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**Anxiety and Depression Association of America (ADAA) Taps Ketchum
as Agency of Record in Time of Growing Mental Health Need**

NEW YORK, September 19, 2022 — The [Anxiety and Depression Association of America](#) (ADAA), an international, nonprofit membership organization for mental health professionals and provider of public resources, announced it has selected communications consultancy [Ketchum](#) as its agency of record (AOR) following a competitive pitch. The team from Ketchum’s Washington, D.C., marketplace will lead the account, and the remit includes enterprise communications, executive visibility, earned and paid social media and digital campaigns, corporate partnerships and event planning — including for the esteemed Anxiety & Depression Conference on April 13-16, 2023, in Washington, D.C.

“The Ketchum team is uniquely qualified to help our organization at this important time of growth and transition,” said Susan Gurley, executive director, ADAA. “Their professional experience — and passion — for our work is why we selected them as our partners. The creativity of their ideas and strategic approach will help us advance our mission to find new treatments and, one day, prevent and cure anxiety, depression, OCD, PTSD and co-occurring disorders.”

As AOR, Ketchum will help to further establish ADAA’s mental health leadership and enlist more members, spokespeople and sponsors for the organization. The Ketchum team will work to identify key areas of need where ADAA can uniquely contribute to helping break mental health stigma and expand access to therapy and care. Through their multidisciplinary approach, the team will bring together clinicians and researchers with diverse backgrounds in medicine, psychology, social work, counseling, nursing, neuroscience, genetics, epidemiology and more.

“There is a tremendous public health need to better address today’s increasing mental health challenges,” said Michelle Baker, executive vice president, Health at Ketchum. “We are proud to have been chosen to partner with ADAA to help mental health professionals keep up with growing demand and evolving science and provide impactful resources for the public. Our team is dedicated to this work

and to making a difference for patients, families and communities struggling with anxiety, depression and conditions including PTSD.”

About ADAA

Founded in 1979, the Anxiety and Depression Association of America (ADAA) is an international nonprofit membership organization (with more than 1,500 international mental health professional members) and a leader in education, training, and research for anxiety, depression, and related disorders. More than 11 million people visit the ADAA website annually to find current treatment and research information and to access free resources and support. Visit www.adaa.org to learn more.

About Ketchum

The winner of 136 Cannes Lions, Ketchum is one of the most creatively awarded firms in our industry. We're equal parts human-centered and business-focused, empathetic and intelligent. As a global communications consultancy, we combine the deep industry and specialty expertise of boutique firms with global reach to find unexpected connections that lead to lasting relationships and work that matters. For more information on Ketchum, a part of Omnicom Public Relations Group, visit www.ketchum.com.

About Omnicom Public Relations Group

Omnicom Public Relations Group is a global collective of three of the top global public relations agencies worldwide and specialist agencies in areas including public affairs, language strategy, global health strategy and change management. As the largest group of communications professionals in the world, our employees provide expertise to companies, government agencies, NGOs and nonprofits across a wide range of industries. Omnicom Public Relations Group delivers for clients through a relentless focus on talent, continuous pursuit of innovation and a culture steeped in collaboration. Omnicom Public Relations Group is part of the Communications Consultancy Network, a division of Omnicom Group Inc. (NYSE: OMC).

About Omnicom Group Inc.

Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 70 countries. Follow us on Twitter for the latest news.

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