to engage with. We kept the typography clear and concise in order to avoid any confusion and to make sure the audience was familiar with what they were signing up to.

Our design for the campaign allowed for flexibility across all marketing materials. This ensured all aspects from posters to online advertising gained maximum effect and was not hampered by style or content.

The communications design has proven so successful that an online version of the programme is being devised for people to engage with.

Overall, we wanted to project to the audience that this was an educational programme that participants can engage with, and leave with the tools for coping with life stress in a proactive way.

The **191% increase** in numbers who signed up for the programme speaks for itself.



LEAFLET AND STAND



Would you like to learn skills to help you deal with life's challenges?

Then Aware's new Life Skills programme could be for you!

Life Skills is a free, engaging 6-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.

Each session is 50 minutes and the programme can help participants make a real difference in their lives.

Life Skills is a free, engaging 6-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.



For more information and to apply for a free programme go to www.aware.ie/life-skills
Facebook: [facebook.com/AwareIreland](https://www.facebook.com/AwareIreland) Twitter: twitter.com/AwareIreland

POSTERS



Help Aware help others with their new Life Skills programme



Aware's Life Skills programme is a free, engaging 6-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.

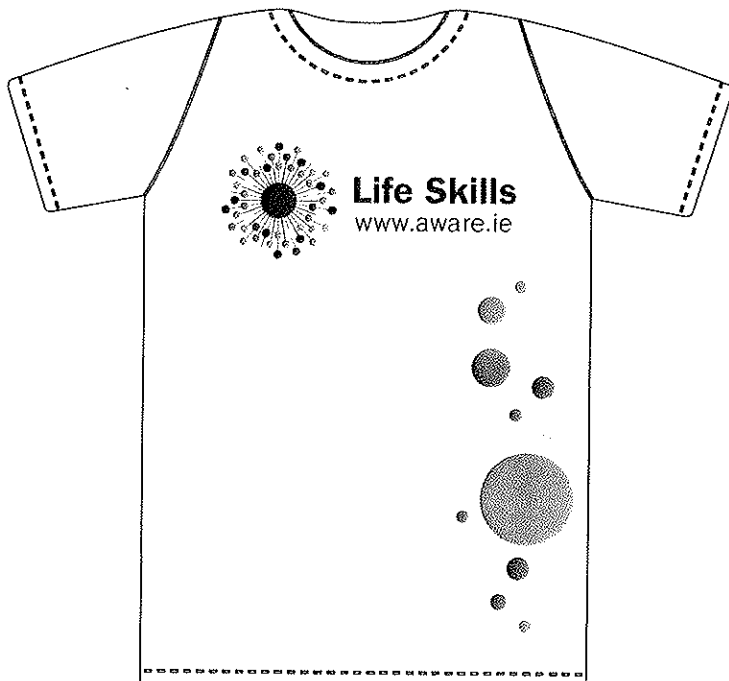
The Life Skills programme is delivered in a fun, relaxed and is suitable for people who are stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.

Thank you, thanks to the fundraising efforts of Tesco staff and customers nationwide, Aware aims to deliver the programme to thousands of people across Ireland.



For more information and to apply for a free programme go to www.aware.ie/life-skills

Life Skills is a free, engaging 6-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.



T-SHIRT



ONLINE PAGE TAKEOVER ON THE IRISHTIMES.COM WEBSITE

TESCO
Charity of the Year 2012 & 2013

Help Aware support people experiencing depression in Ireland today

Please support our Fundraising event

Where

When

Aware's Life Skills programme is a free, enjoyable six-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.

For more information and to apply for a free programme go to www.aware.ie/life-skills

Life Skills is a free, enjoyable six-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges.

Life Skills

Programmes to help you deal with life's challenges

Life Skills is a free, enjoyable 6-week programme where participants can learn how to manage their feelings when they feel stressed, worried, anxious or low, and learn practical skills to help them deal with life's challenges

Each session is 90 minutes and the programme can help participants make a difference in their lives.

FREE SUPPORT
LIFE SKILLS PROGRAMME
1-800-800-0000

For more information and to apply for a free programme go to www.aware.ie/life-skills
[facebook.com/AwareIreland](https://www.facebook.com/AwareIreland) twitter.com/AwareIreland

TESCO
Charity of the Year 2012 & 2013

PRESS ADVERTISEMENT

SUMMARY OF RESULTS



MEETING TARGETS

The target that Aware set themselves was to have a minimum of 25 people for each of their 26 classes throughout the country. This was exceeded as all seats were filled, in fact they were over subscribed and now had 32 people per class. Unfortunately, they even had to turn away around 5% of interested people who wanted to attend. And they now have a waiting list for their September cycle of the programme.

Another target that Aware set themselves was to ensure that 70% of the attendees, attended for the whole duration of the 6 week programme. Some people drop out if they feel the course is not right for them. Their target was met, as people felt that they had more information about 'what they were signing up for' from the clear and concise marketing materials designed by Clickworks.

During the course of the advertising campaign Aware filled all the places available within 2-3 weeks. A far quicker uptake than previous.

Aware's results from their new identity design and campaign design for their 'Life Skills' programme exceeded all targets.

ENGAGEMENT WITH THE CAMPAIGN

Aware were thrilled with the results of the amount of people who engaged with the online advertisements. Having high click-through-rates of **0.18%** (the average is 0.07%) indicated a high interest and engagement in the programme and the service they offered.

IMPACT OF THE PROGRAMME TO ATTENDEES

Independent evaluation of Aware's Life Skills programme by Dr. Katrina Collins, shows a significant positive impact from participation on individual's mood in terms of self-reported depression and anxiety: 20% of participants reported having 'severe' anxiety in Session One, with no-one reporting this in Session Six, having completed the programme.

CHANGING PERCEPTIONS

Clickworks changed the perception of design for the subject of depression – from something that was represented in a negative fashion – to an attractive, positive, pro-active and approachable visual style. Which in turn helped reverse the stigma of signing up for a programme like 'Life Skills'. An empowering step by an attendee to look after their mental health.

THE FUTURE

In the near future our design will be adapted for an online version of the education programme. Showing the versatility of the concept.

OTHER INFLUENCING FACTORS



Aware received financial support from Tesco. Tesco Ireland staff have chosen Aware as their charity of the year 2012 and 2013. This support helped in buying media space for online advertising. Also Tesco promoted the programme to all their staff throughout their stores with in-house POS.

Aware's own in-house PR staff promoted this programme. Using social media to spread the word and sent out press releases of their launch of the programmes new look.

Press advertising was commission to promote the programme. Using a special relationship with 'Metro Herald Ireland' a free daily newspaper who did an advertorial on the 'Life Skills' programme.

Radio Ads were produced and 'News Talk' an Irish radio station did a special interview to raise awareness on the programme.

Aware found that they had telephone queries everyday from the public about the programme since the campaign launch. It was a big change as previously a lot of their attendees would have only heard of the programme form their doctors.

RESEARCH RESOURCES

ONLINE RESEARCH

OMD is part of the Omnicom group, the world's largest marketing services company. OMD Ireland are Aware's media agency. They booked all the online media space.

Please see the CTR and CPC figures for the 'Life Skills' campaign for April 2013.

The industry average CTR for standard display banners is 0.07%. With rich creative the average CTR would be 0.11%.

As you can see from the opposite figures, Aware had an average click-through-rate of 0.18%. And the highest click-through-rate being 0.89%. Well above the national average.

CAMPAIGN ONLINE PERFORMANCE

The Aware campaign ended on the 14th of April and delivered 4,888,829 impressions, 8,913 clicks and had a strong overall ctr of 0.18%

Sky Media performed very well with the supersky banner driving a huge volume of clicks (1,247) and very high ctr of 0.30%.

The supersky also performed brilliantly on RTE with 1,516 click and ctr of 0.71%

The average cost per click for the supersky on Rte was €0.66 which is incredibly low.

Accuen also came in at a low cpc but for this particular campaign we have learnt the larger formats out performed the standard mpu and leaderboard.

The Irish Times takeover ran on the 8th of April and had strong engagement. In total the takeover received 2,116 clicks, the skin was the strongest format and received 1,355 clicks.

The Daily Mail mobile app drove 1,363 clicks and also had a low cpc of €1.66.

The Yappy mobile network is also performing well and to date has delivered 799 clicks with a low cpc of €1.50.

Therefore the online campaign got a lot of traction and performed exceptionally well. This happened across all sites.

Site/News	Placement	Creative Size	Impressions Booked	Impressions Delivered	Clicks Recorded	Click Rate	Cost per click	Media Value	Actual media cost
Sky Media Ireland	RCS 300x250 Bonus	300x250	400,000	123,952	100	0.08%	€7.43	€743	€2,400
Sky Media Ireland	RCS 300x250	300x600		413,939	1,247	0.30%	€1.99	€2,664	
Total				537,891	1,347	0.25%	€1.78	€3,227	€2,400
RTE	Home/News/Business desktop	300x600	200,000	210,237	1,516	0.78%	€0.65	€1,001	€1,000
RTE	Home/News/Business desktop Bonus	300x600	50,000	50,955	343	0.70%	€0.60	290.00	
Total				260,292	1,864	0.74%	€0.54	€1,190	€1,000
Accuen	Targeting Males/Females 18-55 years	300x250	2,000,000	1,067,333	473	0.05	€2.26	€1,067	€2,000
Accuen	Targeting Males/Females 18-55 years	728x90		933,187	373	0.04	€2.50	€933	
Total				2,000,600	846	0.04%	€2.36	€2,001	€2,000
1-Below sports channel	IrishHugBic HoganStand.com and Extratime (c)	300x250	300,000	54,138	37	0.13%	€1.67	€783	€900
1-Below sports channel	IrishHugBic HoganStand.com and Extratime (c)	728x90		262,709	498	0.19%	€1.51	€951	
Total				316,847	535	0.89%			€900
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 1x1	1x1		132,144	1,355	0.03%	€1.89	€4,000	€4,000
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 215x-01	215x90		171,739	54	0.03%			
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 300x250	300x250		421,661	483	0.11%			
IrishTimes.com	Homepage Takeover x 1 day (wallpaper/skin needed) Mixed 728x90	728x90		195,951	224	0.11%			
Total				941,595	2,116	0.22%	€1.89	€4,000	€4,000
Electric Media	Yappy premium mobile app's and m sites	1x1	300,000	350,000	799	0.23%	€0.88	€700	€1,200
Total				350,000	799	0.23%	€1.50	€700	€1,200
Daily Mail	Mobile app	1x1	500,000	491,894	1,363	0.28%	€1.44	€1,568	€1,000
Total				491,894	1,363	0.28%	€1.44	€1,568	€1,000
Grand Total :				4,888,829	8,913	0.18	€1.58	€14,098	€12,500

Client	Aware
Campaign	Aware programme
Contact	Jennifer
Campaign Dates	25/03/2013 - 14/04/2013
Report date	3rd April 2013



RESEARCH RESOURCES

"This is a brilliant opportunity for people to benefit from an established approach to dealing with difficulties which we may all face in life. One-to-one CBT sessions can cost more than €80 each and there are waiting lists of up to one year for these in many areas: it is really good news that Aware is able to provide this free group programme using principles of CBT."

Dr. Claire Hayes, Clinical Director of Aware

	Jan-13	Apr-13	TOTAL
Attendee's on first night	270	787	1057
Attendee's Completed Full Six weeks	180	555	735
number of programmes	12	26	38

AWARE'S STATS OF ATTENDANCE

See the 'before and after' campaign stats from Aware on the attendance for the 'Life Skills' programme. The stats which concern the new design of the visual identity and campaign look are for April 2013.

An **increase of 191% participants** signed up for this free programme.

The target set of 25 people per a class was exceed. Class sizes **increased to 32 people** per a class.

More classes were set-up to meet demand.

Aware now have a waiting list of interested people for the next cycle of their 'Life Skills' programme in September.

The April 2013 stats show that over 70% of attendees completed all 6 weeks of the programme – **the best continued attendance figures so far.**

Aware believe that this is down to how the programme was visually communicated through our designed marketing materials. Participants felt better informed, 'they knew what they were signing up for'.

RESEARCH RESOURCES

"An enormous impact. I have suffered depression most of this year but am now recovering due to a lot of different help but this would be one of the main ones."

"It gave me strategies for actions instead of looking inwards and over analysing things."

"It is like a miracle cure. I understand myself and others a lot better."

"It helped me to see the warning signs with my anxiety and how to change these through my thoughts"

"I am now in control of my thoughts, instead of them controlling me."

"I feel by practising with these tools daily I will be able to get back to the old confident me that through life pressures seemed to have got lost."

"It increased my awareness of negative thinking patterns and how to overcome them."

"It taught me how to approach different situations in life with new skills."

"It has been a positive impact and it gave me the tools to change."

TESTIMONIALS FROM ATTENDEES

Aware uses independent research to assess the impact of all their work. This is a crucial element in Aware's objectives.

They used independent researchers Dr. Katrina Collins and Clinical Director Claire Hayes to gain insights from attendees of the 'Life Skills' programme. Aware also used Survey Monkey for research.

Again they received positive feedback and engagement. Please see quotes and testimonials from attendees above.

The quantitative findings were supported by open ended feedback from individuals about the positive impact the programme was having and was likely to have on their mental health in the near future. The life skills gained as a result of participating in the programme enabled participants to better manage stressful situations in the future.

Overall post programme research has demonstrated positive feedback and engagement with the 'Life Skills' programme.