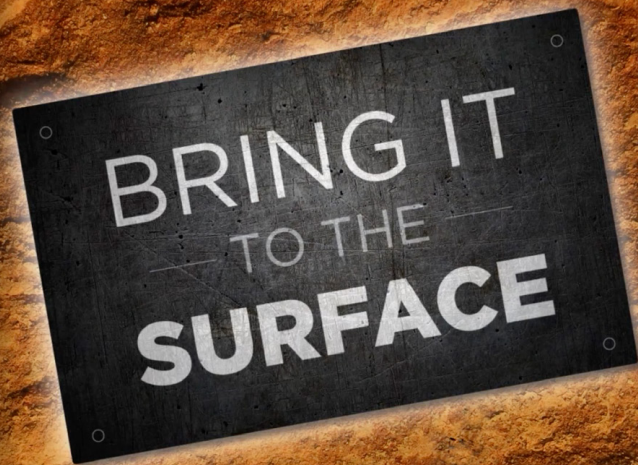


Reversing Decades of Industry Stigma

CDDA's Bring It To The Surface Campaign



When the **CDDA (Canadian Diamond Drilling Association)** enlisted our help to launch a new custom-made mental health campaign for workers in the diamond drilling industry, it provided a unique opportunity to shatter the existing stigma around mental health and break new ground in the industry. Here's the story of how we made it happen:

Challenge

The challenge was twofold. First, to tackle the significant task of creating an environment where workers felt they could discuss mental health. These workers often endure long hours away from their families, fostering a tough-guy mentality and potential for substance abuse. The bigger challenge, however, was to create a custom campaign that was accepted by the diamond drilling industry, where generic mental health initiatives had previously failed to resonate with the audience.

Solutions

Bring It To The Surface Initiative

To reach this highly niche audience we created the “Bring It to the Surface” brand for our campaign. Framing mental health in terms of physical safety and drilling equipment, made it relatable to diamond drillers and demonstrated an understanding of their challenges. Merchandise was not only used to send a message but also to spark conversations about mental health. The campaign's flagship graphic “Maintain Your Head Assembly” employed industry-specific language to create a theme that facilitated open discussions about personal issues, breaking down age-old barriers.



CDDA Podcast

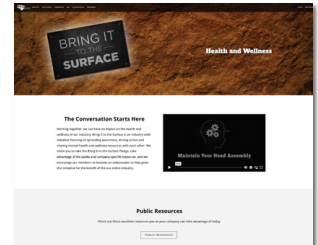
We produced a tailor-made podcast featuring leading industry professionals and experts who shared their experiences and emphasized the importance of mental health. Many leaders from different drilling companies lead by example and participated in the podcast, sending a message that resonated throughout the entire diamond drilling industry and fostered an open dialogue.



▶ WATCH THE VIDEO

Website

A section of the CDDA website was specifically designed for workers to seek help digitally, bypassing the need to speak to their supervisors directly if they desired. This created a safe space for workers to openly explore their mental well-being without fear of judgment.



▶ VISIT THE WEBPAGE

Results

The campaign saw significant success, with 12 of the largest companies in the diamond drilling industry signing up as ambassadors, bringing the entire industry together. Numerous pledges were also taken by workers across the top 15 companies in the industry. Our CDDA podcast garnered hundreds of views on YouTube which shows meaningful market penetration in this niche industry. The campaign also generated considerable interest at the CDDA trade show. The website experienced a surge in traffic, indicating increased engagement. Addressing the unique challenges of the diamond drilling industry with tailored solutions, we were able to foster a more open and supportive environment for mental health discussions that will only grow in years to come.

“Working with the Clark Communications team on our mental health campaign has been an incredible experience. From the outset, the time spent with the team and our consultant allowed us to understand the CDDA’s goal and the sensitive nature of the subject matter. Their creativity in the campaign and commitment raised awareness about mental health issues in a safe environment for our members.

“Maintain your head assembly” content, helped spark important conversations and reduce stigma around mental health. We’ve seen a significant increase in engagement across all platforms and have received numerous positive responses from our community.”

Louise Lowe

Executive Director, Canadian Diamond Drilling Association

About Clark:

Founded in 2004, Clark Communications is a dynamic group of marketing professionals with a killer blend of strategy and creativity. For over two decades we have helped top companies build culture, engage with their staff and find new solutions to important challenges.

Contact us today to find out what we can do for you.



705.476.5044

clarkcommunications.ca