

## MSN case study:

# The Lowdown on mental health

## Social media hooks in at risk youth

### Campaign overview

Young Kiwis are a tough bunch to engage. But when the stigma of mental health comes into play, the job gets much harder. In reaching out to the one in seven New Zealanders aged 14-24 experiencing serious depression, Ministry of Health turned to social networking.

The central axis was interactive website [www.thelowdown.co.nz](http://www.thelowdown.co.nz). But that was just the start. The Ministry needed an innovative approach to pull the right audience.

Harnessing MSN's predominantly younger Windows Live Hotmail and Windows Live Messenger audiences, media agency Draft FCB combined a new Messenger 'tab' advertising format with banner advertising across both Messenger and Hotmail

### MSN solution

#### MSN Windows Live Messenger Tab and Hotmail/Messenger banner placements.

Windows Live Messenger is a massive hit with New Zealand youth, with 63 percent of approximately 660,000 monthly visitors aged 15-34 years. Windows Live Hotmail is a foundation online destination for more than one million Kiwis.

### Execution

Part of a 2007 nationwide depression initiative, thelowdown.co.nz leans on graphics and celebrity personalities to equip youth with strategies for depression. The campaign used Hotmail and Messenger mini-banners, and, later, the Messenger tab. TVC advertising ran overhead.

A new approach to engaging Messenger audiences, The Lowdown tab – essentially a graphic tile and expandable window – is situated in Messenger contacts and tabs, where audiences are tuned to look and click-through for more information. Clicking the tab opens a larger window that immediately indicates the nature of the content, encouraging the right audience to click through to thelowdown.co.nz.

### Results

The Lowdown Messenger tab attracted 17,442 views, resulting in 1,028 pre-qualified click-throughs (a 5.89 percent click-through rate between the Messenger tab and thelowdown.co.nz). Hotmail and Messenger advertising banners delivered a further 2,210,144 impressions and 2,203 click-throughs.

### Lessons

Casting the message broadly, but aiming for a specific audience, Messenger and Hotmail proved the ideal space, enabling the Ministry to connect with young people in a familiar environment and capture additional message pass-on through the online conversations.

