

# HAT ■ STUDIO

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Anxiety is the **number one** mental illness in the United States.

**50%** of those diagnosed with anxiety also have depression.

Depression is the  
leading cause of  
disability in the  
United States.

# Issue

There are many stigmas associated with depression and anxiety, making it difficult for people to talk about and understand.

# Why

LACK OF UNDERSTANDING

LACK OF COMFORTABLE ENVIRONMENT

SEEN AS WEAK DISEASES

NO PHYSICAL MANIFESTATIONS

# Goal

Start a conversation about depression and anxiety that challenges perceptions and provides approachable information and resources.

# Audience

18 to 24 year old students at Western Washington University.

## **DUE TO THE FACT**

**75% OF COLLEGE STUDENTS EXPERIENCE THEIR FIRST ANXIETY EPISODE BY AGE 22.**

**33% OF WESTERN STUDENTS FELT ANXIETY NEGATIVELY AFFECTED THEIR ACADEMIC PERFORMANCE.**

**61% OF STUDENTS EXPRESSED INTEREST IN RECEIVING INFORMATION ABOUT DEPRESSION AND ANXIETY.**



# Word List

<b>conversation</b>	happy	understand	depression
open-mind	improve	empathy	<b>honest</b>
positivity	initiative	stigma combat	kindness
learn	shame	struggle	behavior
<b>educate</b>	present	story	encourage
talk	stress	inspiration	support
<b>mindful</b>	anxiety	relate	<b>vocalize</b>
truth	life	emotion	fight



DIGITAL EXPERIENCE

# Concept One

## STATEMENT

A digital experience that provides an anonymous platform for people to start conversations, share experiences, and learn about depression and anxiety.

## AUDIENCE

People who may feel they have symptoms of anxiety and depression but aren't comfortable exploring it.

## PERSONA

*"I get so stressed out about exams, I just try and ignore it but do badly on the test anyways. I don't get it." - Josie*



## LAUNCH STRATEGY

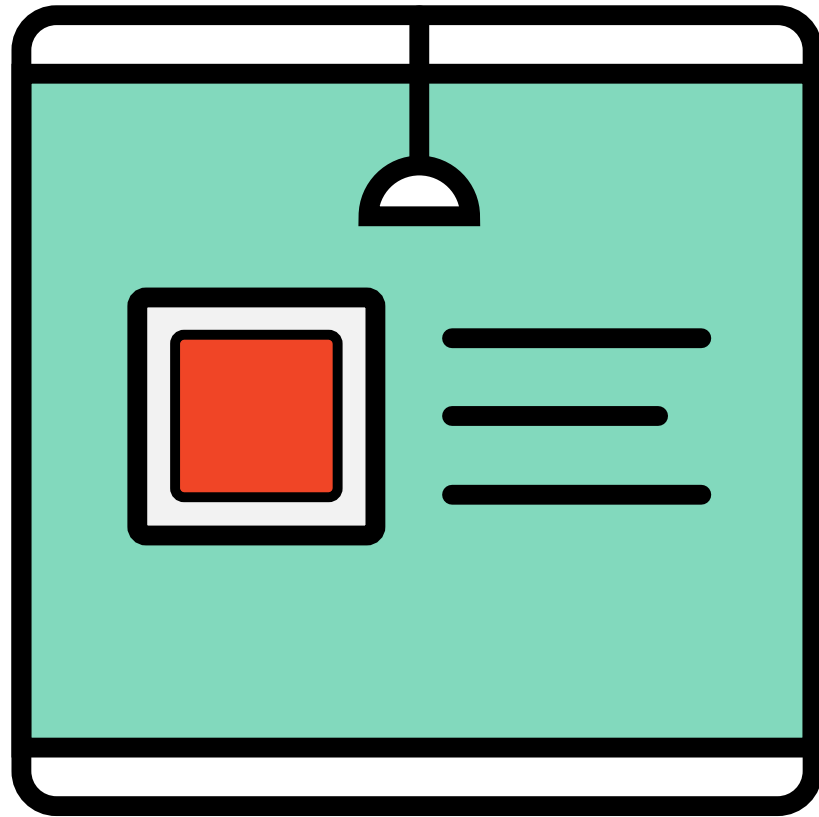
Promote website through posters, handbills, banners around campus.

Build online hype through social media sharing of URL and content.

Reach out to potential partners for domain support and/or donations.

## METRICS

Get at least 100 anonymous responses, students actively sharing website and content.



INSTALLATION

# Concept Two

## STATEMENT

A physical installation consisting of curated, collected data and statistics about depression and anxiety.

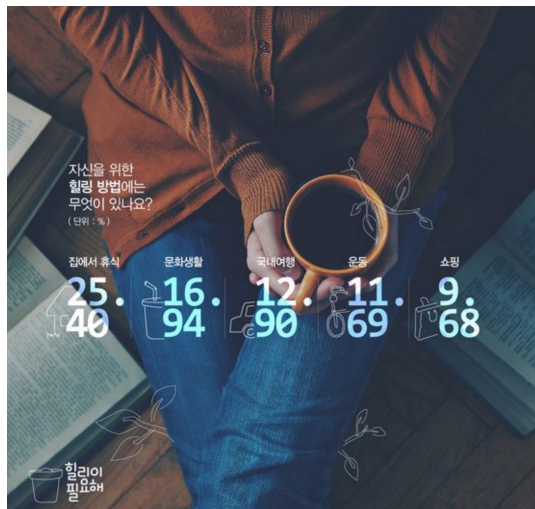
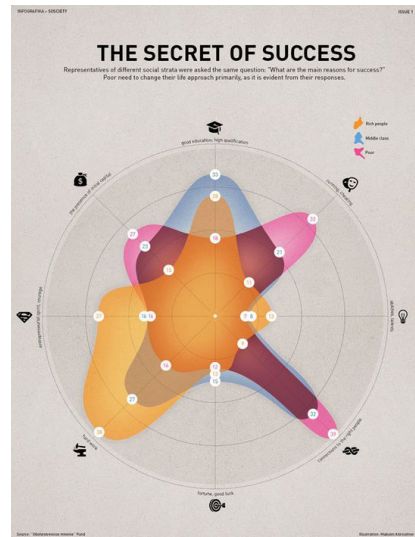
## TARGET AUDIENCE

People who are curious or want to learn more about depression and anxiety.

## PERSONA

*“My friend has let our friend group know that she has depression, but now I don’t know how to act around her and am uncomfortable because I don’t understand what to do to help.” - Caleb*





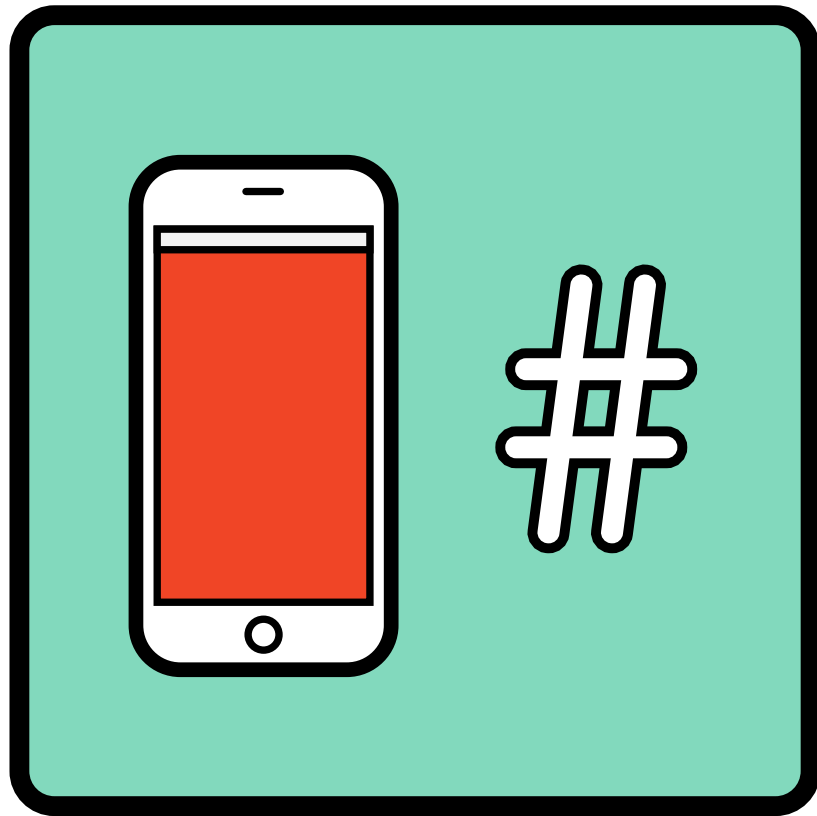


## LAUNCH STRATEGY

Rent a space, create materials specifically for the space, promote the exhibition using posters, handbills, and banners around campus.

## METRICS

Strong involvement of interactive elements, establish a strong presence on campus.



INTERACTIVE CAMPAIGN

# Concept Three

## STATEMENT

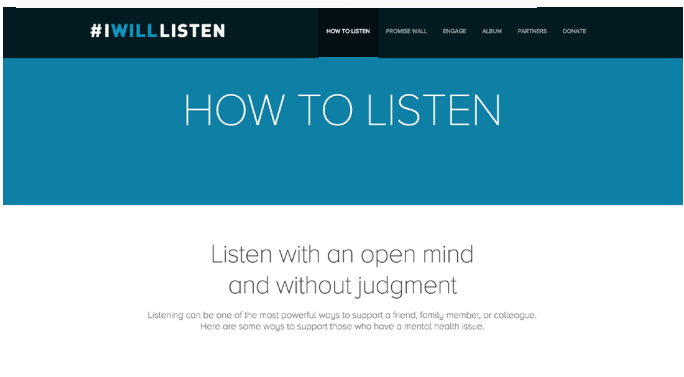
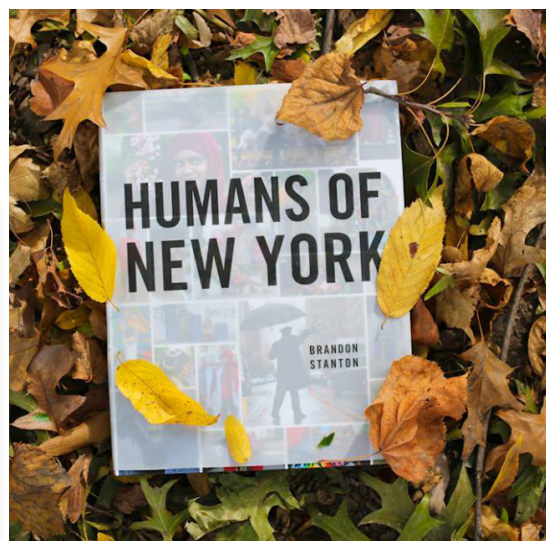
An interactive campaign of personal stories and experiences that emphasize how relatable depression and anxiety are.

## TARGET AUDIENCE

People who feel alienated by the stigmas that surround depression and anxiety.

## PERSONA

*“I told my friends about my depression thinking nothing would change, but now they all act weird around me and I feel like there is something wrong with me, and I’m not normal to my friends anymore.” - Polly*



## LAUNCH STRATEGY

Create content, establish social media presence (Instagram, Facebook), blog-type updates.

## METRICS

How many likes/follows, establish a following/fan base, generate buzz on campus about it.

# Partners

WWU: BRAVE, PREVENTION AND WELLNESS SERVICES,  
THRIVE, CS STUDENTS (IF NEEDED)

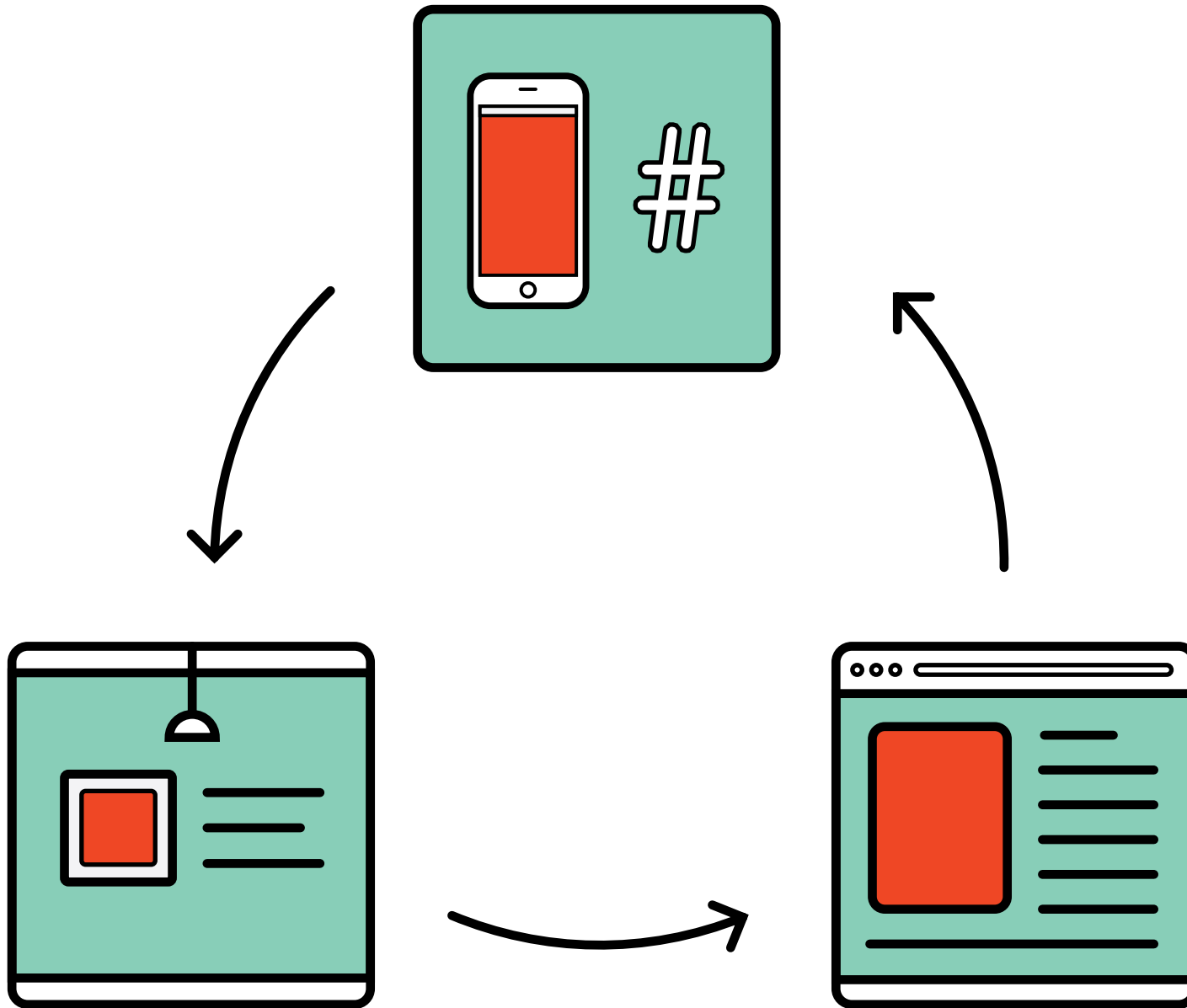
RAFE LARSEN (VANCOUVER FILM SCHOOL GRADUATE)

JESSICA WALSH'S LET'S TALK ABOUT MENTAL HEALTH & 12  
KINDS OF KINDNESS

NAMI'S I WILL LISTEN

NAMI'S I AM STIGMA FREE

ACTIVE MINDS



**Thank You** from **HAT ■ STUDIO**