

# PSYCHEDELIC THINKING

17th November 2021

Ogilvy

# HI, I'M TARA

OGILVY



**BUT THERE WAS A  
TIME WHEN I  
WASN'T SO JOLLY**



# AND IT'S NOT JUST ME

Depression is the leading cause of suicide in the UK and suicide is the leading cause of death for men under 50 and women aged 20- 34.

**1/4**

People will suffer from a mental health condition in any given year

**70%**

Of patients don't respond to existing medications

**£105B  
N**


Annual cost of mental illness in England

**1 IN  
10**

Of every £ is spent on mental illness

# AND IT'S NOT JUST THE UK THAT HAS A PROBLEM

# 1 BILLION



## Are suffering globally

Lost productivity as a result of two of the most common mental disorders, anxiety and depression, costs the global economy US\$ 1 trillion each year.

**HISTORIC UNDERINVESTMENT IN MENTAL HEALTH NEEDS TO BE REDRESSED WITHOUT DELAY TO REDUCE IMMENSE SUFFERING AMONG HUNDREDS OF MILLIONS OF PEOPLE AND MITIGATE LONG-TERM SOCIAL AND ECONOMIC COSTS TO SOCIETY.”**

– United Nations Policy Briefing

May 2020



**YET...**

**AT LAST**

**THERE IS HOPE.**

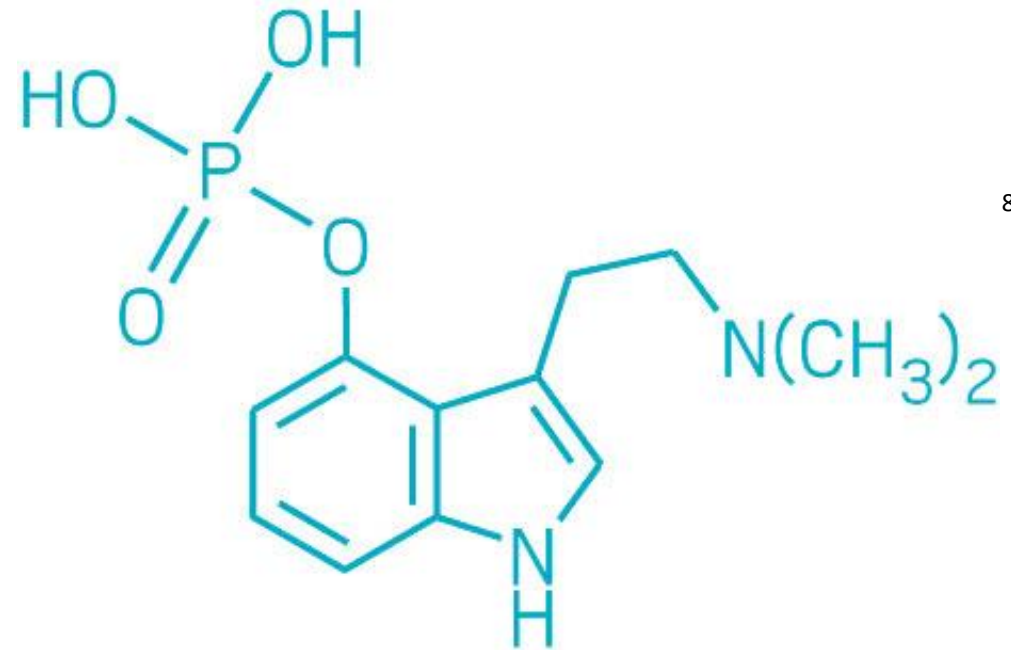
# IN THE FORM OF A MOLECULE NO ONE CAN PRONOUNCE

The NEW ENGLAND JOURNAL of MEDICINE

ORIGINAL ARTICLE

## Trial of Psilocybin versus Escitalopram for Depression

Robin Carhart-Harris, Ph.D., Bruna Giribaldi, B.Sc., Rosalind Watts, D.Clin.Psy.,  
Michelle Baker-Jones, B.A., Ashleigh Murphy-Beiner, M.Sc.,  
Roberta Murphy, M.D., Jonny Martell, M.D., Allan Blemings, M.Sc.,  
David Erritzoe, M.D., and David J. Nutt, M.D.



Psilocybin  
[sil-uh-sahy-bin]

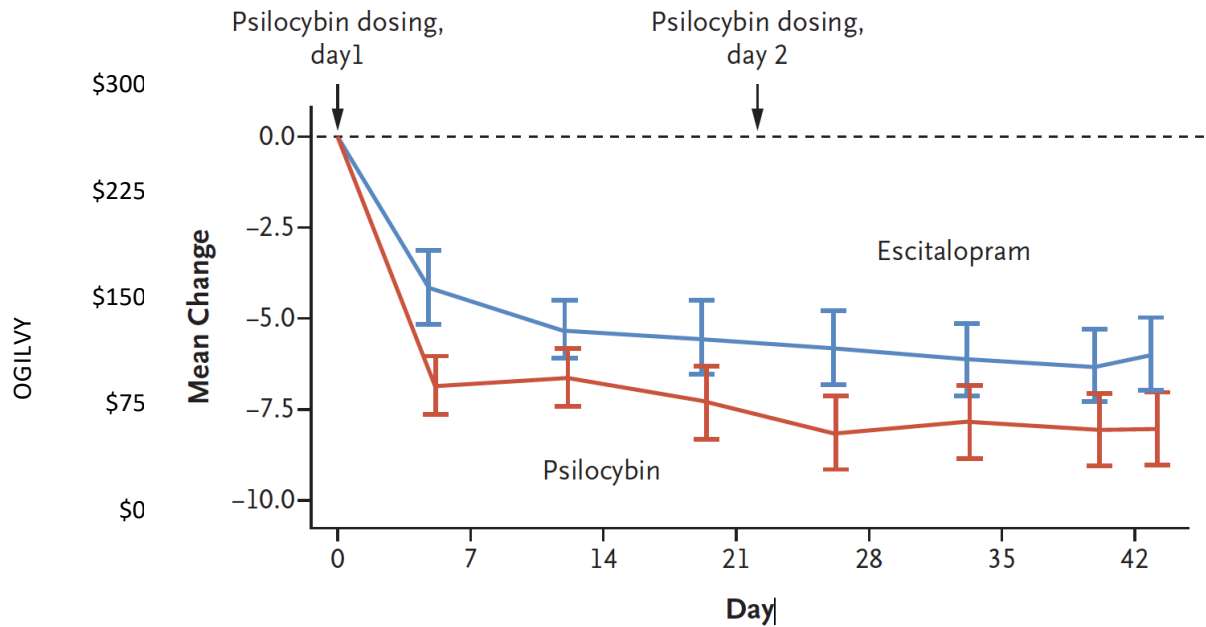


**FOUND IN A  
MUSHROOM  
THAT IS MORE  
THAN  
“MAGIC” ...**

OGILVY



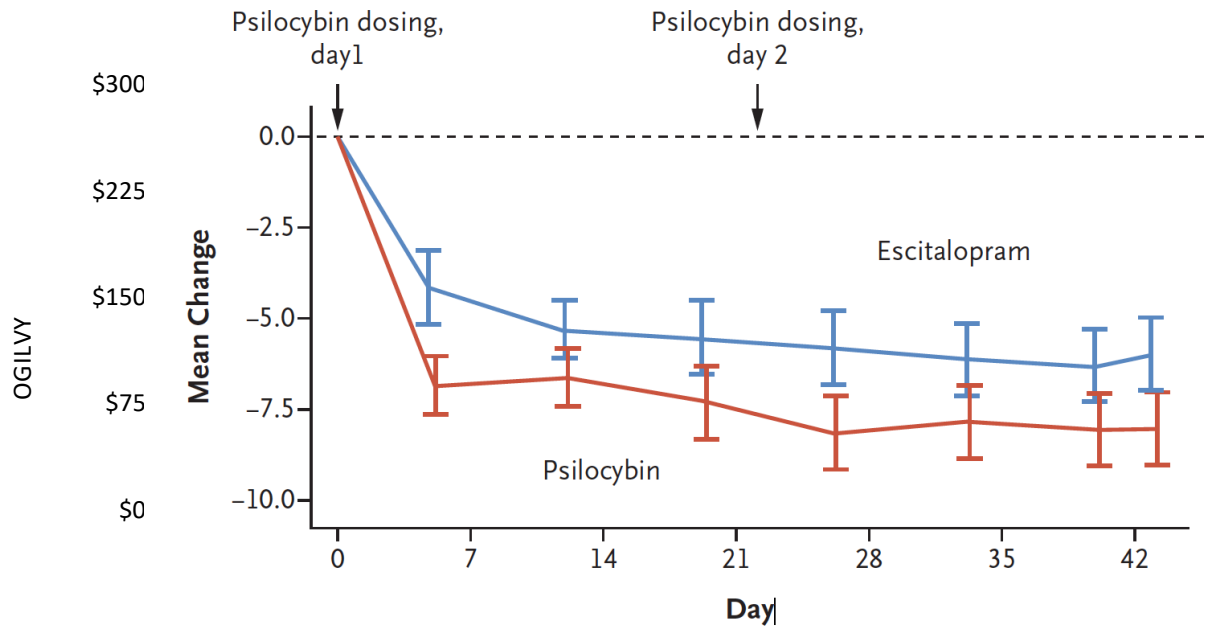
# ...IT'S SCIENCE



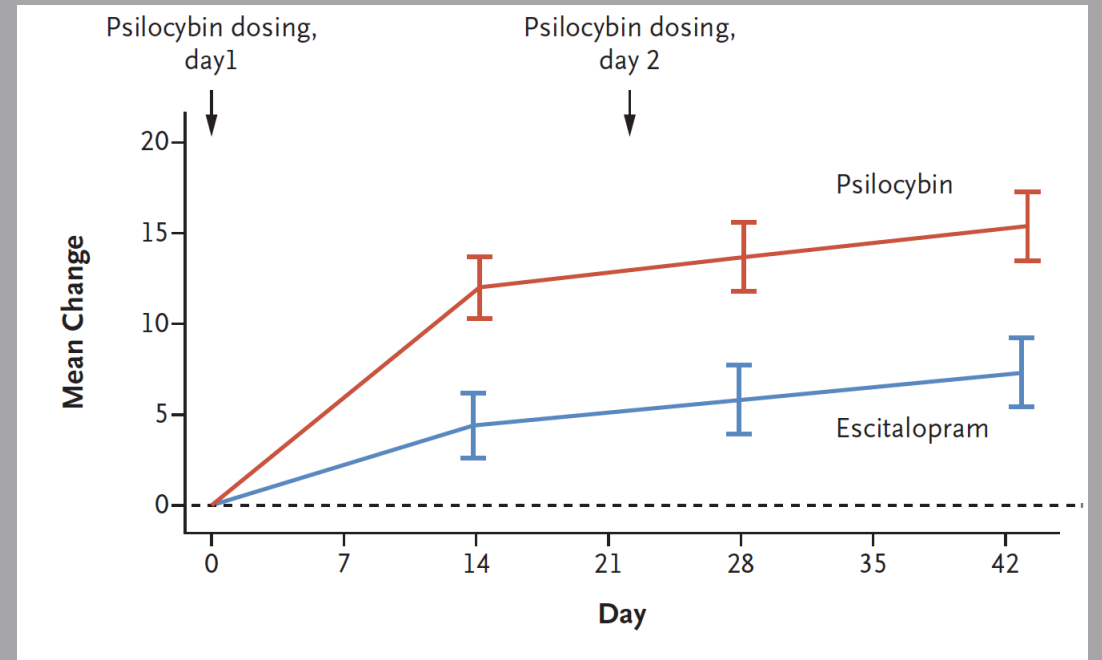
Against the leading SSRI antidepressant, escitalopram, psilocybin is faster acting and equally effective at reducing depressive symptoms

# ...IT'S SCIENCE

Change in Depression Severity and in Well-Being over 6 Weeks.



Against the leading SSRI antidepressant, escitalopram, psilocybin is faster acting and equally effective at reducing depressive symptoms



But, perhaps more importantly, psilocybin actually increases wellbeing rather than just medicating into numbness

# THE MEDICAL EVIDENCE IS OVERWHELMING

Psilocybin-  
assisted therapy  
heals the suicidal,  
sick and addicted

**Treatment-Resistant Depression:** Significant decreases in depression measured for 6 months (Carhart- Harris et al, 2016)

**End of Life Distress:** 80% experienced significant reduction in treatment for end-of-life anxiety in cancer patients (Ross et al, 2016)

**Chronic Tobacco Addiction:** 80% patients abstinent at 6 month follow-up (Johnson et al, 2014)

**Alcohol dependence:** Significant decrease in drinking behaviours for up to 9 months (Bogenschutz et al (2015)

**IN THE UK THIS  
MEDICINE IS  
CURRENTLY  
DENIED TO US  
BY LAW.**

# CLASSIFICATION

What happens when you possess an illegal drug

**A)** Up to 7 years in prison or an unlimited fine (or both)

***Cocaine, Opium, MDMA, Psilocybin, LSD, Morphine, Ketamine, Amphetamine***

**B)** Up to 5 years in prison or an unlimited fine (or both)

***Cannabis, amphetamines, ketamine***

**C)** Up to 2 years in prison or an unlimited fine (or both)

***Anabolic steroids, GHB some tranquilizers***

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# SCHEDULING

Can a medical professional or researcher access a substance

**I:** Drugs with little or no therapeutic value, are addictive and have high potential for abuse.

***Cocaine, Opium, MDMA, Psilocybin, LSD,***

**II:** Drugs with recognized therapeutic value but are addictive and have a high potential for abuse. Use is highly controlled.. Scientific research is permitted with a license

***Morphine, Ketamine, Amphetamine***

**III.** Less potential for abuse...

***Barbituates, codeine, anabolic steroids***

**AFTER 50 YEARS OF  
PROHIBITION - IS THE UK  
READY TO RESCHEDULE  
PSILOCYBIN FOR  
THERAPEUTIC USE?**



# ALMOST!

*To what extent would you support or oppose the government relaxing restrictions on research into the medical use of magic mushroom-based treatments (psilocybin-assisted therapies) for mental health conditions if this didn't affect how it was classified in criminal law (e.g. as a class A drug)?*

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 **55%**  
support

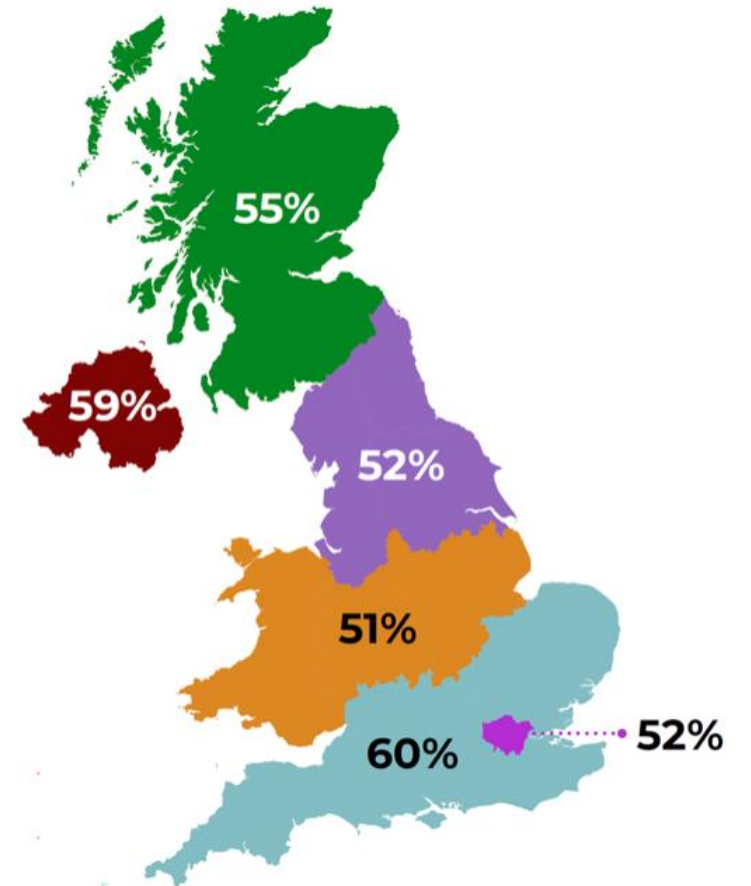
 **31%**  
not sure

 **13%**  
opposition

Conservative voters: **51%**

Labour voters: **60%**

Lib Dem voters: **64%**



BUT NOT FAST  
ENOUGH FOR THE  
**18 PEOPLE** WHO  
COMMIT SUICIDE  
HERE EVERY DAY

# THAT'S WHERE OUR CONSORTIUM COMES IN

OGILVY

19



MIND MEDICINE  
A U S T R A L I A

**AUSTRALIA**



**UK**



CONSERVATIVE  
DRUG POLICY  
REFORM GROUP



**CANADA**

Do you believe in...

...to end the suffering?

Rob's Pizzeria  
Cakes  
Pies  
Sandwiches  
Pasta  
Salads  
Desserts  
Drinks  
10-11  
KILGUS PIZZERIA

Rob's Pizzeria

**BUT DON'T  
WORRY... I'M NOT  
GOING TO GIVE  
YOU A  
PSYCHEDELIC  
MEDICINE**

**I WANT TO TALK  
ABOUT**

**PSYCHEDELIC  
THINKING**

**MORE  
CREATIVE**

**MORE  
PERSUASIVE**

**MORE FREE**

# WHAT COLOUR ARE THE STRAWBERRIES?





# WHAT COLOUR IS THE COKE?



OGILVY



# THERE IS NO RED HERE



OGILVY



# NO, REALLY

OGILVY



# HONESTLY, I PROMISE



OGILVY





# SEE ANYTHING?

OGILVY



Source: Karl Dallenbach.

# SEE ANYTHING?

OGILVY



Source: Karl Dallenbach.

# HOW ABOUT NOW?

OGILVY



Source: Karl Dallenbach.



# TAKE A LOOK AT THESE WORDS

- Table

- Legs

- Wood

- Sitting

- Arm

- Couch

- Stool

- Cushion

- Rocking

- Seat

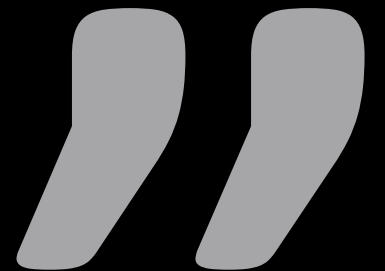
**WHAT WORDS  
DO YOU  
REMEMBER?**

# WHERE IS CHAIR?

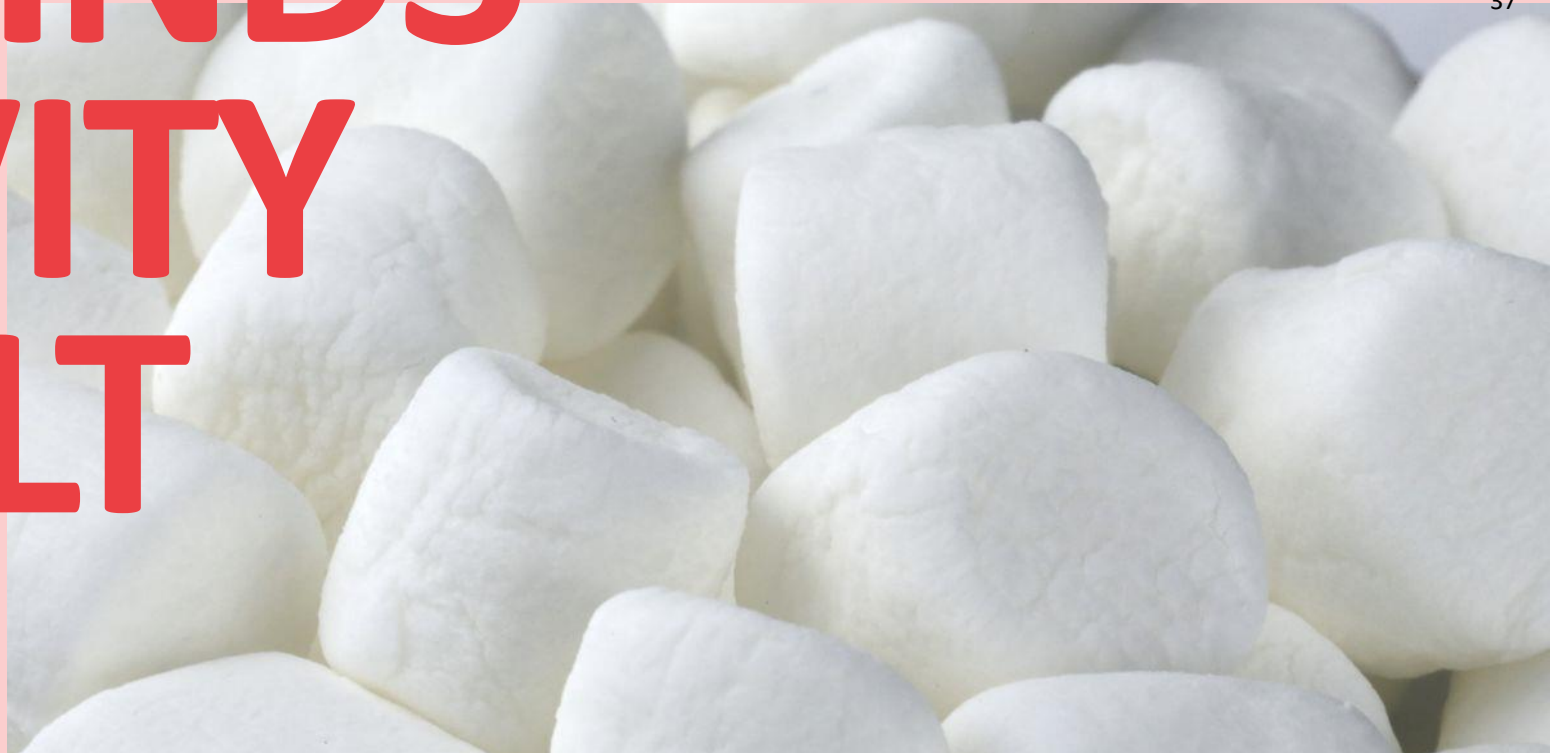
- Table
- Legs
- Wood
- Sitting
- Arm
- Couch
- Stool
- Cushion
- Rocking
- Seat

**THINKING IS TO HUMANS AS  
SWIMMING IS TO CATS, THEY  
CAN DO IT BUT THEY PREFER NOT  
TO**

**Daniel Kahneman**



# THE CONDITIONED BRAIN FINDS CREATIVITY DIFFICULT

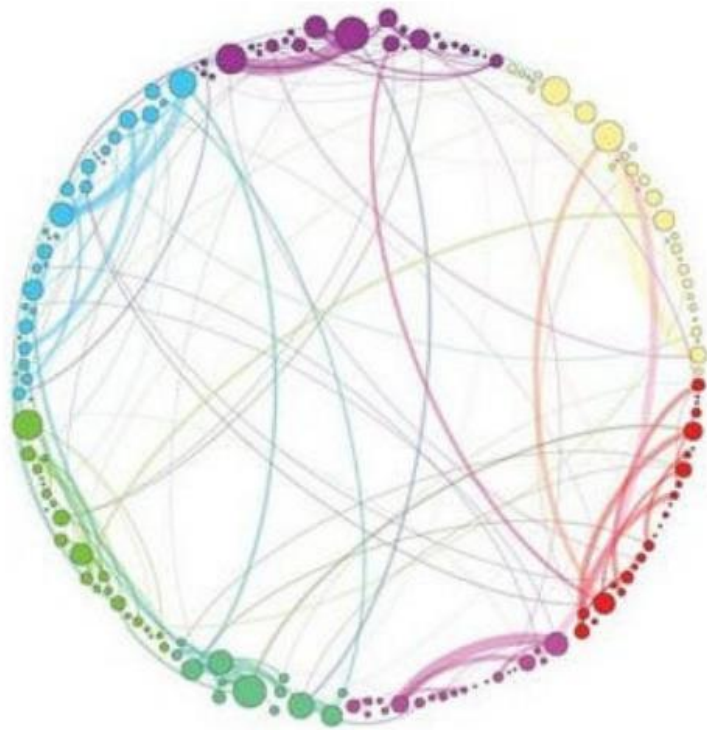


HALAL MEAT & POULTRY · FRUIT & VEG



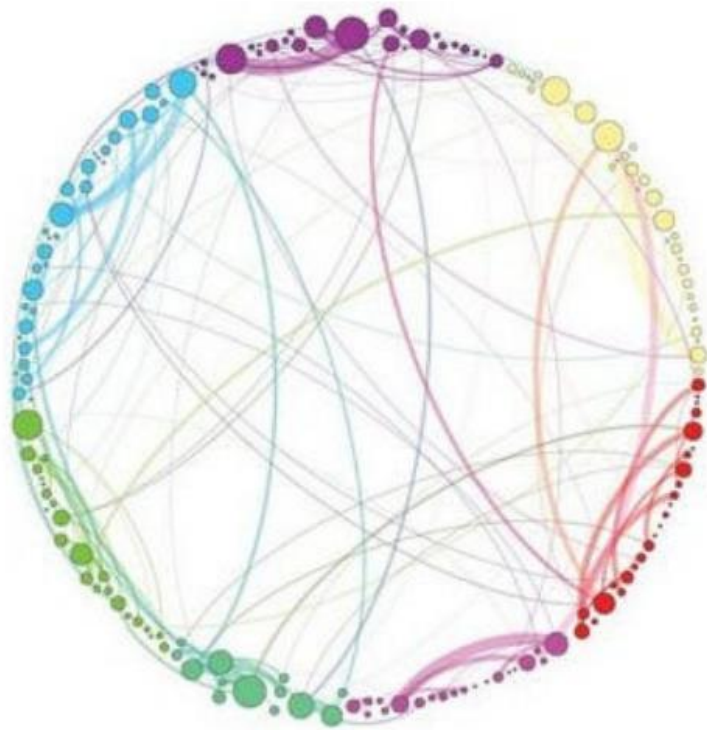
# PSYCHEDELIC THINKING

## PLACEBO

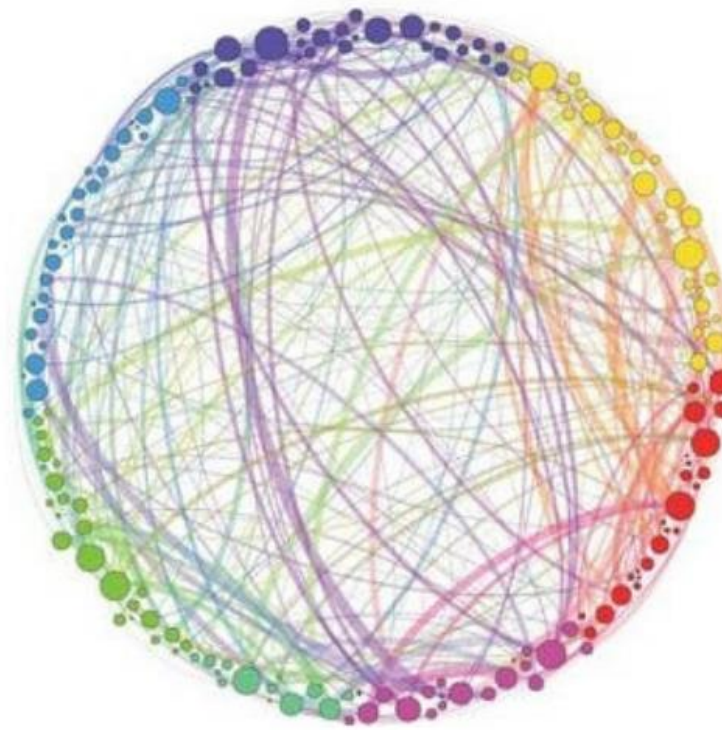


# PSYCHEDELIC THINKING

**PLACEBO**



**PSILOCYBIN**





**BUT WHAT CAN WE  
DO TARA?**

# TIME TO GO LATERAL

# TIME TO GO LATERAL

Find the word corresponding to your birthday date 

1. Swan	2. Train	3. Camel	4. Candle	5. Planet	6. Pyramid	7. Rainbow	8. Shell	9. Axe	10. Eye
11. Flea	12. Circus	13. Chain	14. Goat	15. Guitar	16. Carpet	17. Penguin	18. Jigsaw	19. Cork	20. Woodpecker
21. Worm	22. Tennis	23. Rose	24. Sand	25. Castle	26. Bed	27. Soap	28. Rabbit	29. Tree	30. Cloud
31. Owl									

# TIME TO GO LATERAL

HOW DO WE GET  
PEOPLE TO EAT  
THEIR LEFTOVERS?

**THE MAN WHO CANNOT  
IMAGINE A HORSE  
GALLOPING ON A  
TOMATO IS AN IDIOT**

**André Breton**



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31. Owl									

**MORE  
CREATIVE**



**MAKE SOME NEW,  
CRAZIER  
CONNECTIONS**

**MORE  
CREATIVE**



**MAKE SOME NEW,  
CRAZIER  
CONNECTIONS**

**MORE  
PERSUASIVE**



*We remember 3 times  
as many concrete phrases  
as abstract ones*



---

Concrete Phrases (CC)

square door  
rusty engine  
flaming forest  
muscular gentleman  
white horse  
crippled judge  
young mother  
hungry prisoner  
round temple  
muddy village

Abstract Phrases (AA)

impossible amount  
better excuse  
apparent fact  
common fate  
subtle fault  
available knowledge  
rational method  
particular soul  
basic theory  
absolute truth

---

# ABSTRACT

We will employ a Draconian immigration policy

We will engage in combat in our coastal areas

Category E

# CONCRETE

We will build a wall

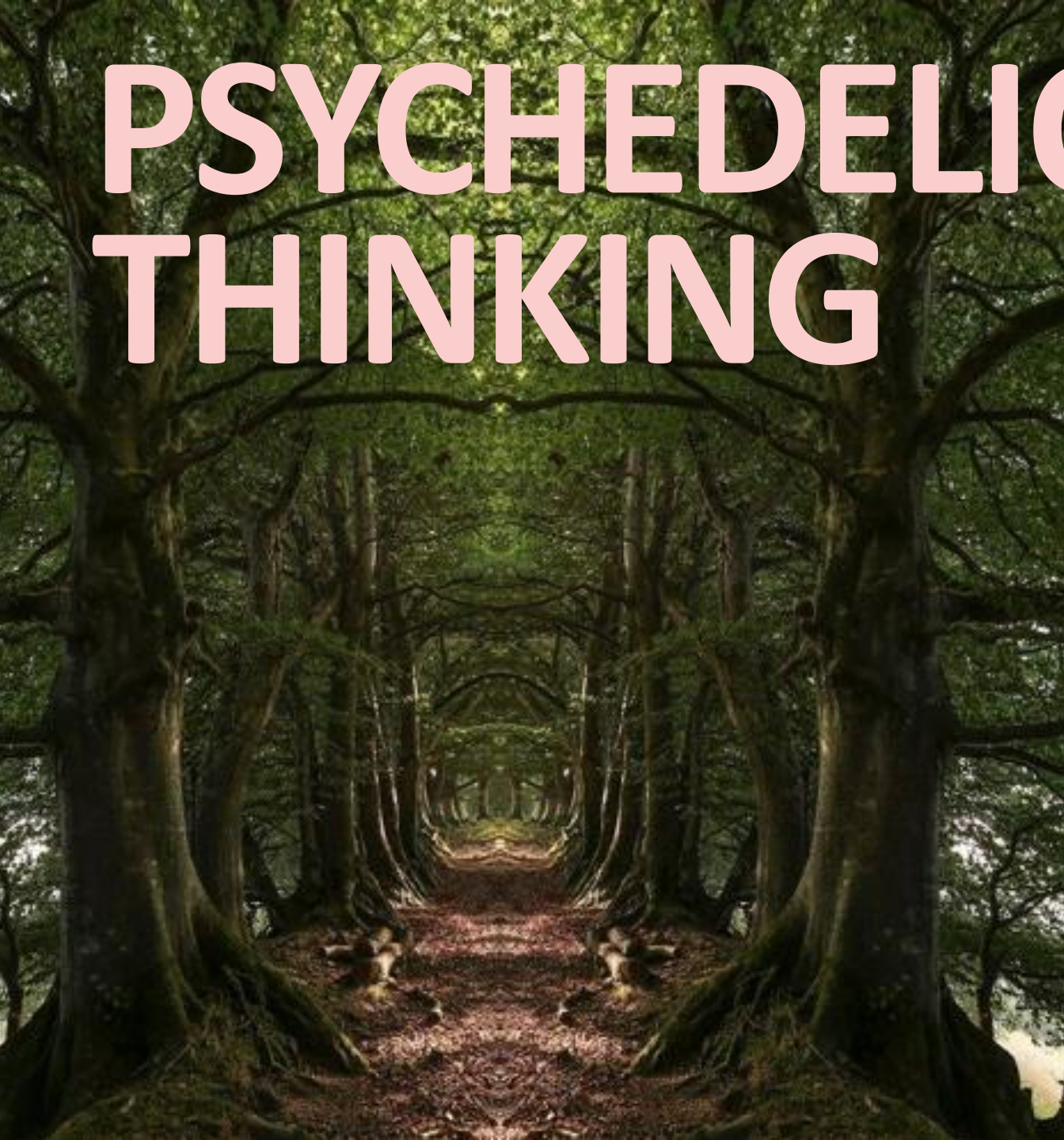
We will fight them on the beaches

You wouldn't put it on a dog kennel

# VISUALISATION BRINGS THE WHOLE BRAIN ONLINE



# PSYCHEDELIC THINKING



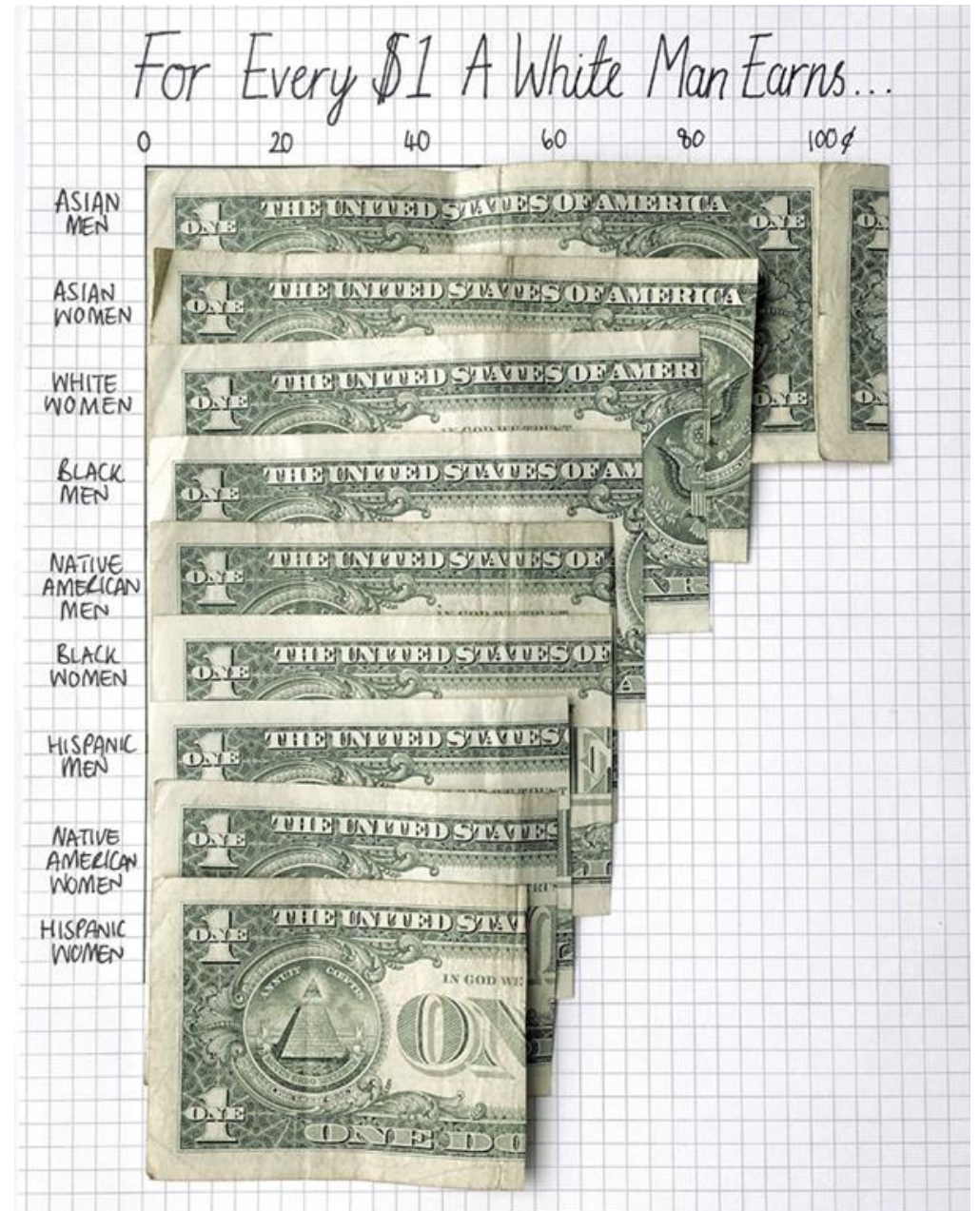
**BUT WHAT CAN WE  
DO TARA?**

# VISUALISATION MATTERS



Source: Mona Chalabi

# VISUALISATION MATTERS



**IF IT'S ABOUT FARTS, DRAW A BUTT FOR GOD'S SAKES. IF IT'S ABOUT SEXUAL HARASSMENT, THEN DRAW SOME PERVS. I THINK DATA PURISTS THINK THAT CHARTS SHOULD BE NEUTRAL, THAT THEY SHOULD ILLICIT NO EMOTION BUT I THINK THAT'S A MISTAKEN UNDERSTANDING OF OBJECTIVITY.**

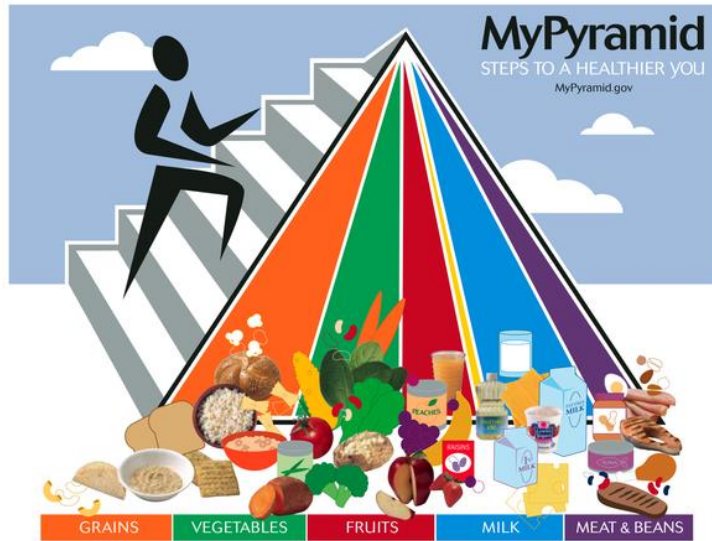
**Mona Chalabi**





# “PLATE NOT PYRAMID”

- Cass Sunstein



The  
Weather  
Channel

Kinst

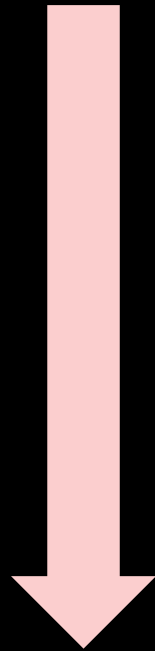
A weather presenter with grey hair, wearing a blue jacket over a white collared shirt, stands in front of a large radar map. The map shows a storm system with yellow and orange areas over the United Kingdom and surrounding regions. The presenter is looking directly at the camera. The background is dark, making the colorful radar map stand out. The text 'The Weather Channel' is in the top left, and 'Kinst' is partially visible on the left side.

**MORE  
CREATIVE**



**MAKE SOME NEW,  
CRAZIER  
CONNECTIONS**

**MORE  
PERSUASIVE**



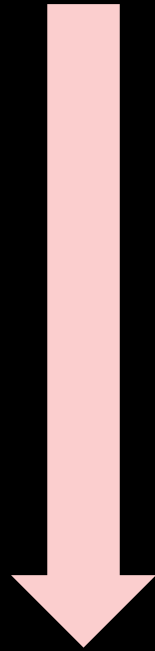
**SHOW THEIR   
TO SHOW THEIR  
**

**MORE  
CREATIVE**



**MAKE SOME NEW,  
CRAZIER  
CONNECTIONS**

**MORE  
PERSUASIVE**



**SHOW THEIR   
TO SHOW THEIR  
**

**MORE FREE**

a

at

cat

**coat**



**actor**

# PSYCHEDELIC THINKING



**BUT WHAT CAN WE  
DO TARA?**

# WHERE ARE YOUR HANDS?

WHERE ARE YOUR  
HANDS?

**WHEN** ARE YOUR  
HANDS?

# REINFORCE YOUR AGENCY

**“I can’t eat  
chocolate cake”**



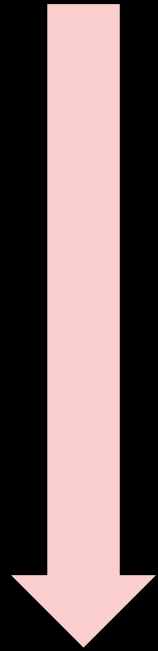
**“I don’t eat  
chocolate cake”**

**MORE  
CREATIVE**



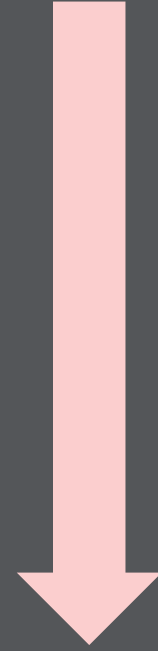
**MAKE SOME NEW,  
CRAZIER  
CONNECTIONS**

**MORE  
PERSUASIVE**



**SHOW THEIR   
TO SHOW THEIR  
**

**MORE FREE**



**REMEMBER YOUR  
POWER IS NOW**

# FREE TO BE JOLLY





**THANK YOU FOR  
LISTENING**

@austint

The image features a central red square containing the word "Ogilvy" in a white, serif font. This central square is surrounded by a grid of other squares, each with a different pattern or color. The patterns include solid black, solid white, solid light pink, solid dark grey, and various diagonal stripes in black, white, and red. The overall composition is a modern, geometric design.

Ogilvy

# WHY SLEEP?



- An adult sleeping only 6.75 hours a night would be predicted to live only to their early 60s without medical intervention.
- After just one night of only four or five hours' sleep, your natural killer cells – the ones that attack the cancer cells that appear in your body every day – drop by 70%
- A 2013 study reported that men who slept too little had a sperm count 29% lower than those who regularly get a full and restful night's sleep.
- After being awake for 19 hours, you're as cognitively impaired as someone who is drunk
- Practice + sleep makes perfect

# THE “BUT YOU ARE FREE” EFFECT

Reassuring people that they are free to refuse a choice or an option can inversely increase the chances of acceptance by affirming their agency and control. From a group of 22,000 people, participants were 50% more likely to agree to a request if this technique was employed

# THE FUNDAMENTAL MISATTRIBUTION ERROR

SORRY I'M LATE

HIM

HE'S SO CARELESS

YOU

THE GOVERNMENT REALLY NEEDS  
TO DO SOMETHING ABOUT THE  
TRAFFIC

YOU