

**Movember launches campaign to help men have tough conversations with mates struggling in lockdown**

**Thursday 21st May 2020:** Leading global men’s health charity, Movember, has today launched its ‘Take our Words for it’ campaign to support men during the COVID-19 pandemic.

Developed by creative agency MATTA, the concept is designed to compel people to engage with *Movember Conversations*, Movember’s new mental health tool to help to tackle issues of social isolation, stress and anxiety made worse by the global crisis.

The idea, ‘Take our Words for it’, is both literal and reassuring. The *Movember Conversations* tool gives users the right words to say to help a man who’s struggling, but the tagline also boasts a sense of encouragement to the help-giver: “You can do this, we’ve got the experience, take our words for it”.

The execution is based on the all-too-common tech fails we have been dealing with as we communicate at a distance – everything from poor internet connection to dodgy camera angles. It explains that while Movember can’t guarantee your technology will connect, it can ensure your words will.

The men’s health charity also worked with Bountiful Cow on the global media strategy, which focuses on being in the centre of the male mental health conversation during COVID-19.

Focusing on the platforms for conversation and circulating around credible debate, the campaign targets the male help-givers, those with more capacity and resilience to reach out to a man they know who is having a tough time.

Juliette Smith, Chief Marketing Officer at Movember, said: “Movember is committed to tackling the crisis in men’s mental health through its investment in early intervention and prevention programs.

“‘Take our Words for it is designed to make men aware that it’s okay to not know what to say, because Movember is there to guide you with its new online tool.

“We want to give people practical support when faced with a tough conversation and they just can’t find the right words themselves, and Movember Conversations does just that.

“During the pandemic, communication isn’t always easy. But while technology might let you down, Movember will make sure your words won’t.”

‘Take our Words for it’ launches on Thursday 21 May and will run for three weeks across major markets in UK & Ireland, USA, Canada and Australia.

**-ENDS-**

**Notes to editors:**

For more information: ukmedia@movember.com

**About Movember:**

Movember is the leading charity changing the face of men’s health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

The charity raises funds to deliver innovative, breakthrough research and support programmes that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects around the world.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The charity’s vision is to have an everlasting impact on the face of men’s health. To donate or learn more, please visit Movember.com.

**About Movember Conversations:**

Based on R U OK?’s ALEC conversation framework (Ask, Listen, Encourage action, Check in) and guided by an international team of mental health experts, *Movember Conversations* is a free interactive digital tool that presents a number of scenarios relevant to today’s world including job loss, social isolation and family pressures.

It uses simulated conversations to explore and practise how anyone might navigate a difficult conversation with someone they care about.

Movember Conversations can found at **conversations.movember.com**

**About MATTA:**

MATTA is a young dynamic creative agency focusing its work on sport, health and lifestyle. Clients include ATP, Umbro, and Cricket World Cup 2019.

Founded by three directors and with their brand strategy informed by FMCG backgrounds, the creative team consistently develops campaigns and branding that are not only compelling but also enduring.

The agency has grown rapidly since starting out three years ago. Most recently it was awarded Young agency of the Year at the BT Sport Industry Awards 2019.

**About Bountiful Cow:**

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