

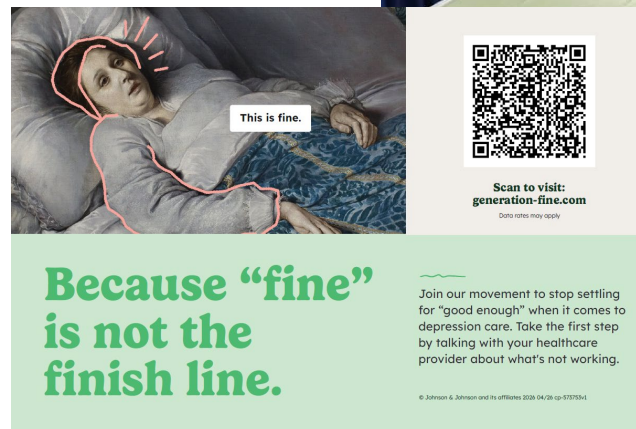
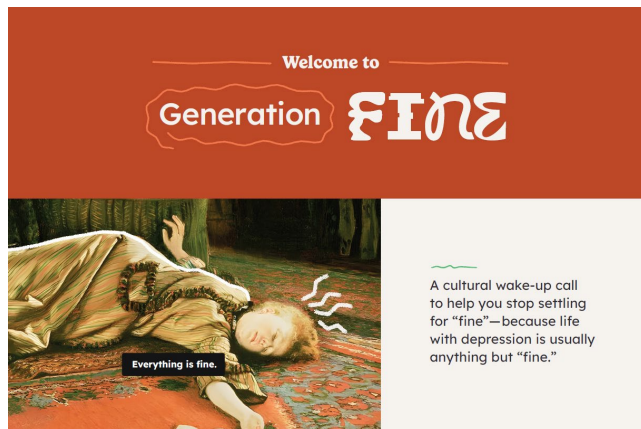
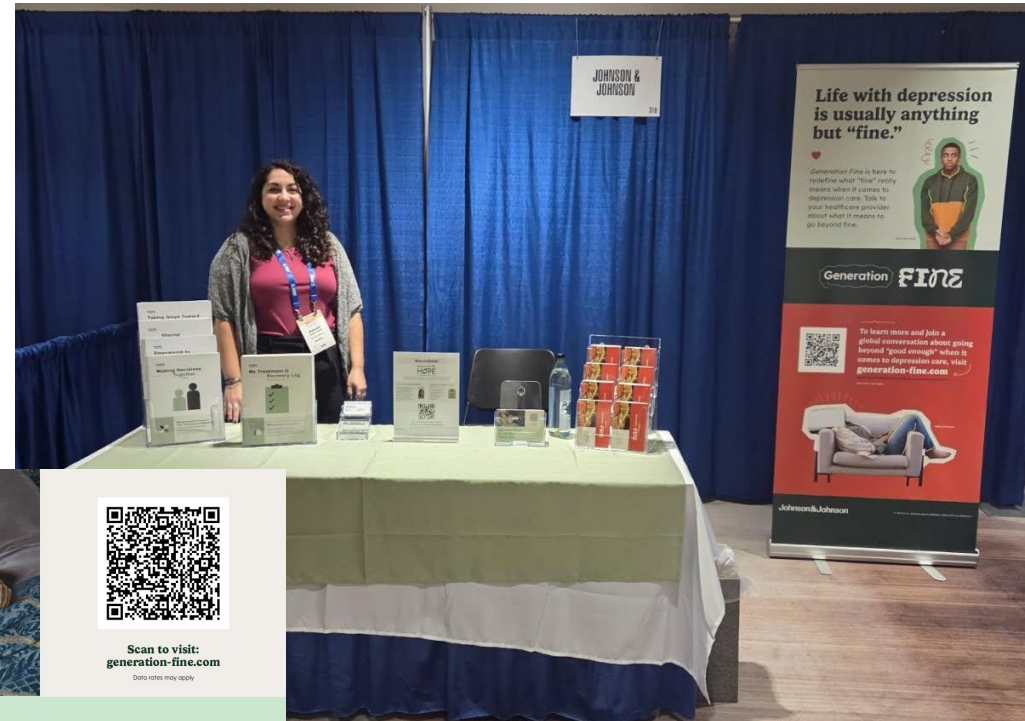
Generation Fine: Live & In Person

In addition to capturing audiences' attention across a variety of digital and social media platforms, Generation Fine reaches members of the depression community in person at key industry meetings and events, with face-to-face conversations and bold, eye-catching creative assets driving to the campaign website.

Actor portrayal



Pull-up banner & palm cards



Generation **FINE**

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Actor portrayal



Sticker sheet
giveaways

Make it stick.

Join *Generation Fine*, our movement to stop settling for "good enough" when it comes to depression care.



Scan to visit:
generation-fine.com
Because "fine" is not the finish line.



Johnson & Johnson

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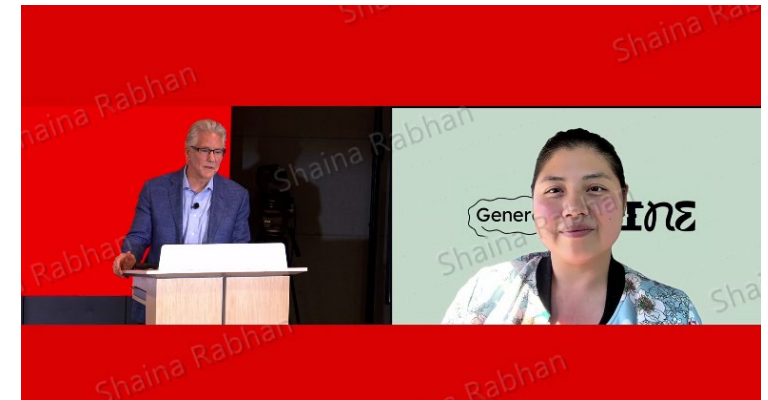
Actor portrayal



▶ **Print ads**



▶ **Patient advocate videos & appearances**



Generation **FINE**