



EMBARGOED PRESS RELEASE – NOT FOR BROADCAST OR PUBLICATION BEFORE 1 FEBRUARY 2018

Professor Green, Jeremy Paxman, Alex Brooker and Rachel Riley star in innovative Lloyds Bank mental health awareness campaign

- Lloyds Bank, in partnership with Mental Health UK, launch innovative mental health awareness campaign on Channel 4
- Research from the Bank and Charity reveals that two thirds of people (67%) say we are more comfortable talking about mental health conditions now than five years ago
- However, three quarters of people (75%) believe there is still a stigma around talking about mental health

Lloyds Bank and charity partner Mental Health UK have launched a new TV advertising campaign on Channel 4 to encourage more people to feel comfortable speaking about mental health and to inspire those living with a condition to speak up and #GetTheInsideOut. The campaign goes live on Time to Talk Day – a national day launched in 2014 to help get people talking about mental health – on 1 February.

The adverts will feature Lloyds Bank colleagues, members of the public and celebrities – including Professor Green, Jeremy Paxman, Rachel Riley and Alex Brooker – playing a variation of the ‘Who am I?’ sticky-note guessing game, to explore the common misconceptions about living with a non-visible disability.

The advertising campaign was the winner of the Channel 4 Annual Diversity in Advertising Award, and was designed by Lloyds Bank and its creative agency adam&eveDDB.



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PRESS RELEASE

1 February 2018



LLOYDS BANK

*“The TV ad is brilliantly simple, yet hugely effective,” says **Robin Bulloch, Managing Director, Lloyds Bank.** “And while winning the Channel 4 Annual Diversity in Advertising Award in itself is a great achievement, the positive difference the campaign will hopefully allow us to make to so many people’s lives is the real ambition here. By raising awareness of invisible disabilities and taking action to promote healthy wellbeing, we can support our colleagues to recognise the signs and feel confident and equipped to support customers and each other.”*

***Fiona Cannon, Group Director Responsible Business & Inclusion, adds:** “As an organisation, we have made hugely positive steps in recent years to change the way in which we support our colleagues and customers with their mental health and wellbeing, whether they have a diagnosed condition or not. We still have a great deal to do, but the more we can encourage open, honest conversations on the topic the better. I am delighted with the opportunity the TV ad provides.”*

Speak up and #GetTheInsideOut

In recent years there has been an increasing drive in the UK to have more open conversations about mental health and Lloyds Bank has a responsibility to support the ongoing conversation, given the Bank’s presence across the UK and influence in colleagues’ and customers’ lives.

***Research undertaken by Lloyds Bank and Mental Health UK has found that:**

- Two thirds of people (67%) say we are more comfortable talking about mental health conditions now than five years ago.
- But three quarters of people (75%) still think there is a stigma around talking about mental health in Britain.
- While more than seven out of ten (72%) people believe that society has a better understanding of mental health conditions compared to five years ago.
- Only 1 in 4 people actually believe they have a good understanding themselves (25%).
- Almost 2 in 5 (37%) people would feel uncomfortable having a conversation with someone about their mental health, with more than half worrying they might embarrass (56%) or offend (57%) them.
- Women are more comfortable talking about mental health to someone they don’t know compared to men, as 61% of women surveyed felt comfortable having a conversation compared to just over half (51%) of men.

*“Too many people with mental health problems feel isolated and misunderstood,” says **Brian Dow, Managing Director of Mental Health UK.** “Yet we all have mental health so the more we talk and listen about it, the easier it becomes for everyone. This campaign will help get mental health out in the open, where it belongs.”*

~ ENDS ~

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Note to editors:

Time to Talk Day

Time to Talk Day is a national campaign from Time to Change that encourages people to have a conversation about mental health. It first launched in 2014, it has sparked millions of conversations in schools, homes, workplaces, in the media and online.

Lloyds Bank and Mental Health UK Charity Partnership

Lloyds Bank is proud to be working in partnership with Mental Health UK. Together the Bank and Charity aim to promote awareness of the link between mental health and money problems, encourage discussion between customers and colleagues. To date, colleagues and customers have raised over £4.8 million which has enabled Mental Health UK to design, build and launch a pioneering new service called **Mental Health and Money Advice**. This service is the UK's first advice service dedicated to helping people understand, manage and improve their financial and mental health.

YouGov Research

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2019 adults. Fieldwork was undertaken between 16th - 17th January 2018. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Channel 4 £1m Diversity in Advertising Award

The Channel 4 £1m Diversity in Advertising Award, launched in 2017, is a commitment from the broadcaster to improve diversity in advertising every year until at least 2020. Each year the prize, run by the award-winning 4 Sales team, will focus on a different area of diversity to encourage the advertising industry to embrace inclusive campaigns and extend Channel 4's leadership in diversity beyond its editorial content and into the ad breaks.

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