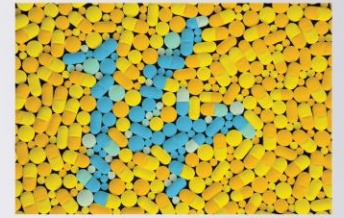
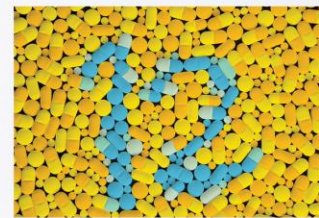
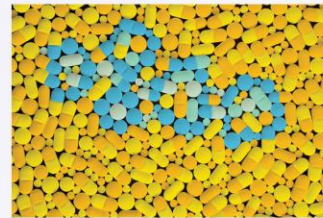


CALL FOR HELP

INSIGHT

Sufferers of depression often feel helpless to the point where they feel like taking their own lives is the answer to their problems. The issues they face are all they can see.



IDEA

For Suicide Prevention Week (21 - 28 February), we want to partner with SADAG to remind depression sufferers that the answer isn't suicide, but to call for help.

EXECUTION



Influencer campaign

Recruit influencers that have lost someone or have been affected by depression. They'll post stills that 'zoom out' as users swipe through.



Magazine insert: Unfolds to reveal suicide hotline