



The Challenge

For millions of people with major depressive disorder, treatment doesn’t always mean relief. Lingering symptoms quietly shape daily life, and one small word keeps the burden invisible: “fine.” A global survey of patients and healthcare providers by Johnson & Johnson and agency partner Inizio Evoke Comms revealed why. Across generations, “fine” has stopped being a feeling and become a coping mechanism—shorthand for surviving, not thriving. It’s the answer that ends the conversation with a healthcare provider about residual symptoms—exactly when a deeper one should begin.



Our Idea: Generation Fine

This insight became the foundation for Generation Fine, a cultural wake-up call designed to challenge what “fine” really means in depression care. Generation Fine unites healthcare professionals, patient advocates, creators, and advocacy organizations around a shared mission: to reset expectations for depression treatment and spark action that drives better health outcomes.



Why it Works

Generation Fine takes a conversation-ending word and turns it into a catalyst for action—challenging people to stop settling for “just getting by” and start expecting more from depression care. Its bold, social-first identity—vibrant branding, expressive typography, creator-led storytelling, meme-inspired content and relatable patient narratives—was designed to stop the scroll, spark recognition and meet people in the spaces where mental health conversations are already happening.



Because “fine”
is not the finish line.
Generation-Fine.com

Highlights

197M+

Earned media impressions

454K+

Clicks from creator posts

100%

Positive sentiment across earned & social media

~405K+

Website visitors in first three months

~19%

Website users took action toward resources driving treatment conversations

9.57M+

Views on content creator videos

3-5x

Higher engagement rates than social platform averages

65+

Unique media placements across top-tier, lifestyle, sports, consumer, local broadcast and pharma trade outlets



I’m a psychiatrist, and no one should accept a mediocre treatment response! Talk to your doctor, or get a second opinion.”
Instagram user



This [campaign] really resonates with me... It’s easy to think people can simply ‘choose’ a better mindset until you realize it’s not that simple at all.”
LinkedIn user



‘Depression brain’ is so insidious and so good at convincing us that this is just life. It can easily keep you stuck, exactly as you relay in Generation Fine... We’re ‘fine’ until we aren’t.”
Patient with treatment-resistant depression



We brought
Generation Fine
to life through...



Authentic patient & provider voices



Organic and paid social media content across platforms



Mental Health America & NFL Alumni partnerships



Earned and sponsored media



Complete digital experience, including CRM



Custom online resources



In-person conference activations



Employee engagement



And more!