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# Research Pack

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# Why Wellbeing?

ITV has produced and been the home to some of the **biggest mainstream wellbeing campaigns** of the past few decades. From Britain Get Talking to CALM's Missed Birthdays campaign.

This research was commissioned to **codify** what we at ITV have learnt about wellbeing from our audiences, campaigns and our research partners to **help brands talk about mental health better**.

## What forces are impacting our mental health?

### ECONOMIC

#### The cost of living

"The cost of living it is a major daily stress to survive financially, pay my bills and afford to eat healthy food. It hugely impacts my mental health and exacerbates my anxiety"

SKYE, 54, BRIGHTON

### CULTURAL

#### Tech creep

"My phone takes me away from important things in my life. Social media itself plays against my wellbeing, you constantly see everyone at their best"

DAVID, 23, NI

### PERSONAL

#### Crisis in confidence

"I would like to go out and meet new people or find an interest in common to join a group or club. But unlike when I was younger (and this side of covid for sure) I lack the confidence to do so"

DELYTH, 63, HARROGATE



# 3 Resonant Territories & How To Tap Into Them

1

## **NATURAL REJUVENATION**

Leverage brit's belief in the healing power of nature for social good.

2

## **AN UNSPOKEN WEIGHT**

Make the hidden reality of mental health struggles impossible to ignore.

3

## **DAILY PRESERVATION**

Empower brits to find their own mindful moments.



FINDING HEALING IN NATURE

# Natural Rejuvenation

## TENSION

Nature is our last retreat, but it's under threat.

87% 50%

of Brits say access to nature is **important** to their physical and mental wellbeing

AVIVA, Climate ready index, 2025

of Brits believe that nature and biodiversity is **declining** in their local community

AVIVA, Climate ready index, 2025



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## BEHAVIOUR

# Brits strongly believe in the healing power of nature

In the whirlwind of modern life, amidst the dazzling screens and bustling streets, we often find ourselves detached from ourselves and nature.

The constant connectivity and ceaseless pace can drown the needs of our own health and wellbeing. It is in the quiet of nature, we rediscover the essence of who we are, find solace for our minds, and reignite the flame of inspiration that modernity can mute.

“Nature is great for your wellbeing, just being able to escape from everything and just be present and also see some amazing things that you don’t see every day.”

CHRIS, 43, BRAINTREE



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## OPPORTUNITY

# Protect the nations wellbeing, by protecting nature

How can you defend Brits right to the great outdoors?

[Click here](#) to watch **'A Prescription For Nature'**

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REMOVE THE BARRIERS TO CATHARTIC CONVERSATION

# An unspoken weight

## TENSION

We talk about mental health more, but still **shy away** from the gritty reality

Although mental health conversations are becoming more mainstream, mental health is often talked about in the abstract - used interchangeably with nebulous concepts of 'wellness', 'wellbeing' and 'mindfulness'.

We'd rather use euphemisms (the black dog, feeling blue, down in the dumps) than talking about specific conditions and the devastating impact they can have on individuals and their loved ones.



CALM x ITV  
The Last Photo

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## BEHAVIOUR

One of the barriers to conversation is that we're often offered sympathy, when what we're really seeking is solidarity

"We have mental first aiders at work...But I've found setting up a group chat of whinging women more effective. We can let loose and get it out of our systems, which can often mean sending a video of us screaming, crying, venting and it's worked wonders"

**JANE, 56, LEEDS**

Carers trust protest from home (Uncommon 2025)



## OPPORTUNITY

**Make the visceral reality  
of mental health conditions  
impossible to ignore**

## THE FACTS

Findings from a McGill University study show that when we vividly imagine someone else's problems in our minds, it makes us feel their pain more and motivates us to lend a helping hand. (Emotion, July 2025)

EXAMPLE

**Bodyform**  
**Womb Stories**

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## DAILY PRESERVATION

# Small acts of quiet resistance

## TENSION

We all believe that looking after our mental health is important, but **'wellness' isn't for everyone**

Baby Boomers are just as likely to say that looking after their mental health is a priority of theirs as Gen Z

## BUT

Less than **1/3 Baby Boomers** regularly engage with mindfulness and relaxation techniques vs Over **2/3 Gen Z**.

Source: What Unites Generations 2025



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## BEHAVIOUR

# Brits are prioritising self preservation

Brits are adopting a 'just doing me' attitude putting their own needs above outdated concepts of what the right thing to do is.

## THE FACTS

Over 1/3 of Brits say they don't understand the term 'wellness'

Top "me time" activities for Brits:

1

Watching TV

2

Listening  
to music

3

Reading

4

Taking a walk

5

Exercise

"I do more things I love everyday, say no to the plans that don't fulfil me, and stay away from toxic people. I'd rather spend time alone and protect my peace than be with fake friends"

GRACE, 24, LOUGHBOROUGH

Source: Yougov, 2025



## OPPORTUNITY

# Managing my mental health, on my own terms

Reframe looking after our mental health as an act of resistance against the forces getting us down - whether it be tech, social media or 'the man'. How can your brand encourage us to live life on our own terms?

## THE FACTS

The NHS recommends 5 science backed steps that can improve mental wellbeing

1

Connect with other people

2

Be physically active

3

Learn new skills

4

Give to others

5

Mindfulness

A man with white hair and a beard, wearing a dark suit and glasses, sits behind a large, ornate wooden desk. His hands are clasped in front of him. To his left is a laptop. The background is a dark office with glass partitions and several long, horizontal fluorescent lights hanging from the ceiling. The overall mood is serious and professional.

# Take a desk break to move your mind.

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EXAMPLE

Asics Desk  
Break



# Thank you

For more information contact

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