

## PRESS RELEASE

**Award-winning campaign raises nationwide awareness of depression**

Leipzig/Berlin/Hamburg, 29 April 2025

The non-profit German Depression Aid and Suicide Prevention Foundation and Wall GmbH are launching a poster campaign across major German cities for the second time to raise awareness of depression and highlight available support services. The campaign was created by the Hamburg-based creative agency Grabarz & Partner and has won multiple national and international awards (including the Audience Award at the Cannes Lions International Festival of Creativity, the AME Awards in New York, and the Effie Germany).

**Visuals highlight: Depression has many faces**

The campaign motifs show people in the foreground who appear sad and thus correspond to the stereotype of someone suffering from depression. However, they are not the ones affected—instead, it is another person in the photo who seemingly appears to be doing well. The visuals illustrate that depression has many faces and is often not visible at first glance. Thanks to Wall's support, the campaign was already displayed nationwide in eight cities at the beginning of 2024, with measurable impact. A representative national survey of 5,000 people aged 18 to 69, conducted by respondi on behalf of the German Depression Aid and Suicide Prevention Foundation in September 2024, showed:

- 12% of German citizens saw at least one of the motifs.
- 90% believe the campaign addresses an important societal issue.
- Around two-thirds stated that the campaign could be a reason for seeking professional help.

In addition, the campaign period saw a significant increase in visits to [www.deutsche-depressionshilfe.de](https://www.deutsche-depressionshilfe.de). The online depression self-test, in particular, was taken 50% more often compared to the previous period.

The campaign is also used internationally via the European Alliance Against Depression. The motifs were made available in English, French, and Spanish by the Foundation's partner organization in 13 European countries, primarily for social media distribution.

Numerous awards underscore the campaign's success, including the PlakaDiva in Silver, four Bronze Art Directors Club Awards Germany, the Audience Award at the Cannes Lions International Festival of Creativity, the Effie Awards Germany in Bronze, and the AME Awards New York in Silver. For this campaign, the agency Grabarz & Partner was additionally awarded Gold as "The Best Agency 2024." Ralf Heuel, Managing Partner Creation at Grabarz & Partner: "We are very pleased that this important message resonates so strongly both within and outside the advertising community and is being shared so widely. We were delighted to

provide the motifs to the European Alliance Against Depression so they can be seen across Europe. After all, depression knows no borders."

### **Campaign featured on digital and printed placements across major German cities**

Alongside the established "Steffen" motif, this year's campaign introduces the new "Anna" motif. Thanks to Wall's support, the visuals can be seen in [locations to be inserted here].

Christian Knappe, Head of Corporate Communications & Affairs at Wall: "[please insert quote about the engagement here]"

### **Depression: an underestimated widespread illness**

Each year, 5.3 million people in Germany are affected by a depression requiring treatment. "In addition to a persistently low mood, people with depression often cannot experience joy. Interest in previously enjoyable activities declines. Affected individuals feel exhausted, concentration is impaired, and feelings of guilt and worthlessness arise. Sleep disorders and loss of appetite may also occur as part of a depression, often accompanied by weight loss. All those affected should know: depression is very treatable. In most cases, depressive episodes can be brought to remission," says Prof. Ulrich Hegerl, Chairman of the German Depression Aid and Suicide Prevention Foundation. This is why the motifs draw attention to the information and support services available on the Foundation's website. "We are very grateful that Wall and Grabarz & Partner are once again supporting us in raising public awareness of depression and encouraging people to seek help," Hegerl adds.

You can find the campaign motifs at the following link:

<https://www.deutsche-depressionshilfe.de/unsere-angebote/kampagnen-und-aktionen/oeffentliche-kampagnen>

Press images, including poster deployment photos, can be requested from the press contact listed below.

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### **About the German Depression Aid and Suicide Prevention Foundation**

Founded in 2008, the German Depression Aid Foundation aims to significantly improve care for people with depression and reduce the number of suicides in Germany. The Foundation's Chairman is Prof. Dr. Ulrich Hegerl, who also holds a professorship at Goethe University Frankfurt. In addition to research activities, the Foundation provides a wide range of information and support offerings for affected individuals and families, such as the nationwide Depression Information Hotline (0800 33 44 5 33). In 90 cities and municipalities, local alliances against depression raise awareness at the local level.

[www.deutsche-depressionshilfe.de](http://www.deutsche-depressionshilfe.de)

### **About Wall**

Wall is one of the leading providers of high-quality street furniture and premium outdoor advertising in Germany. Wall is part of the JCDecaux Group, the global market leader in outdoor advertising. The company is headquartered in Berlin and employs around 700 people.

[www.wall.de](http://www.wall.de)

### **About Grabarz & Partner**

Grabarz & Partner is an independently operating advertising agency and is considered one of the most creative agencies in Germany and worldwide. With around 300 employees, the agency serves clients such as Deutsche Bahn, Burger King, IKEA, Lidl, and Porsche. The Cannes Lions Creativity Report ranks it among the "Top Ten Independent Agencies of the Decade." The trade magazine "Horizont" named its management "Men and Women of the Year." "w&v" named it "Agency of the Year," as did the Eurobest and Clio Awards. According to "Campaign," Grabarz & Partner is one of the "World's Leading Independent Agencies."

[www.grabarzundpartner.de](http://www.grabarzundpartner.de)