



WITH YOU ALWAYS

From HUSH-HUSH To a Meaningful Conversation

The topic of mental illnesses is still a taboo and yet a grave issue. The client wanted to deliver a serious message in a not-so-serious tone. We got the idea and jumped right into it.



Knock knock! Who? Us, For you

The same emotion we were asked to induce in the ad brief we were given. Dealing with mental health is challenging as people shut everyone down. The message was to break the silence and get the conversation started around mental health. The ad campaign called **#knocktotalk** was implied to break the stigma and hush-hush around depression and opening the door to exchanging a judgment – free talk.



We Got The Conversation Started *ping*

A dark and gloomy room with a phone ringing *you got a message*. Here the protagonist gets a knock knock message from someone. As he was replying to the messages, there was an actual knock on the door. He goes and opens the door and is greeted with a warm light and a hug. Here the lighting played a major role. As the emotions changed, the mood of the lighting also changed—from cold, dark and gloomy room to warm, soothing light. Ending the hesitation of the protagonist and finding a shoulder to lean on.

How It Went With People

We were successful in making mental health a conversation starter. Not just us, our impressions say the same.

327K+ Likes

10.5 M+ Views

12 M+ Reach

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