

MindBerry Partner Up With TIDAL Digital

TIDAL Digital is an award-winning performance marketing agency and Mind-Berry, a leading solution for mental health issues in the workplace.

Dubai, United Arab Emirates Aug 22, 2022 ([IssueWire.com](https://www.issuewire.com)) - **MindBerry** partnered up with **TIDAL Digital** to offer TIDAL staff access to their online platform, which provides both coaching and counselling from professionals, through their purpose-designed portal. With access to MindBerry's innovative technology, TIDAL employees can book, sit and review counselling and coaching sessions, as well as therapy, ensuring that staff wellbeing continues to be a fundamental part of the company's strategy and ethos.

Mutualism, in biology, is when two species benefit each other. Each species finds an advantage in the other lifestyle. There are many examples to be found.

In the world of business, we can also find examples of Mutualism. For example, when MindBerry came to TIDAL Digital to enquire about their digital marketing services. TIDAL Digital is an award-winning performance marketing agency and MindBerry is a leading solution for mental health issues in the workplace.

With nearly one billion people worldwide suffering some form of mental illness, there has never been a more important time to address the issues we are facing. We live in a fast-paced world and the pressures experienced in workplaces can contribute massively to the mental well-being of employees. This was only exacerbated by the recent and ongoing pandemic, with drastic changes to the way we work many employees reported rises in anxiety, stress and other contributing factors in declining mental health.

Sandra de Monte, MindBerry co-founder had this to say on the matter: -

"Innovative companies understand the critical need to provide effective mental health care for their employees. We founded MindBerry to redefine access to quality mental health care to improve individual wellbeing. We are delighted to work with TIDAL Digital, which has come on board as our digital marketing partner. We are quickly becoming a global leader in mental health care by growing our international client base and clinically trained mental health professionals, TIDAL was identified as the best way to reach the markets we're targeting."

Co-Founder of TIDAL Digital, Simon Lomas echoed those sentiments adding,

"At TIDAL, we've tried our best to create a workplace culture that thrives on the happiness and wellbeing of our staff. Working in digital marketing can be stressful, things move quickly, but there is also a creative element to our success, and that demands a clear head and focus. When MindBerry came to us with their proposal, I had a clear vision of their intentions. Innovations such as this are an almost natural response to the world we now live in, and MindBerry has developed what we believe will become an essential platform for every employer. We already have schemes in place for our full-time employees, offering up to £70 per month that they can claim back for their health and wellbeing, against things such as gym memberships, massages and therapies, so bringing MindBerry's incredible services to our staff seemed like an obvious move with the partnership"

About TIDAL Digital

TIDAL Digital is a performance-driven digital marketing agency, with a global reach. Working out of offices in both Dubai and the UK, their short history is one that is wrought with success stories. Incorporated just over three years ago by British duo Simon Lomas and Liam Troughton, the pair have grown the business to employ over 20 members of staff, ranging from PPC (pay-per-click), paid media, SEO and content specialists. Working with global giants, household names, as well as start-ups, local businesses and concepts, their expertise, experience and tenacity, have won them no less than 15 accolades in both regional and global Digital marketing award ceremonies.

About MindBerry

Working with over 5000 global employees, MindBerry is a leading provider of mental health services. Utilising technologies, they deliver therapy, counselling and coaching, all through their online platform which can be accessed around the clock. Employees of MindBerry's partners can book, sit and review sessions with healthcare professionals through their exclusive portal, which can be shown to boost resilience, and engagement and reduce employer's health care costs. Producing and sharing white papers, webinars, case studies and strategies to help employers better understand how they can support their team members, MindBerry's innovative services and platforms have been used by the NHS, Telus International, Munich Re, Social Chain and Coffee & TV content studio.

You can find more information on each company through their individual websites or social channels.

tidal.digital/tidal-digital-partner-up-with-mindberry/ – or – [TIDAL Digital on LinkedIn](#)

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