

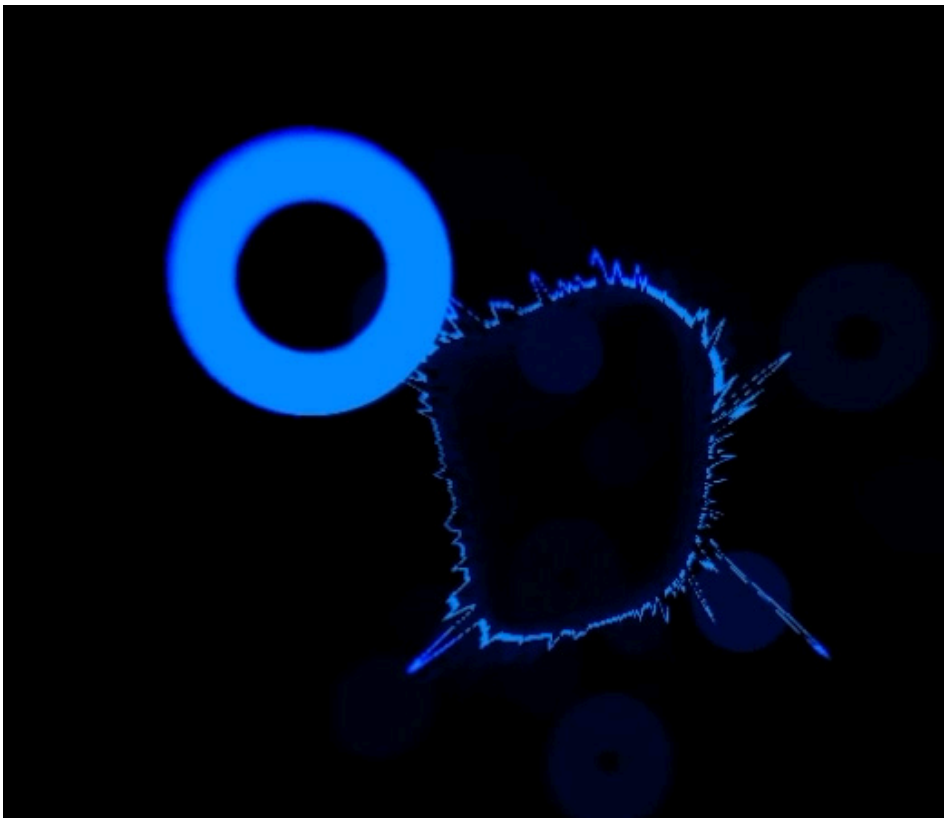
HS

The Art of Selling



CALM Torch Songs

Suicide is the single biggest killer of men under 45 in the UK. The Campaign Against Living Miserably (CALM) is dedicated to prevention by offering a helpline to men in need.



Brief

At the end of 2016 we partnered with CALM to unite men for this cause and launch a campaign on International Men's Day. Our brief was to build a campaign that would encourage men throughout the UK to take part in a dialogue and break down the stigma around mental health.

Insights

Male suicide is a prevalent issue in the UK, and it's the feelings of shame and weakness associated with issues of mental health that prevent men reaching out for the vital support they need.

To remove the stigma and to try and prevent these tragedies, a dialogue around mental health and wellbeing needs to be normalized amongst men.



Solution

Torch Songs –songs that guide you out of the dark

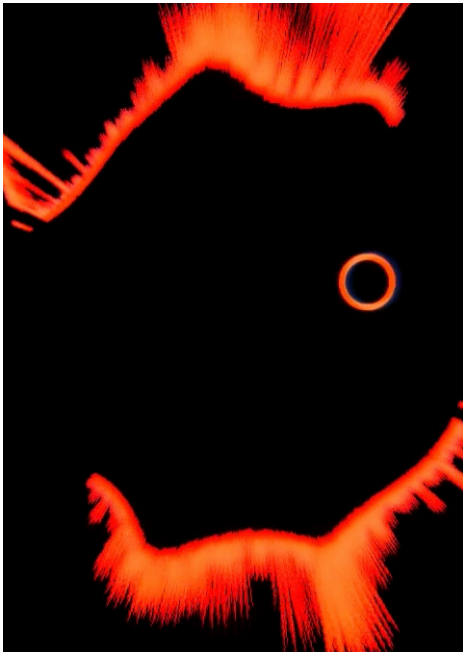
Together with CALM, we saw an opportunity to provide a cultural vehicle to carry the message of hope, as a way to start the necessary cultural shift.

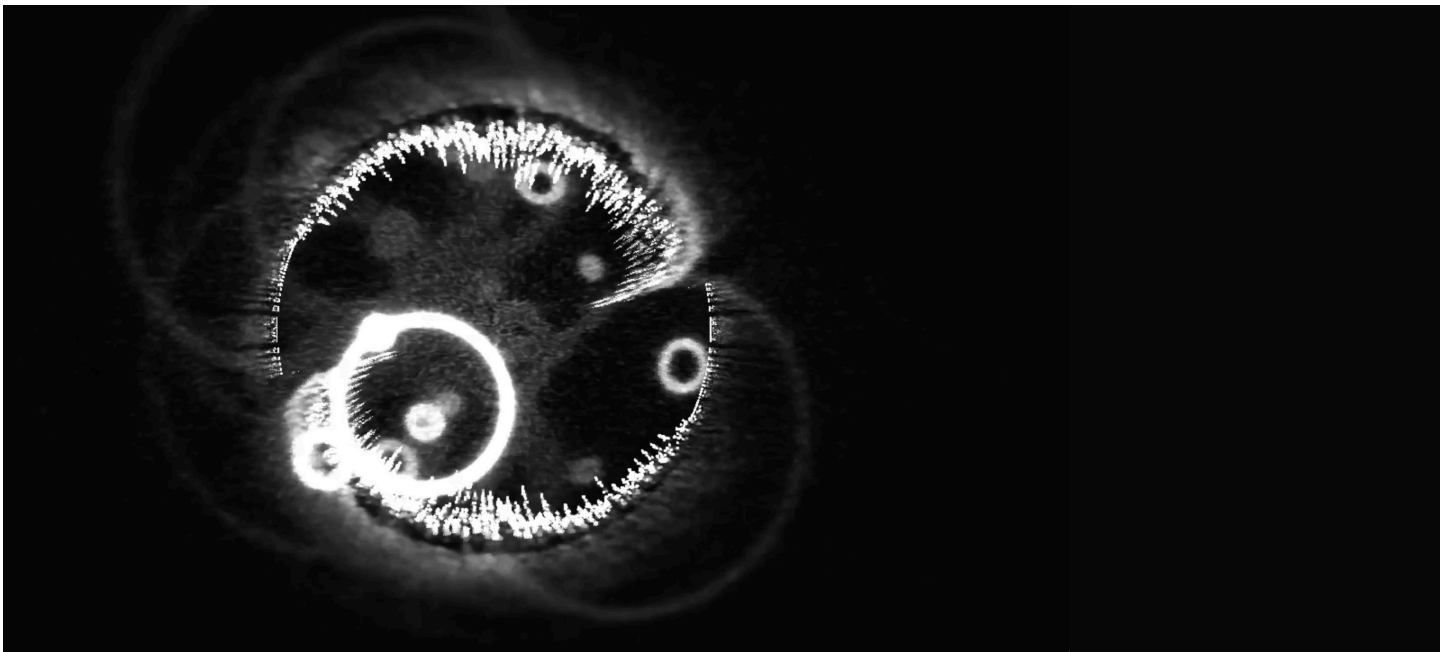
Working with 12 prominent UK male artists, we asked them to record and share the song that they feel leads them out of their darkest moments.

In November of 2016 we launched the nationwide 360° campaign, across OOH and social, and built a digital platform at torchsongs.com to act as a meeting point for all campaign content, videos, BTS content and resource.

Artists such as Frank Turner, The Vaccines and Years & Years recorded their own tracks and shared the songs out across their own feeds, asking UK males to share their torch songs, with the call to action #whatsyourtorchsong

Calling upon our network we worked with famed music photographer Andy Earl to create a series of iconic portraits of the participating artists, whilst software developer and guru Eoghan O'Keeffe created unique videos of generative visuals, which reacted to the tracks.





Result

'We had a combined reach of 1.2m+ people'

Through the social media campaign, we had a combined reach of 1.2m+ people and the campaign received international coverage across publications such as The Guardian, NME, ID, Dazed & Confused and The Drum.

