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## design & advertising

### the brief

Samaritans are a charity which provide confidential emotional support, 24 hours a day for people who are experiencing feelings of distress or despair, including those which may lead to suicide. We approached Samaritans and asked how we could help to raise awareness about the charity. They wanted a set of posters to be placed in supermarkets and bus shelters.

### our approach

Our goal was to produce something that let the images tell the story with minimal amount of text. It had to communicate what it was saying quickly and have a hard hitting edge.

### result!

These were a set of posters for a localized campaign for the Samaritans in Cardiff. The final set of posters were very simple and hard hitting that anyone can relate to.

# SAMARITANS

### CASE STUDY

## Samaritans Advertising Campaign

see more at [www.silentcity.co.uk](http://www.silentcity.co.uk)

