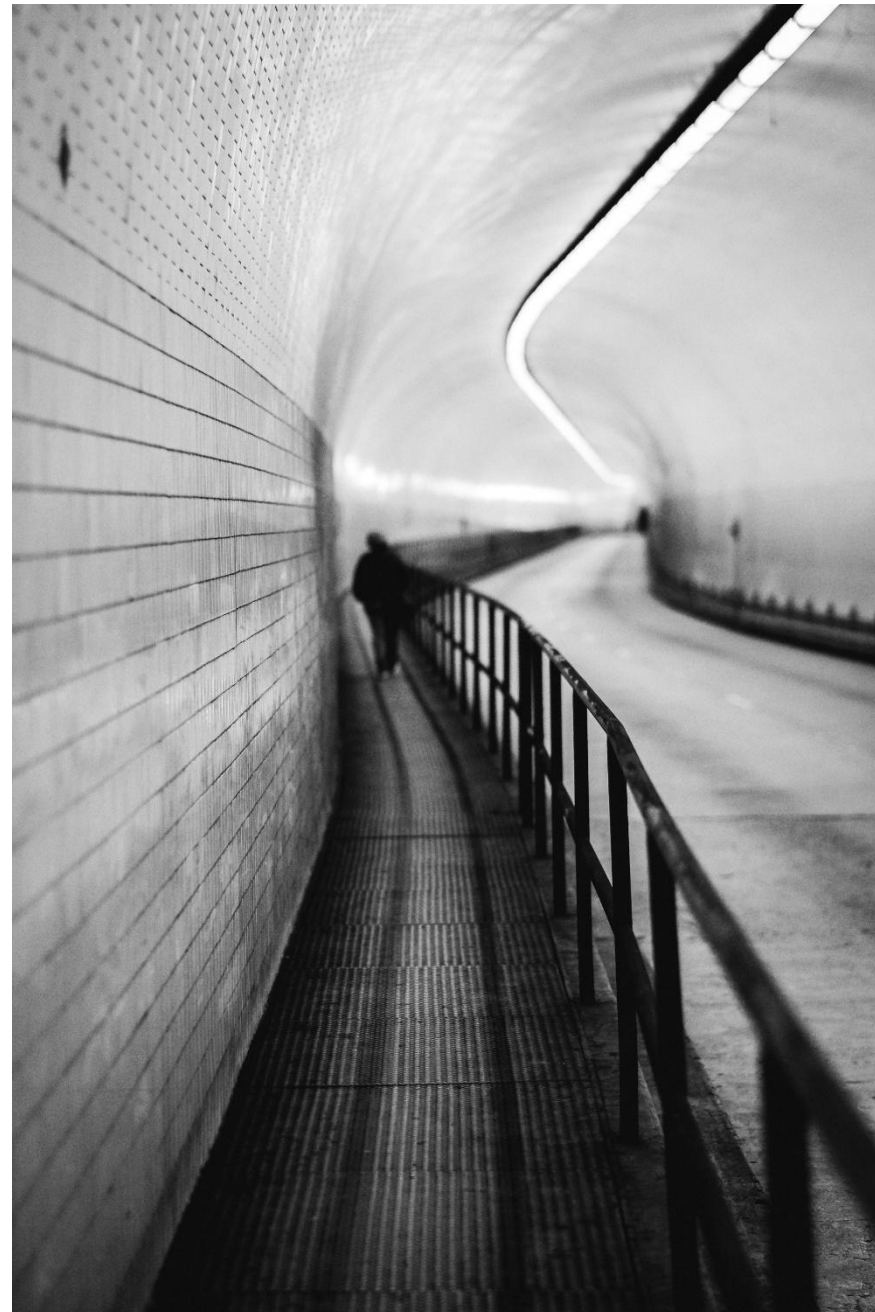


The “Not One Face” campaign aimed to reduce mental health stigma and raise awareness through video, photography and poetry.



[view video](#)



#### KEY ITEMS ADDRESSED IN CAMPAIGN

- Reduce stigma, challenge societal assumptions, encourage candid conversations and highlight the diverse experiences of mental health
- Raise awareness of mental health conditions, including depression and anxiety, and LifeStance's brand
- Create a visual narrative illustrating the personal nature of mental health struggles
- Partner with Leica and poet Hussain Manawer to bring authenticity and emotional depth to the campaign with compelling creative assets

#### RESULTS

- 4,370,631 video views across digital media platforms
- 12 million brand ad video views



#### KEY ITEMS ADDRESSED IN CAMPAIGN

- Coincide campaign with Mental Health Awareness Month to align with national focus
- Engage audiences through powerful content mediums, including video, photography and poetry, to enhance emotional connection
- Drive increased brand recognition, branded searches and conversations for LifeStance

#### RESULTS

- +86% brand search lift
- +417% YoY increase in brand campaign website visitors

# Additional Information for Judges

## Results (continued)

“Not One Face” 2024 was a video campaign that leveraged digital advertising, social media, influencer partnerships and public relations. Results include:

- 4,370,631 video views across digital platforms
- 10,515,606 overall impressions
- 13,057 engagements on owned social media platforms
- 1,921 post link clicks
- 36 million brand ad impressions
- 12 million brand ad video views
- +86% brand search lift from our YouTube campaign (those exposed to YouTube ads were 86% more likely to search for LifeStance’s brand than those not exposed)
- +417% YoY increase in brand campaign website visitors
- Earned media placements in Campaign US, Medical Marketing and Media and PR Week
- Influencer marketing campaign: 509.7K impressions, 22.9k engagements, 4.49% engagement rate

## “The Deep End”

By Hussain Manawer

There’s the innocence in my youth where I swim, walk, stand strong and hope my shadow never leaves me.  
When I’m in my darkest room, don’t tell me this is how my future tastes.  
I don’t want to be your future face.  
Depression, how dare you attempt to attach yourself to my roots.  
Sweet nostalgic chaos.  
Is there any point to even smile through this pain with a double face?  
As you blur yourself numb, through the motions and the waves taking away my time, my days.  
If my feet touch the surface, for a moment, just a moment I might be OK.  
Hardly anyone notices. The tears I’ve cried have created puddles around me.  
Now to keep my head above there’s so much I have to do, so much I have to force to convey.  
I don’t doubt, I’m sure.  
Crash again. Another episode, another anxious nightmare hits the shore.  
Purified to some. Hopeless to many.  
I welcome in these thoughts, these waves. Why did I overstay?  
To be numb. To be numb there’s not one landscape.  
There’s not one glance. There’s not one set of eyes. It takes over your heart overruling your age.  
At any particular time, collectively we feel. Hoping individually, we heal.  
There’s not one stride. There’s not one handshake in rhythm, in time.  
But we find there is one dial, one battlefield for peace of the land in one’s mind state.  
I will sit, tread water and be with you for calmer waves, for better days. Through light and darkness in every way.  
From the shadows I’m revealing all I’m feeling.  
To emerge from the deep end to begin my healing.  
Why not let it be today?