



Case Study: The Global Business Collaborative For Better Workplace Mental Health

The Challenge

United For Global Mental Health undertook a mammoth task: to launch a worldwide campaign that would encourage business leaders from every sector, in every country, to sign a pledge committing to better workplace mental health. The timeline to launch was incredibly tight when United For Global sought copywriting support.

Deliverables included: emails to garner interest in the campaign at three different levels; website content; social media posts; articles; interviews with business leaders and subsequent write-ups; a newsletter; case studies; event promotion; webinar write-ups; scripts; an insight paper for a major event on World Mental Health Day, and a 'campaign within a campaign' centred on the importance of sharing lived experience of mental health.

The Solution

I worked closely with the campaigns team at United For Global Mental Health to understand the intricacies of the campaign – from tone of voice to end goals. As the campaign was so ambitious, and would target businesses all over the globe, it was important to provide a living document that could be utilised – quickly and easily – by anyone who needed access to campaign content.

I created a comprehensive toolkit that included key messaging about the aims and ambitions of the campaign, and relevant stats on why this campaign was urgently needed. These could be used by anyone to drop into emails, social media posts, or any other form of communication or publicity. I also created social media templates for specific milestones in the campaign, allowing pledge signatories to quickly share information, and encourage others to take part.

I took part in interviews with leaders from HSBC, Deloitte, BHP, Unilever, BP, Clifford Chance, WPP, International SOS, BetterSpace and Koa Health to understand their approach to implementing the GBC leadership pledge, and used these to create a compelling and educational 'Spotlight' series that ran alongside the campaign.

The Outcome

All deliverables and deadlines were met, without exception, and our content was featured in publications and on websites all over the world.. At the last count, 133 companies across 20 industries, spanning 62 countries had signed the pledge – positively impacting the lives of over 3,000,000 employees.