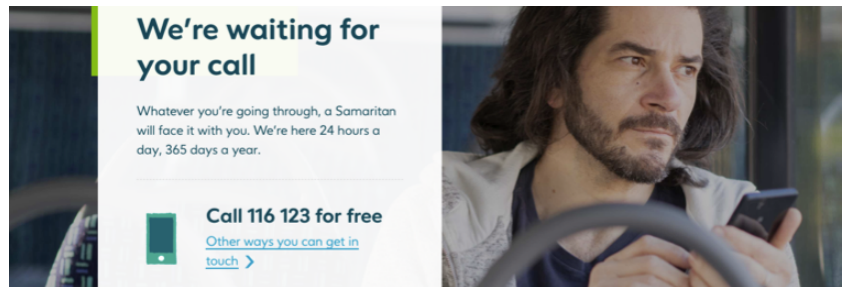


Upstarts Brief 6

Blue Monday

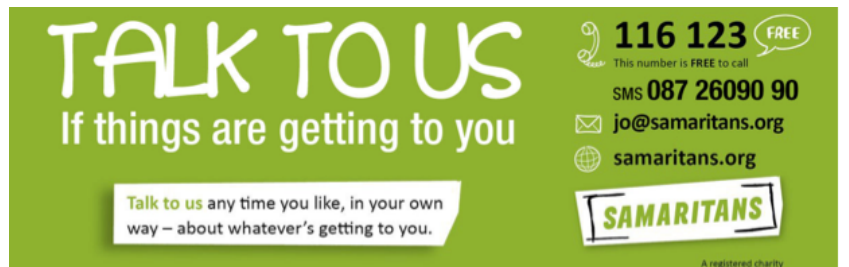
Samaritans

Samaritans is an organisation built on compassion. Established in Ireland in 1962, there are now 20 Samaritans branches across Ireland with more than 2000 active volunteers.



Every Samaritans Ad Effects 2 Audiences

- 1 - Those in need of help are reminded of where they can get it.
- 2 - The rest of the population is reminded that those around them could be struggling and that compassion matters.

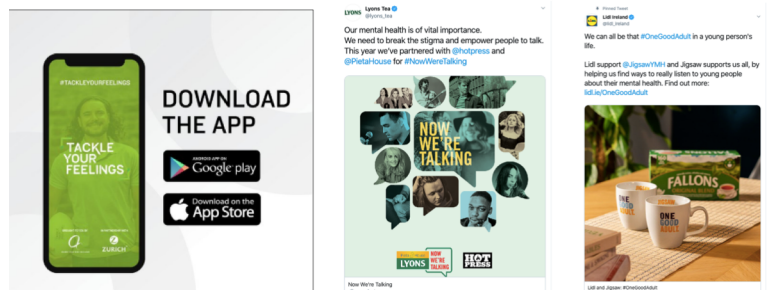


The Samaritans provide 24-hour, 365 days a year non-judgmental and confidential support to those who are finding it difficult to cope this Christmas season or at any time.

On Blue Monday 'the saddest day of the year' there'll be no shortage of organisations reminding us that it's good to talk.



And with so many brands on the 'it's-good-to-talk' bandwagon it's not an easy way to cut-thru.



While other clamour for attention and the best 'It's good to talk' execution how might we raise Samaritans above all of that and positively contribute to Ireland's mental health?

Convention Well intended 'Blue Monday' comms inadvertently attach the importance of support & compassion to a single day in the calendar.

Disruption Compassion matters every day.

Vision More compassion.

Brief set by:
TBWA\ Dublin