

 **effie**Awards  
United Kingdom

2025 Effie Winner



**adam&eveDDB**

**CAMPAIGN  
AGAINST  
LIVING  
MISERABLY**

# Hello

We've pulled together some of the most interesting and inspiring 2025 cases to bring to life what an Effie award-winning entry looks like. We hope that they provide some helpful pointers for those of you tasked with writing submissions for this year's awards.

***Missed Birthdays: Revealing a generation of lost potential - CALM by adam&eveDDB*** (entered in the Timely Opportunity category) demonstrates how to create a clear, succinct narrative when the context that sits behind your marketing is anything but. It also shows how effectiveness doesn't have to mean 'sales', or its equivalent, if your objectives are made clear from the start. *Trigger warning: this paper contains mentions of suicide.*

For more information and advice to help you write your best entry and maximise your chances of winning visit [our Awards website](#).

If you have any questions at any stage of the entry process, please ask and we'll be happy to help. Just email [effieuk@effie.org](mailto:effieuk@effie.org)

We wish you all the best in this year's Effie Awards UK!

**Effie UK**



# Executive Summary

## **The Challenge**

Encourage more lifesaving conversations between UK adults and children about suicide - now the leading cause of death for under-24s.

## **The Insight**

6,929 young lives lost to suicide in ten years isn't just a tragedy, it's a generation of lost potential.

## **The Strategic Idea/build**

We'd visualise the generation of lost potential to trigger lifesaving conversations between adults and young people.

## **Bringing the Strategy to Life**

*Missed Birthdays.* A seemingly joyful celebration of birthday balloons, representing the 6,929 young lives lost to suicide in a decade.

## **The Results**

Approximately 3.9 million lifesaving conversations had between Trusted Adults and young people about suicide and mental health.

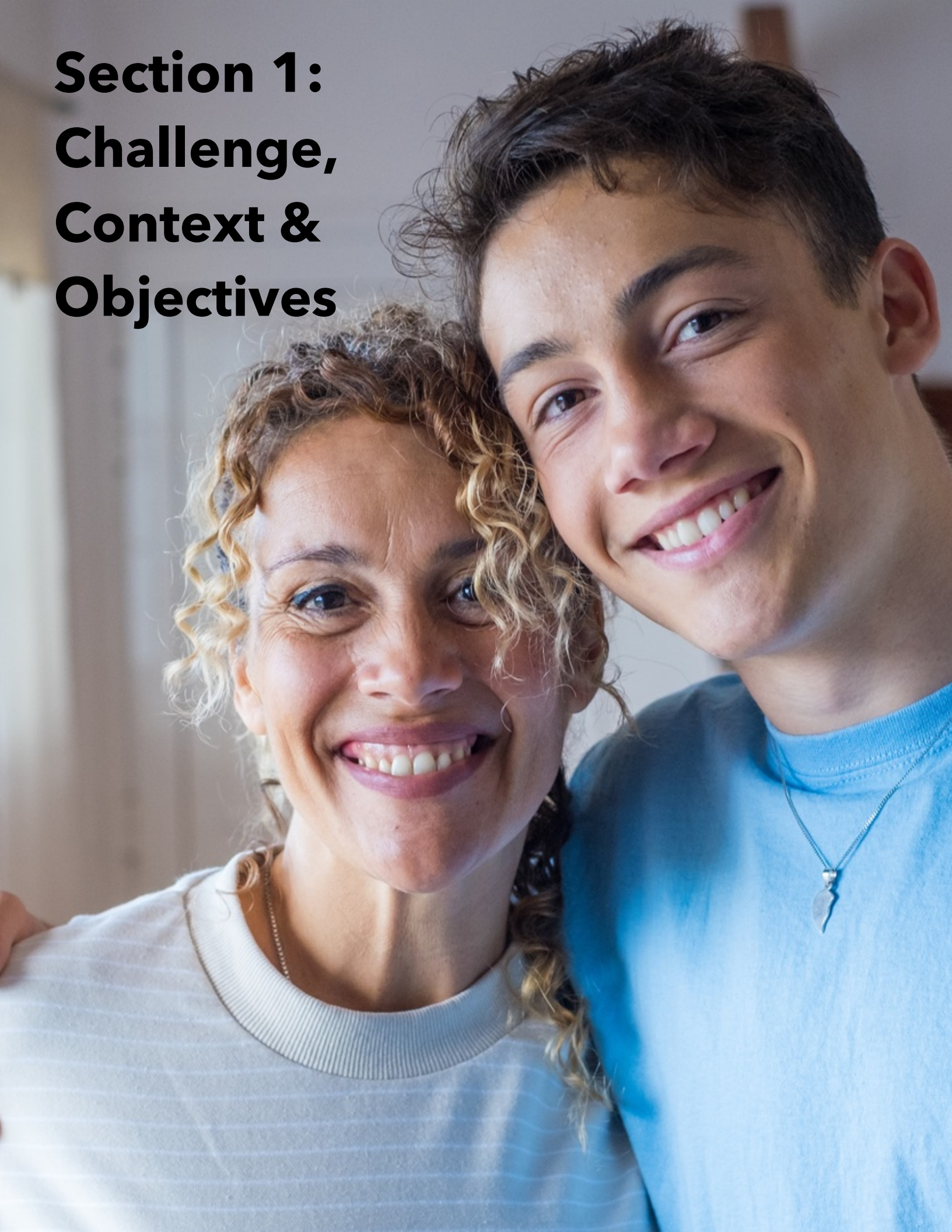
## **Why is this entry an outstanding example of effective marketing in this Effie entry category?**

In 2024, with little conversation or awareness, the crisis of youth suicide had reached a tipping point. For the first time, suicide became the biggest killer of UK children.

This paper shows the power of urgently acting in a moment of need. Not to steal share or to fast-track growth, but because not acting would mean more young people dying by suicide.

On a limited budget, Missed Birthdays made the youth suicide crisis unignorable. Through the campaign, CALM visualised the young lives lost to suicide in a heartbreaking installation, and inspired millions of potential lifesaving conversations between adults and children.

# **Section 1: Challenge, Context & Objectives**



**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 that stemmed from this business situation?**

Dear reader

Most Effie papers you read will be about a bold marketing decision made in the moment to drive growth.

This paper however isn’t about an opportunity we spotted.

It’s about a crisis we couldn’t ignore.

It’s about the fact that quietly in the background, with little conversation, suicide had become the leading cause of death for those under 24 in the UK. <sup>2</sup>

Hearing this shouldn’t just disappoint you. It should outrage you, because it’s telling of a crisis that has been building in silence:

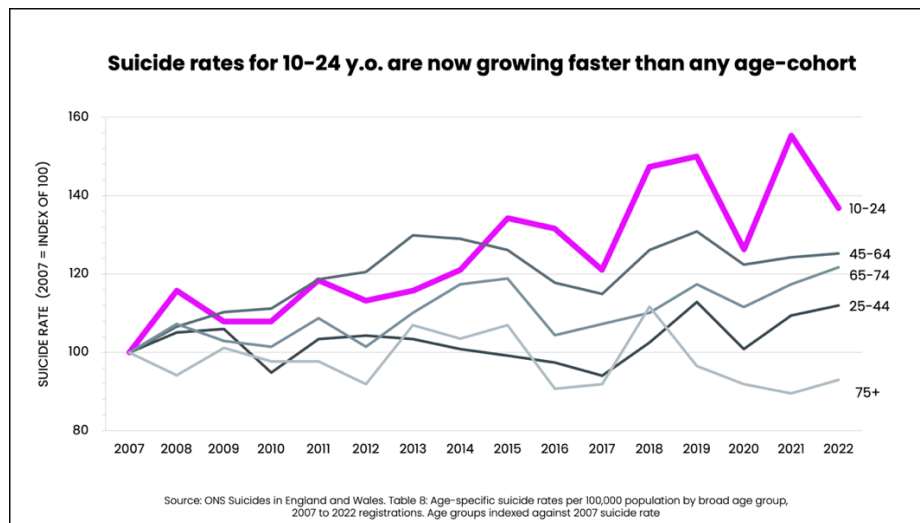
For the 305,000 children who accessed Children and Adolescent’s Mental Health Services (CAMHS) in 2022-23, the average wait time was 108 days. <sup>3</sup>

6,300 children have been waiting for over two years, with an average wait of more than three years before finally receiving treatment. <sup>3</sup>

1 in 3 17-24-year-olds have made an attempt on their own life. <sup>4</sup>

The suicide rate for young women under 24 has seen the steepest increase since records began in 1981. <sup>5</sup>

The suicide rate for 10 to 24 year olds is now growing faster than any other age cohort:



**Between 2012 - 2022, suicide has claimed the lives of 6,929 young people in the UK.<sup>6</sup>**

These are difficult stats to read.

But they are the sobering reality for young people in the UK.

And it's a reality still largely unspoken about.

It's against this backdrop that Campaign Against Living Miserably - the suicide prevention charity - recognised the need to urgently intervene and protect the young people of the UK from suicide.

But as a not-for-profit with limited resources, it's impossible for CALM to be there for every child. And with an overstretched mental health system already failing to meet demand, waiting for help could quite literally be the difference between life and death.

To make the most lifesaving impact, we needed to turn the adults already in children's lives into allies; confident and capable enough to intervene and check in, whenever the threat of a mental crisis might occur.

From this, our challenge was clear:

**Get adults across the United Kingdom talking to their children about suicide, so that no child ever feels like it's their only option.**

**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.**

### **Business Objective**

**ACTION:** Trigger more lifesaving conversations between Trusted Adults & young people about suicide.

**Rationale**

It's impossible for CALM (or any organisation) to single-handedly end youth suicide. So to make the most lifesaving impact, we aimed to encourage more Trusted Adults (any adult responsible for a young person's wellbeing) to check-in with young people in their life.

Prior to campaign, despite 39% of children experiencing a mental crisis, only 15% of parents and carers had spoken to children about suicide.<sup>7</sup> We sought to double this as a benchmark of success.

**Measurement**

Pre-and-post quant testing to understand the number of Trusted Adults who say they've had a conversation about suicide with a young person.

**Marketing Objective**

**ATTITUDE:** Increase the importance of youth suicide as a social issue amongst Trusted Adults.

**Rationale**

If we wanted Trusted Adults to lean in and be part of the solution, we couldn't just aim for agreement that something should be done. We needed to make Trusted Adults emotionally and personally invested in solving the crisis.

We therefore aimed to drive a +50% uplift in the number of Trusted Adults who see youth suicide as the single most important social issue to them personally.

**Measurement**

Pre-and-post quant testing to understand the proportion of Trusted Adults who see youth suicide as the most important social issue to them personally.

**Campaign Objective**

**AWARENESS:** Improve awareness around youth suicide as the leading cause of death for young people.

**Rationale**

To encourage as many conversations as possible, we needed to create the largest reach possible. Because while suicide had become the biggest killer of young people, the crisis was seldom spoken about. Specifically, our objective was to reach over 10 million Trusted Adults who recall our campaign, so by extension they were aware of the crisis too.

With 34.8 million Trusted Adults in the UK<sup>8</sup>, this would require 29% of all Trusted Adults to recall.

## Measurement

Proportion of Trusted Adults who recall the campaign.

### Data sources Section 1

<sup>1</sup>'Leading causes of death, UK: 2001 to 2018', ONS, 2018

<sup>2</sup>'Deaths registered in England and Wales: 2021', ONS, 2022

<sup>3</sup>'Children's mental health services 2022-23', Children's Commissioner UK, 2024

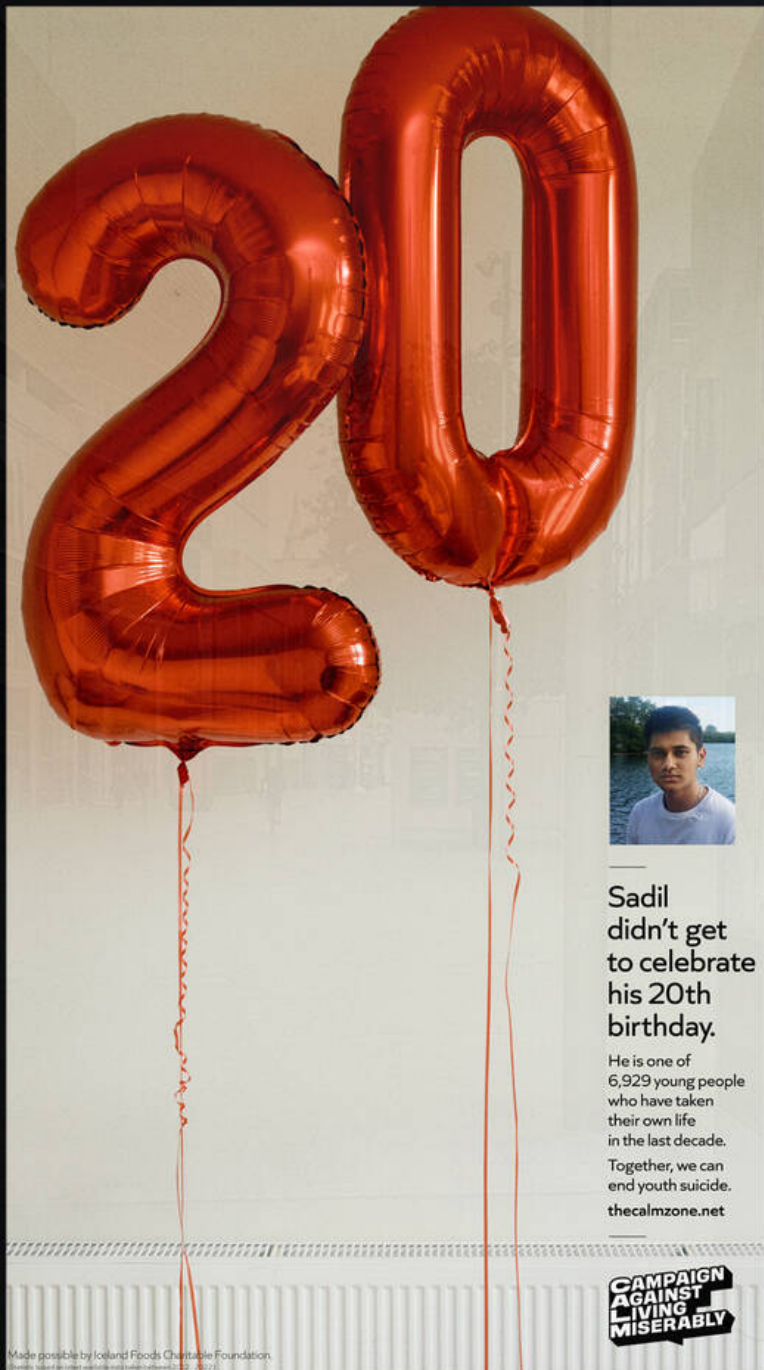
<sup>4</sup>'Mental Health of Children and Young People in England - Wave 4', NHS England Digital, 2023


<sup>5</sup>'Suicides in England and Wales: 2021 registrations', ONS, 2022

<sup>6</sup>Total suicides registrations by age, accumulation of ONS, NRS, NISRA data for 15 to 24 year olds, 2012-2022

<sup>7</sup>CALM commissioned research. Total sample size was 2,403 adults. Fieldwork was undertaken between 12th - 13th January 2025. The survey was carried out online. The figures have been weighed and are representative of all UK adults (aged 16+).

<sup>8</sup>Trusted Adults 34.8 million (UK Adults with a child in their life incl. parents, grandparents, presence of child in household, parent/guardian to children, related children responsible for, employed in education), Source: TGI 2024





**Sadil  
didn't get  
to celebrate  
his 20th  
birthday.**

He is one of  
6,929 young people  
who have taken  
their own life  
in the last decade.  
Together, we can  
end youth suicide.  
[thecalmzone.net](http://thecalmzone.net)

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AGAINST  
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MISERABLY**

Made possible by Iceland Foods Charitable Foundation.

# Section 2: Strategy: Insights & Strategic Idea

## **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.**

As already mentioned, no single person, politician or organisation can solve the crisis of youth suicide alone.

To make the biggest impact, you need the help of those closest to children, who are able to recognise the signs, intervene and support a young person through a mental crisis, whenever it may occur.

CALM call these people Trusted Adults. That is, any adult who has a part to play in supporting the wellbeing of a young person, including parents, teachers, sport coaches and other family members.

Equipping and motivating Trusted Adults was essential to our success, but research by CALM had revealed some challenges in engaging them:

### **1. The 'S word' was painful and difficult to bring up with kids.**

Suicide - especially in the context of children - is uncomfortable to bring up, and unbearable to think about. So too often, it goes left unsaid, despite research showing that conversations about suicide saves lives. As previously mentioned, only 15% of parents had spoken about suicide with their children, even though 39% young people have reported experiencing a mental crisis or suicidal thoughts.<sup>7</sup>

### **2. Trusted Adults didn't know how to speak about suicide with children.**

CALM had also discovered an alarming knowledge gap when it came to how prepared adults felt about supporting a young person through a mental crisis. 65% of adults surveyed were not confident they would know where to access practical tools to help them support a young person contemplating suicide.<sup>7</sup> In response to this, CALM had developed the C.A.R.E. Kit, a simple guide designed to educate and equip Trusted Adults on how to approach the conversation with children.

These challenges spoke to a deadly cycle of silence when it came to youth suicide. *The people most in a position to protect young people were unequipped and unsure about how to have the conversation.*

To break the silence, our campaign had to empower them with the confidence to speak up, so they could be the potentially life-saving difference for a young person in their life.

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

It would be disingenuous to say one insight unlocked everything for us.

But the more we spoke to people - including parents and families who have lost a young person to suicide, the more a few things became clear for us:

1. It's never easy to ask for help, but for young people constantly going through change, it can be impossible.

When you are constantly going through new experiences and emotions, it can be hard to navigate what you're feeling or to tell the difference between what's typical and what might be a sign of something more serious.

In the words of Donna, who lost her son Dion at 21 to suicide: 'It's not easy asking for help when you never know what it is you're thinking or feeling.'

**Our campaign couldn't be about getting kids to speak up. It had to be about parents checking in.**

2. It takes a lot more to shock people than it once did.

With global crises dominating headlines and the COVID pandemic still fresh in our minds, it's fair to say we've all grown numb to hearing about tragedy. The shock factor that once grabbed our attention isn't guaranteed to cut through like it used to.

If we were too confronting from afar, there would be every chance people looked the other way, either because we weren't standing out, or because people simply didn't have the headspace to take in any more misfortune right now.

**We needed a creative trojan horse. Something that drew people in and dropped their guard, before we landed the gut punch of our message.**

3. The pain felt by bereaved parents and families isn't just about the life lost. It's about the future stolen too.

Everybody we heard from spoke about how much life, passion and joy their child had.

They spoke about the little things that made them smile and what dreams they had for the future.

Put simply, they weren't just remembering who their child was, they were mourning who they never got the chance to become.

**6,929 young lives lost to suicide in ten years isn't just a tragedy, it's a generation of lost potential.**

**6,929 young lives lost to suicide is a generation of lost potential.**



"He had so much ahead of him to celebrate. He dreamed of receiving a national swimming time."

**Tracey, mother of Alex**  
who took his own life at 19



"They were such a bright, artistic, creative person. They had a quick wit, a great sense of humour. They were musical and enjoyed playing guitar."

**Monika, mother of Sailor**  
who took their own life at 22



"He liked to sing music, he liked to dance to music, he liked to play his guitar to music, attended many gigs, concerts and festivals with friends. He just loved music, he'd always be playing it 24 hours a day."

**Jude, mother of Sam**  
who took his own life at 20



"Just before he died he'd started a job as an English teacher. He'd be absolutely hyped about the kids he taught, like one who was really struggling, that [he] helped pass an exam."

**Michael, friend of Matt**  
who took his own life at 24



"He had so much joy in his life - he was a brilliant tennis player, he loved music, he loved books, he loved films."

**Deborah, mother of Barney**  
who took his own life at 21



"Katy was a singer since she was four years old. She was bright, when she got on stage it was like a star singing there."

**Emanuel, father of Katy**  
who took her own life at 17

## 2C. What was the strategic idea or build followed from your insights that enabled you to pivot from challenge to solution for your brand and customer?

We would **show the generation of lost potential youth suicide has created**, using 6,929 birthday balloons to symbolise the birthdays they would never see, and the milestones they would never reach. The idea that brought this to life was **'Missed Birthdays'**.

A seemingly bright and joyful celebration, that in reality, was a haunting wake-up call and an urgent plea to show C.A.R.E. to the young people in your life.

### Data sources Section 2

<sup>7</sup> CALM commissioned research. Total sample size was 2,403 adults.

Fieldwork was undertaken between 12th - 13th January 2025. The survey was carried out online. The figures have been weighed and are representative of all UK adults (aged 16+).

# Section 3: Bringing the Strategy & Idea to Life



**3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. CRM programme, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.**



Launching ahead of World Suicide Prevention Day, at the heart of our campaign was an installation of 6,929 birthday balloons in UK and Europe's largest shopping centre - Westfield London.

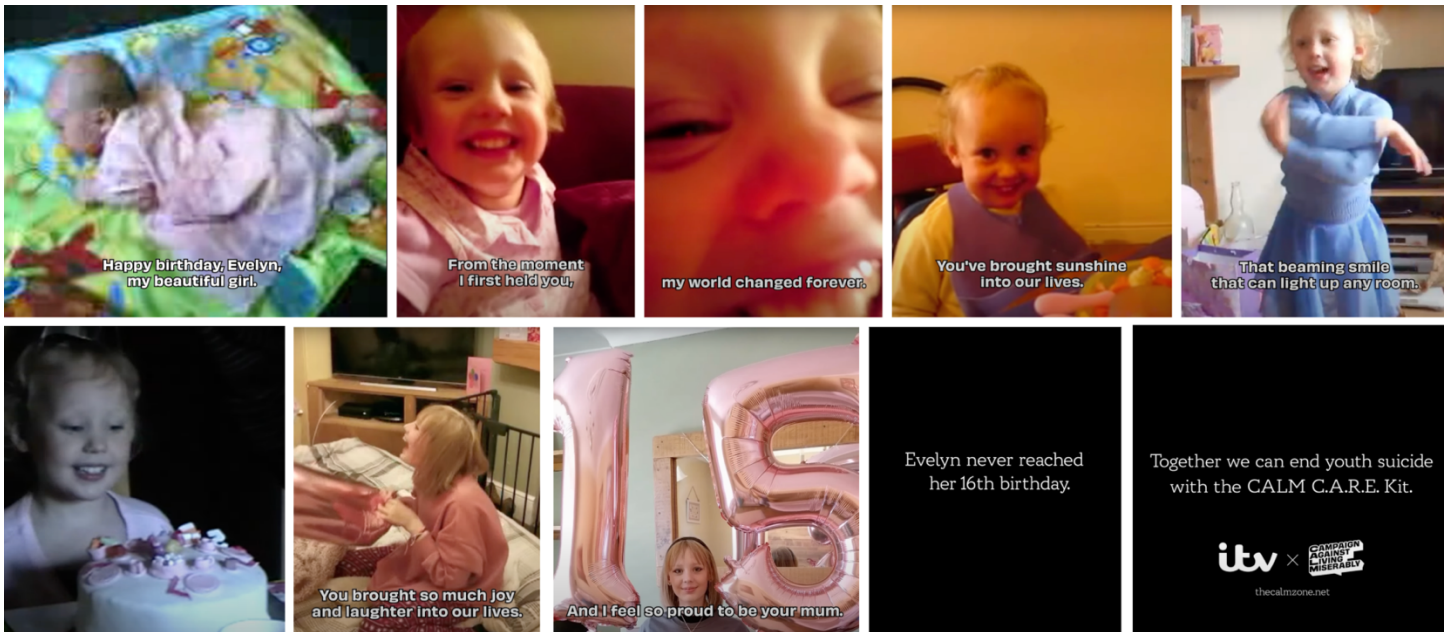
Colourful from afar, only on closer inspection was it revealed each balloon represented a young life lost to suicide and the birthday they never reached.

As people walked through the installation, they were invited to listen to deeply intimate voice message from over forty parents, siblings, friends and other family members, all of whom had lost a young person to suicide.

The installation was announced live on ITV's This Morning, which kick-started 3 days of programming featuring CALM representatives, clinical psychotherapists and bereaved families, all aimed at helping Trusted Adults be more vigilant in protecting young people in their life.

We also amplified the story across out-of-home and social, where we told the individual stories of young people lost to suicide, using the balloon motif to represent the birthday they never reached.

Four months later, we launched the second burst of our campaign, again in partnership with ITV. This time, focussing around one film, a true story of youth suicide, Evelyn, who tragically took her own life at age 15.



The film begins as a heartfelt letter ahead of Evelyn’s 15th birthday, narrated by her mother, Jenni. The viewer is shown home footage clips of smiles and hugs before the film abruptly ends with the reveal Evelyn never reached her 16th birthday and that she is one of 6,929 young people in the last decade who have taken their own life.

Every campaign asset directed people to CALM’s C.A.R.E. Kit, so they could learn how to support the young people in their life.

### **3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g. endline, call-to-actions and format choices etc.**

**To create maximum emotional impact, we drew Trusted Adults in first.**

Every detail of Missed Birthdays was intentionally designed for our message to only land once Trusted Adults were already leaning in.

Signage around the installation was carefully placed so that only after they were drawn to the balloons, was it revealed every balloon represented a young life lost to suicide.

Our film didn’t begin with the message Evelyn took her own life at 15, it was the heartbreaking reveal at the end.

**To leave Trusted Adults feeling hopeful, not hopeless, our call-to-action was consistent.**

However somebody encountered our campaign, our message was the same. 'Together, we can end youth suicide.'

We made sure C.A.R.E was always our sign-off, so everybody understood there are tangible steps in everybody's power to protect young people from suicide.

**To make Trusted Adults invested in the cause, we humanised the horror.**

We committed to going beyond the statistics, by showing the real lives affected by youth suicide.

Our installation was privately opened by families who have lost a young person to suicide. Many of whom left a message on an individual balloon dedicated to their child. We also used ONS data to accurately represent the individual age each young person lost never reached.



Similarly, our film didn't put an 'advertising spin' on suicide. It offered a glimpse into the real pain it brings, expressed through the words, eyes and memories of those it affects most, like Evelyn's parents Jenni and Jack.

**To show Trusted Adults why C.A.R.E. matters, we revealed the voices of grief and heartbreak.**

They didn't just learn about the importance of C.A.R.E. from campaign messaging. They heard about it directly from those who sorely wish they could show it; the families who have lost a young person to suicide.

**The importance of C.A.R.E.**  
According to the people who wish they could use it most



"I wish I'd known about talking openly about suicide, it might have helped him open up and have a very honest conversation he needed to have."

**Donna, mother of Dion**  
who took his own life at 21



"Unless we talk about it, we miss a crucial chance to discuss other options. I have learnt this the hardest way possible by losing my amazing son Adam to suicide."

**Indila, mother of Adam**  
who took his own life at 18



"When you talk about suicide you open the door for hope, you're planting the seeds for life in someone else, don't be afraid to talk about suicide."

**Emanuel, father of Katy**  
who took her own life at 17



"I always thought Niall had the mental capacity and strength to talk about how he felt but, boy was I wrong. If I could have my time again, I would be making him talk to me more than he did."

**Niamh, mother of Niall**  
who took his own life at 21



"Please be that support to a friend who needs you, to someone who sadly doesn't speak up and you know there's signs there. Be that person to reach out."

**Saroj, mother of Sadil**  
who took his own life at 19



"When you look at these balloons, remember suicide can touch anyone's life. Appreciate the people & moments you have. Reach out to anyone you think is struggling."

**John, father of Kelly**  
who took her own life at 24

**3C. How did you bring your strategy to your target market? What was the rationale behind your channel strategy/approach? Explain how the elements worked together to drive results.**

Every element of Missed Birthdays was planned to encourage Trusted Adults to check in with young people and show C.A.R.E.

We intentionally staggered our campaign across two moments on the calendar relevant to suicide, to sustain our time in the headlines. Our installation launched ahead of World Suicide Prevention Day while our film went live in January, the month with the highest volume of recorded suicides for 10-24 year-olds.<sup>9</sup> Our installation drove a +179% increase in search volume for CALM compared to their yearly average, while searches rose by +220% following the film's launch.<sup>10</sup>

Westfield meant our installation wasn't an optional art piece, it was unavoidable to Trusted Adults as they went about their day. Across three days of being live, 180,000 people visited the installation.

Our long-term partnership with ITV and This Morning allowed us to take the conversation of C.A.R.E. from the heart of the capital and into the homes of millions. Three days of programming gave us the opportunity to go into far greater depth around C.A.R.E. than any ad-space could.



Conversations with the parents of Amelia and Evelyn on This Morning's sofa continue to live on as long-form content, available to watch on ITV's YouTube channel.

Traditional and digital media partners allowed us to extend our reach even further. Thousands of commuters were met with our balloon motif on the front page of the Evening Standard, while passers-by at Outernet saw the balloons and young faces of those lost to suicide on their way to-and-from work.



We partnered with LADBible to create bespoke C.A.R.E. Kit content tailored for social, so Trusted Adults weren't just seeing C.A.R.E. on the big screen, but their feeds too. The content was championed by Rugby England International and mental health advocate Joe Marler, who spoke about the C.A.R.E. Kit to his nearly half a million followers in addition to LADBible's audience.

To ensure the importance of C.A.R.E wasn't just seen but felt, the intimate voice notes from 40+ parents, friends and family now live in perpetuity on CALM's website. I know that reading paper after paper is no small ask, but if you find yourself with ten minutes and you're in the right headspace, please have a listen. They speak to the pain of losing someone to suicide and the need for C.A.R.E. far more profoundly than any Effie can.

You can hear their stories and learn to show C.A.R.E. below.

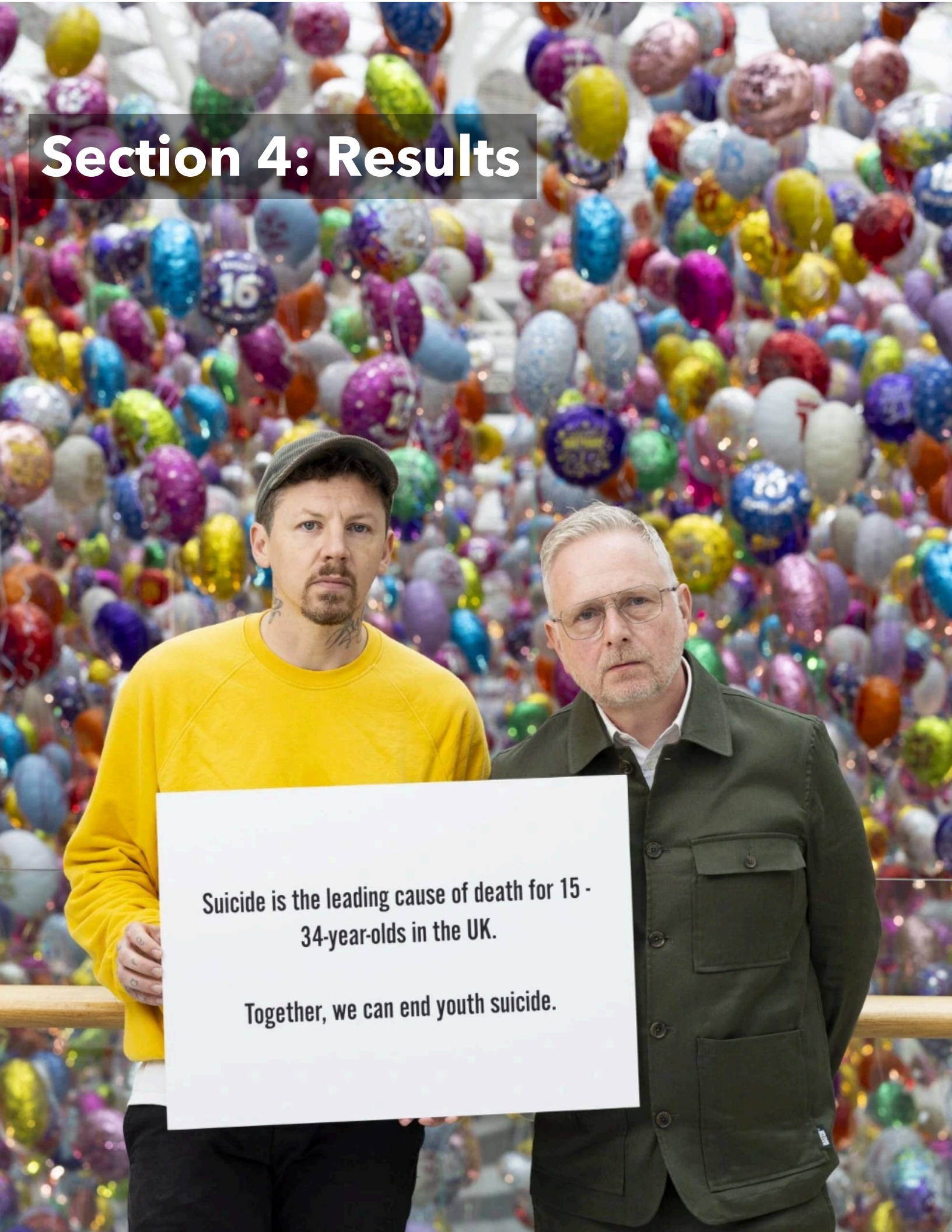


### Data sources Section 3

<sup>9</sup>Office for Health Improvement & Disparities, Gov UK, 'Near to real-time suspected suicide surveillance (nRTSS) for England for the 15 months to October 2024'

<sup>10</sup>Google Trends UK 2025

# Section 4: Results

A photograph of two men standing in front of a wall covered in numerous colorful balloons. The man on the left is wearing a yellow sweatshirt and a grey cap, while the man on the right is wearing a dark green jacket and glasses. They are both holding a white sign with black text. The balloons in the background are various colors and some have numbers or text on them, such as '16' and '75'.

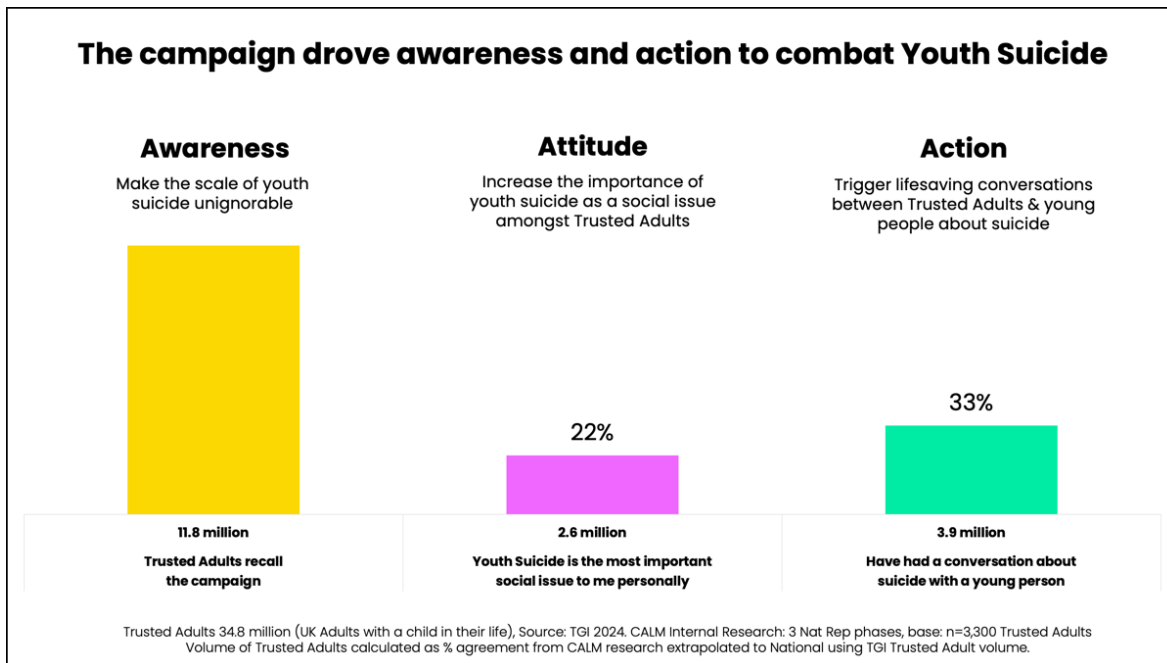
**Suicide is the leading cause of death for 15 -  
34-year-olds in the UK.**

**Together, we can end youth suicide.**

#### 4A. How do you know it worked? Explain why these results are significant for the brand's business.

Missed Birthdays was designed to get adults across the UK talking to young people about suicide, so that no child ever feels like suicide is their only option.

The evidence suggests it's made a meaningful impact:

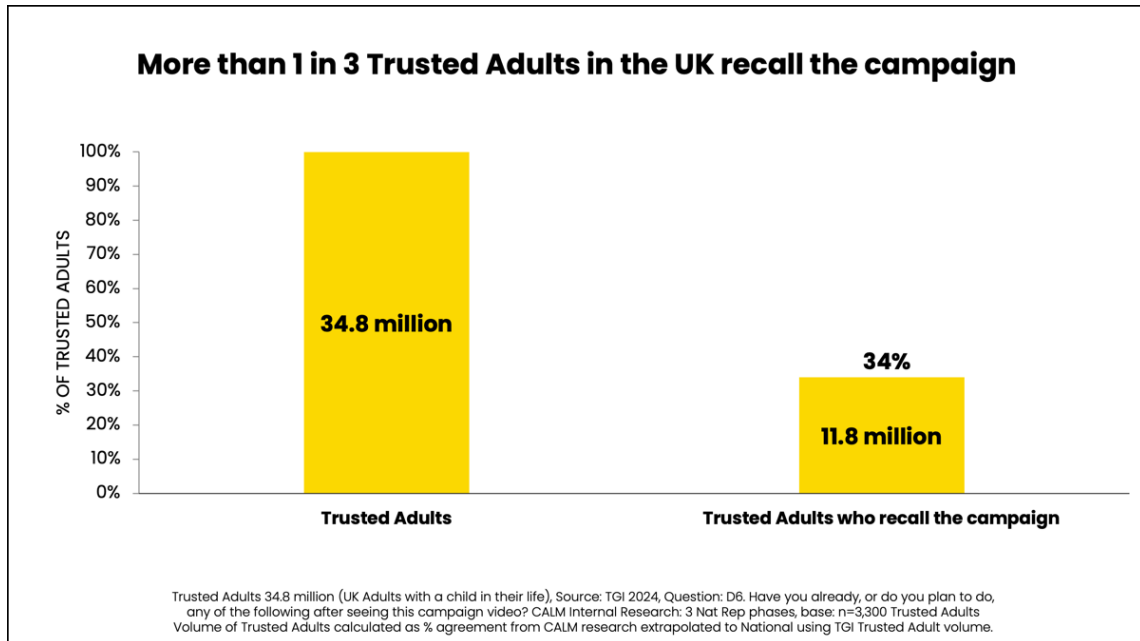


More specifically:

#### **AWARENESS:**

#### **Missed Birthdays has driven awareness and put the scale of youth suicide on the radar of more Trusted Adults.**

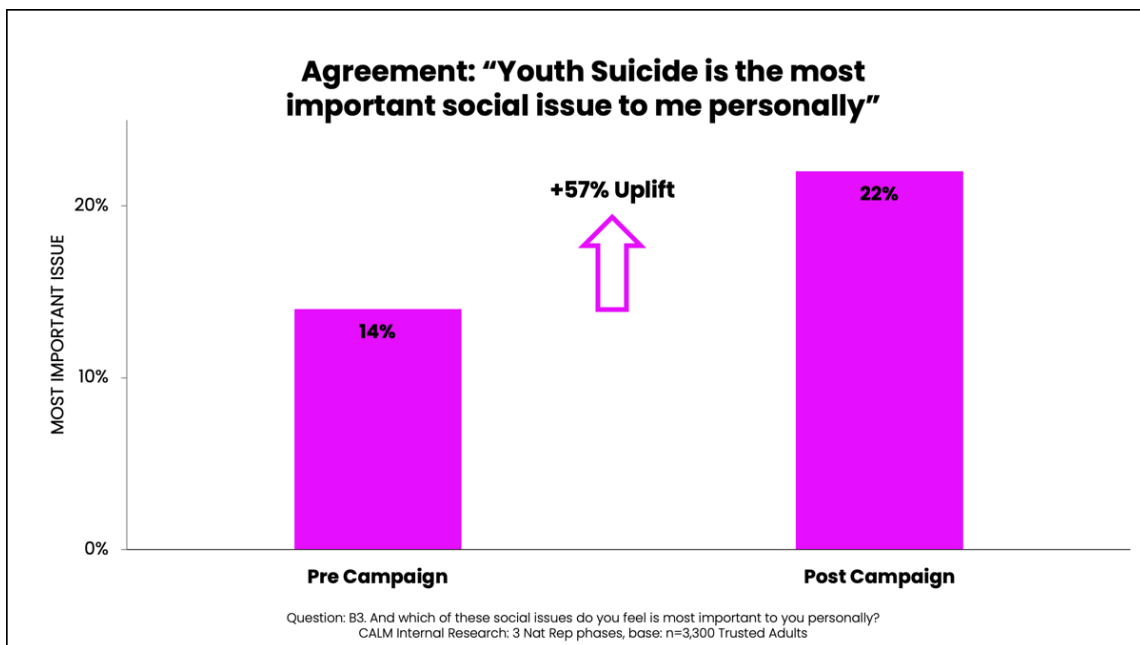
- 34% of Trusted Adults in the UK recall seeing the campaign.<sup>11</sup> Based on the total number of Trusted Adults in the UK<sup>8</sup>, this equates to approximately 11.8 million Trusted Adults who recall Missed Birthdays.<sup>11</sup>
- Of those Trusted Adults, 88% are now aware suicide is the leading cause of death of young people. (+22% compared to those who do not recall the campaign).<sup>11</sup>
- 81% are also aware of the statistics around youth suicide. (+42% compared to those who do not recall the campaign).<sup>11</sup>



**ATTITUDE:**

**The campaign also increased the importance of youth suicide as a social issue amongst Trusted Adults.**

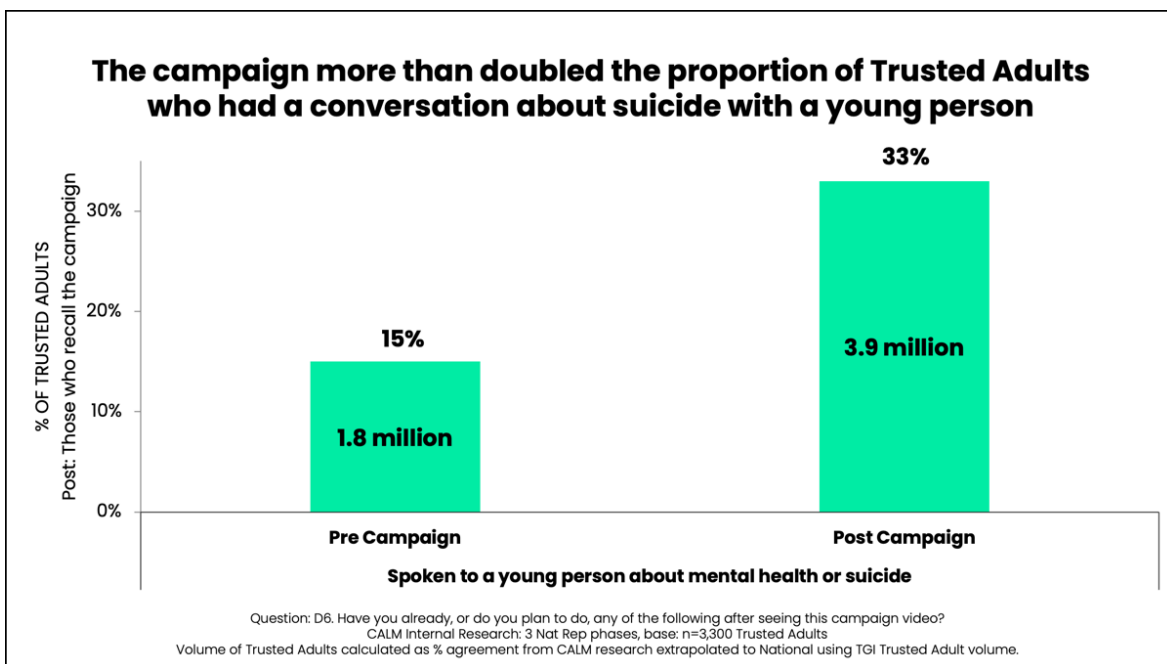
- 22% of Trusted Adults now rank youth suicide as the single most important issue to them personally. (+57% increase since pre-campaign).<sup>11</sup>



**ACTION:**

**Most importantly, the campaign triggered lifesaving conversations between Trusted Adults & children about suicide.**

- 34% of Trusted Adults in the UK recall seeing our campaign.<sup>11</sup> Of that amount, 1 in 3 (33%) have had a lifesaving conversation about suicide with a young person.<sup>11</sup> This equates to approximately 3.9 million conversations.<sup>8</sup>
- 28% have also shared their experiences of supporting someone affected by suicide or suicidal thoughts.<sup>11</sup>
- The campaign has also encouraged 27% to share their own experiences with suicide or suicidal thoughts.<sup>11</sup>



**Business Objective Results**

**Business Objective**

**ACTION:** Trigger more lifesaving conversations between Trusted Adults & young people about suicide.

**Rationale**

It's impossible for CALM (or any organisation) to single-handedly end youth suicide. So to make the most lifesaving impact, we aimed to encourage more Trusted Adults (any adult responsible for a young person's wellbeing) to check-in with young people in their life.

Prior to campaign, despite 39% of children experiencing a mental crisis, only 15% of parents and carers had spoken to children about suicide.<sup>7</sup> We sought to double this as a benchmark of success.

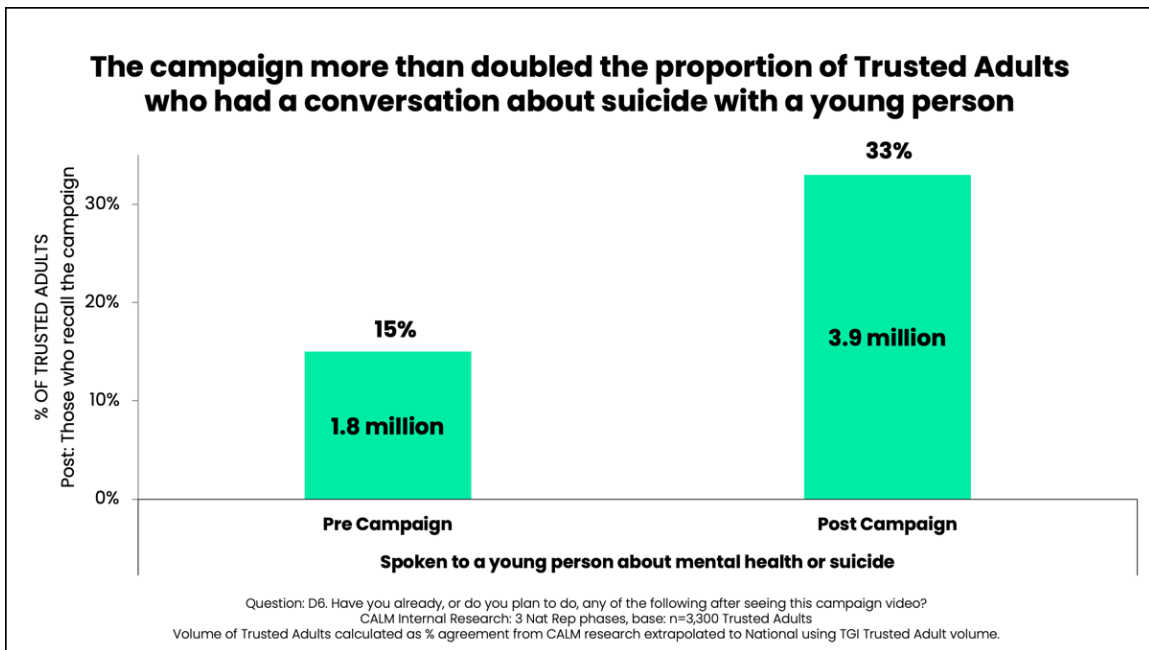
**Measurement**

Pre-and-post quant testing to understand the number of Trusted Adults who say they've had a conversation about suicide with a young person.

**List Result**

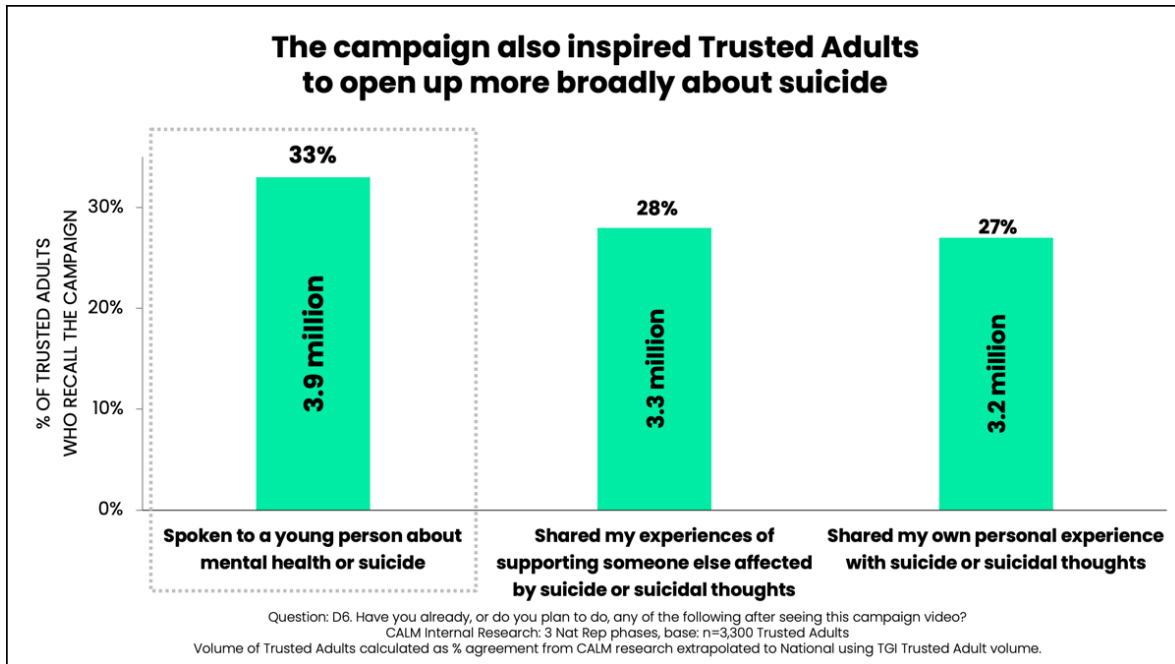
34% of Trusted Adults who recall our campaign have had a conversation about suicide with a young person.<sup>11</sup> This would equate to approximately 3.9 million conversations.<sup>8</sup>

**Context**



Additionally, of the Trusted Adults who recall the campaign:

- 28% have also shared their experiences of supporting someone affected by suicide or suicidal thoughts.<sup>1</sup>
- 27% have shared their own experiences with suicide or suicidal thoughts.<sup>1</sup>



## Marketing Objective Results

### Marketing Objective

**ATTITUDE:** Increase the importance of youth suicide as a social issue amongst Trusted Adults.

#### Rationale

If we wanted Trusted Adults to lean in and be part of the solution, we couldn't just aim for agreement that something should be done. We needed to make Trusted Adults emotionally and personally invested in solving the crisis.

We therefore aimed to drive a +50% uplift in the number of Trusted Adults who see youth suicide as the single most important social issue to them personally.

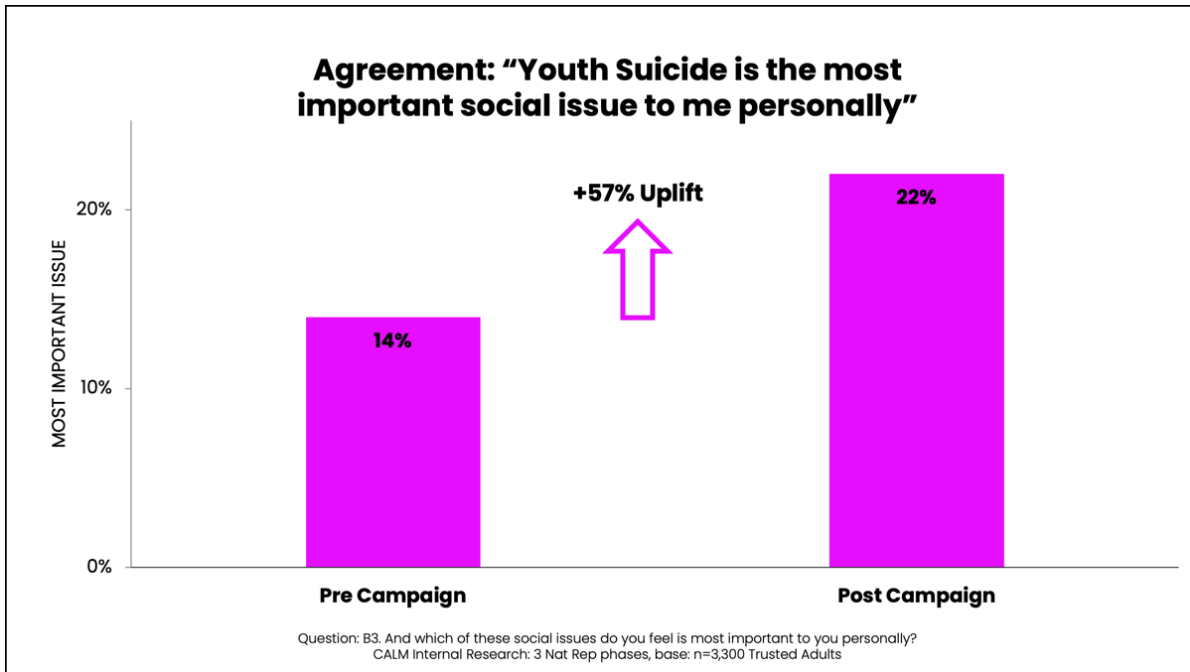
#### Measurement

Pre-and-post quant testing to understand the proportion of Trusted Adults who see youth suicide as the most important social issue to them personally.

#### List Result

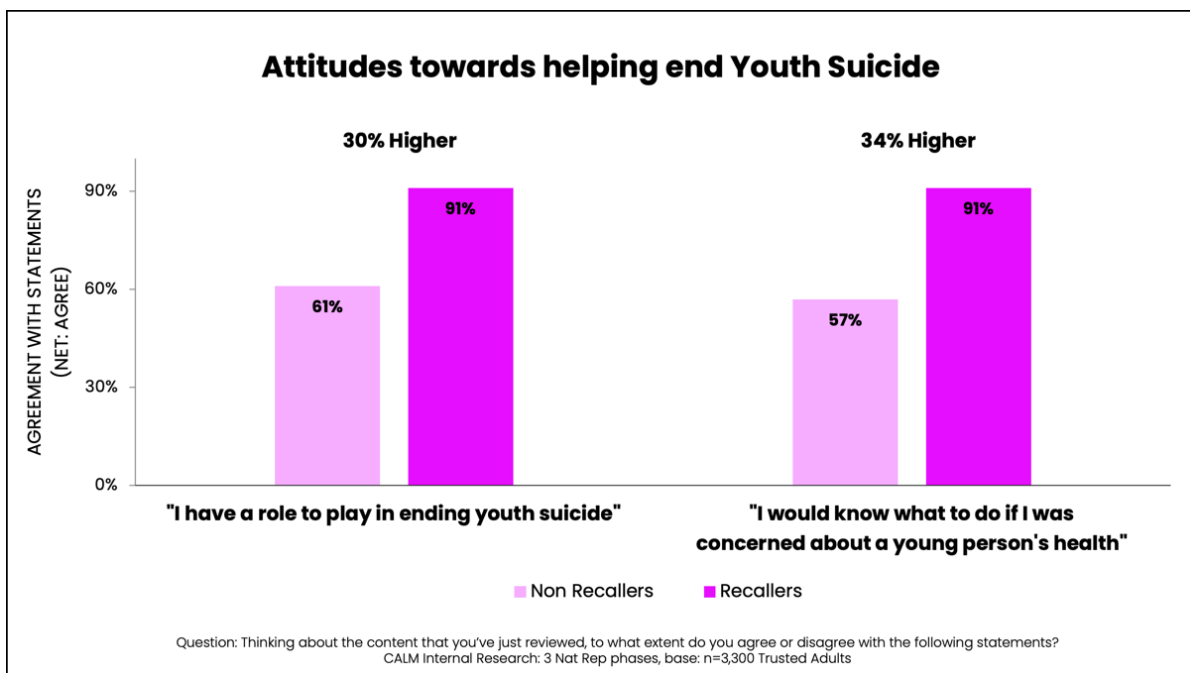
22% of Trusted Adults now rank youth suicide as the single most important social issue to them personally. (+57% increase since pre-campaign).<sup>11</sup>

**Context**



Additionally, of the Trusted Adults who recall the campaign:

- 91% believe they have a role to play in ending youth suicide. (+30% vs. non-recalling Trusted Adults).<sup>11</sup>
- 91% claim they now know what to do if they were concerned about a young person's mental health. (+34% vs. non-recalling Trusted Adults).<sup>11</sup>



178,000 Trusted Adults also accessed the CALM C.A.R.E. Kit to better educate themselves on how to have the conversation with young people.<sup>12</sup>

## Campaign Objective Results

### Campaign Objective

**AWARENESS:** Improve awareness around youth suicide as the leading cause of death for young people.

### Rationale

To encourage as many conversations as possible, we needed to create the largest reach possible. Because while suicide had become the biggest killer of young people, the crisis was seldom spoken about. Specifically, our objective was to reach over 10 million Trusted Adults who recall our campaign, so by extension they were aware of the crisis too.

With 34.8 million Trusted Adults in the UK<sup>8</sup>, this would require 29% of all Trusted Adults to recall.

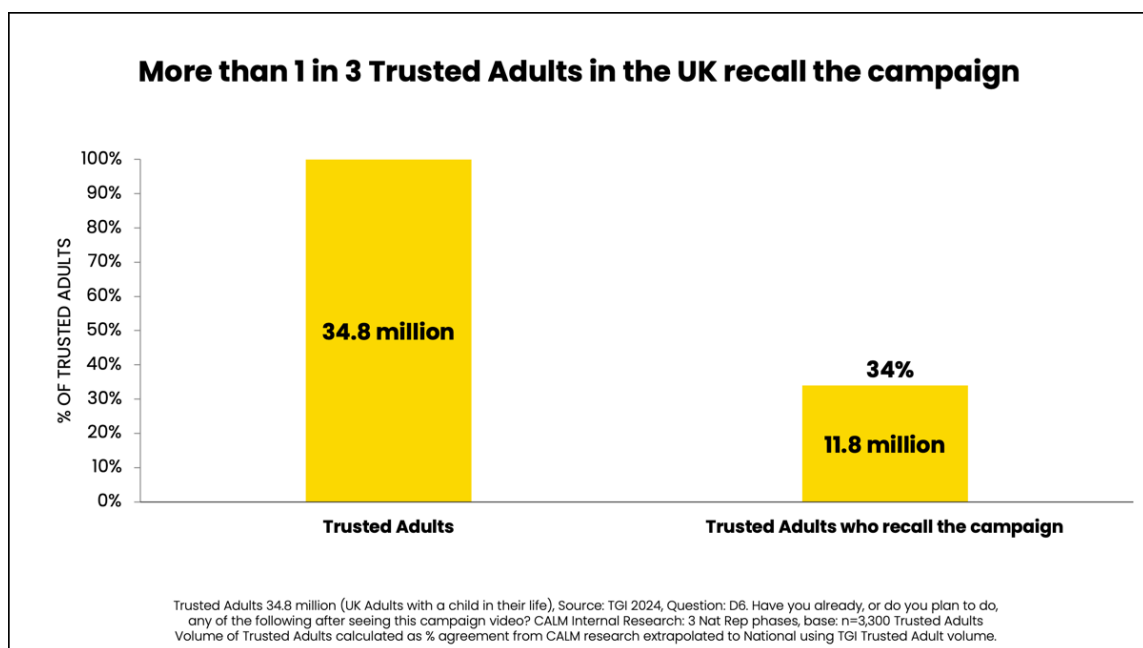
### Measurement

Proportion of Trusted Adults who recall the campaign.

### List Result

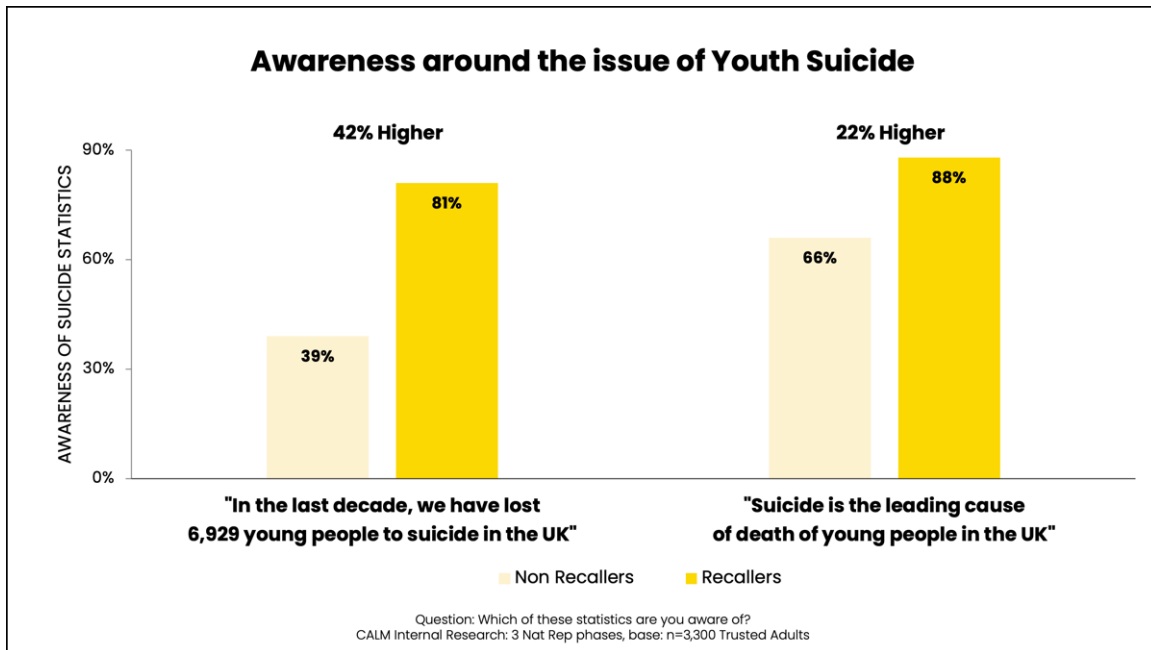
34% of Trusted Adults in the UK recall seeing the campaign<sup>11</sup>, approximately 11.8 million in total.<sup>8</sup>

### Context



Additionally, of the Trusted Adults who recall the campaign:

- 88% are aware that suicide is the leading cause of death of young people in the UK. (+22% vs. Trusted Adults who do not recall the campaign).<sup>11</sup>
- 81% are aware that in the last decade, we have lost 6,929 young people to suicide in the UK. (+42% vs. Trusted Adults who do not recall the campaign).<sup>11</sup>



#### **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)

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

A young person's mental wellbeing is constantly under threat, whether it be from cost of living, global conflict, climate anxiety, or simply an uncertain future. These factors may have encouraged some Trusted Adults to check in more frequently with the young people, but we don't believe these factors would account for the dramatic uplifts we've seen during the campaign being live. They are also long-term influences to a young person's mental state and ones that have certainly been around for much longer than the campaign.

Additionally, the C.A.R.E. Kit was launched with our campaign, so there has been no previous marketing or conversation around the kit that we could attribute any of the 178,000 accesses to.

#### **Data sources Section 4**

<sup>8</sup> Trusted Adults 34.8 million (UK Adults with a child in their life incl. parents, grandparents, presence of child in household, parent/guardian to children, related children responsible for, employed in education),

Source: TGI 2024

<sup>11</sup> Missed Birthdays Campaign Evaluation (3 nat-rep phases, base: n3=3,300 Trusted Adults) CALM & STRAT7, 2025

<sup>12</sup> CALM Website Metrics, 2025

# Contact Effie

## QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., contact: [effieuk@effie.org](mailto:effieuk@effie.org). You can find the Entry Kit, Entry Form templates and other useful guidance on our [Awards web page](#).

## CASE DATABASE & SUBSCRIPTIONS

The purpose of the case database is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie case database has to offer [here](#). For more information email our dedicated team on [subscriptions@effie.org](mailto:subscriptions@effie.org).

## JUDGING

To apply to be an Effie Judge, or if you have any questions about the judging process, please email us at [effieuk@effie.org](mailto:effieuk@effie.org).

## EFFIE INDEX

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analysing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness. For more information email us at [index@effie.org](mailto:index@effie.org)

