



March-April 2025

Issue

We were approached by Sapien Labs, a nonprofit founded in 2016 focused on understanding the human mind through large-scale, real-time data collection, for a global report they wanted to showcase to the media across Africa. The **“Mental State of the World Report 2024”** which had surveyed a million participants from around the world, uncovered some very significant findings on the state of the world’s mental health and well-being. The report highlighted that while populations over 55 were showing good signs of mental resilience, the 18-24 age group were really suffering, however according to the report findings – African youth were faring much better than the rest of the world, apart from South Africa. Tanzania came out on top for youth in the survey, with Nigeria and Kenya following.

Sapien Labs wanted to highlight the findings across Africa, so awareness could be raised on the importance of mental well-being and how African youth were currently ahead with mental resilience but at the same time, this mental resilience needs to be protected.

Approach

We recommended drafting a **press release** highlighting country-specific insights such as relevant market data and statistics for each of the key countries - Kenya, Nigeria and South Africa.

We were the hub agency for the project. We drafted the press release and fact sheet on Sapien Labs – we knew the organization was not well known and we connected with our partners across Africa for distribution of the press release and management of any follow up interviews. We also ensure translation of the press release into Swahili for the Tanzanian market.

Results

In early March we distributed the press release across the four markets and we managed a number of broadcast interviews later in the month in South Africa. We followed up with the **BBC radio** interview on **Focus on Africa** in the first week of April.

We generated an impressive **92 media hits** across Africa with an advertising value equivalent of approximately **USD 433,951.83**.

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Nigeria achieved the highest engagement with 41 media hits, followed by South Africa (20 hits), Tanzania (17 hits), and Kenya (14 hits). The results reflected the different media landscapes in each market, with Nigeria’s large digital media presence, South Africa’s strong broadcast platforms, and Tanzania and Kenya’s concentrated but influential news outlets.

Some outstanding coverage included **page-one placements** in Tanzania’s popular newspapers - **The Citizen** and **The Guardian** (English language), as well as **Mwananchi** (the key Swahili newspaper). South Africa showed notable broadcast success on prominent platforms such as ENCA, SAFM, and YFM.

Nigeria’s coverage included tier-one publications such as **Daily Trust**, Leadership, and **The Sun**. In Kenya, we secured coverage in highly influential outlets including **The Standard** newspaper and popular digital platforms like **Citizen Digital** and **Capital FM**.



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Client feedback

“Elizabeth and Team, we want to thank you for your really excellent work. It has exceeded our expectations!”

Some good news for Africa too – thank you all again”

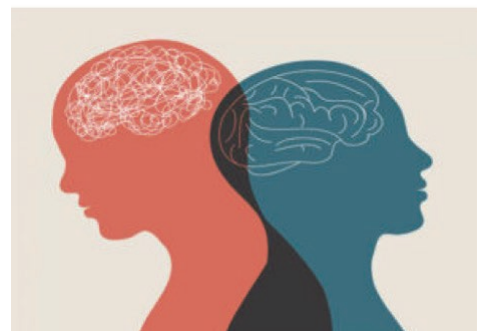
Rob Carter

Board Member and Acting Executive Director- Sapien Labs
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Kenya’s older adults show strong mental resilience, new global report finds

By Citizen Reporter
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