

International SOS
Foundation

SILENT KILLER CAMPAIGN

STRATEGY

To bring the invisible to a visible place and make it something people can't ignore.

Instead of creating a generic campaign that lacks meaningful impact, we have purposely focussed our idea in a more single minded approach.



APPROACH

We have chosen to focus on the industry with the highest rate of mental health issues. But we see this approach working across all different sectors too – from office workers to remote at home.

To maximise the target audience exposure, we want to utilise construction events in international locations. Whilst alternately generating additional coverage tactically at large construction sites and through targeted social media executions.



PROBLEM

Last year in the UK , 39 construction workers were killed following accidents on sites.

454 committed suicide.

But this problem isn't just found in the UK. Globally over 5000 construction workers take their lives each year.



AT EXPOS

We display 454 pairs of workers boots at UK Construction Expos to represent the number of workers who took their lives last year.

Across the world we will change the number of boots to match the figures of that country.

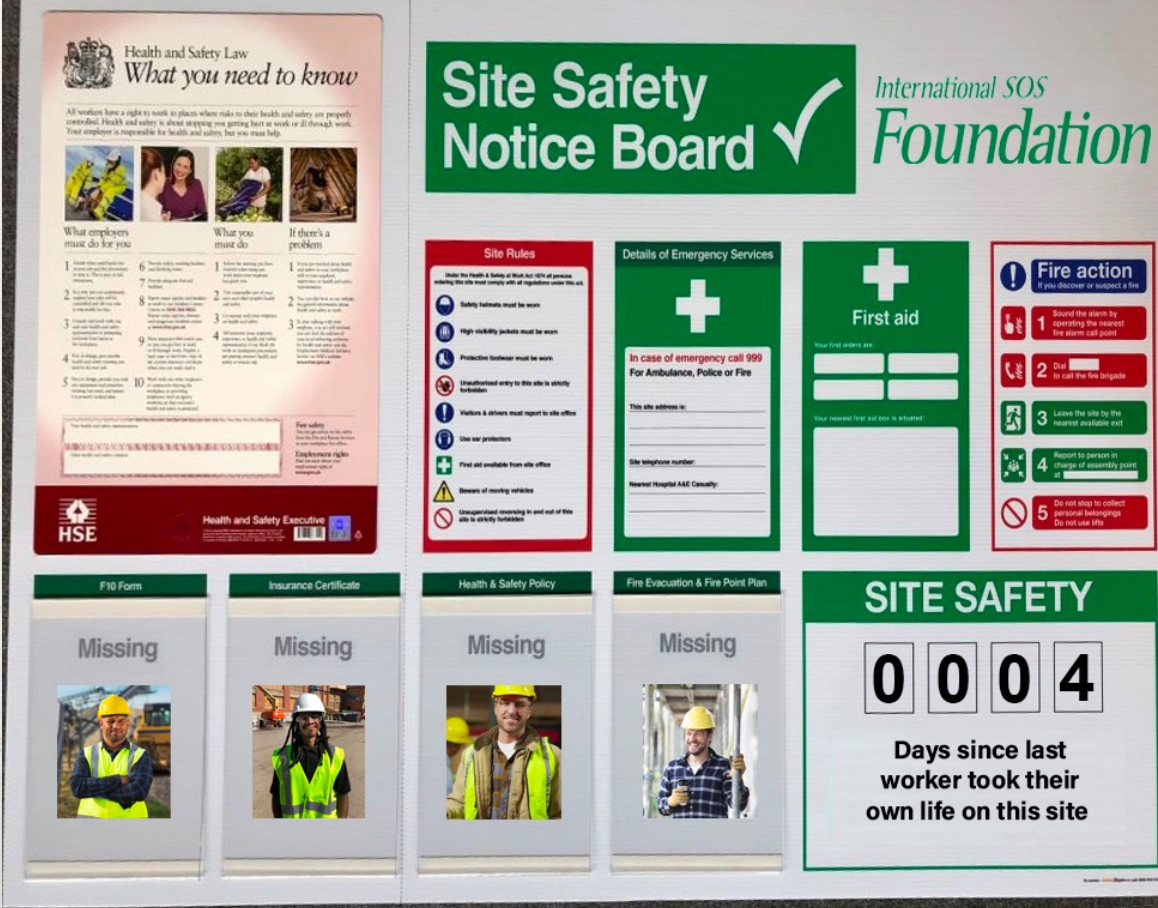


OUTSIDE OF EXPOS

We adapt the last injury signs you see at construction sites and modify them to relate back to mental health.

We tactically place vans on big building sites with fake International SOS Foundation companies like ‘Scaffolding Operating Support’.

The vans and signs will have links to International SOS Foundation so that management are able to get in contact.



ON SOCIAL MEDIA

We create videos for LinkedIn of mates at work trying to talk about their mental health, but they keep getting cut off by the noise of the worksite.

We can put out a survey to workers and find out the biggest issues and use their answers to help write the scripts.



SCRIPT

We can have two construction workers using jackhammers on a really loud construction site who can't hear each other. We enter mid-work where one of them says something like...

Does it ever feel too much...you know, to cope with? This industry is so deafening (inset loud construction noise) I can't be heard. When everything about it is loud (inset loud construction noise) Except our concerns. The truth is, there's times where I don't think I'll clock in tomorrow, or any day after. And I know it's not just me – this week, 8 more guys will jump or overdose thinking they're weak. (hammer on metal).

Let me speak...

Or ask for help...

Or please then, put something in place for my mental health. Because a hard hat and hi-vis doesn't protect from the inside. I won't lie, without the right help, I feel like I might (another loud hammer noise into silence).

Text on screen can appear with a call to action like...

Construction workers are three times more likely to take their own lives. Help support your team's health and wellbeing, sign up to International SOS Foundation today.

A MESSAGE TO MANAGEMENT

We will send management 'sorry for your loss' cards with messages about suicide rates in construction.

We will send people in HR something like...

8 of your workers won't clock in on Monday. No, the footballs not on, and they haven't overslept.

8 construction workers commit suicide every week.

How safe are your team?

Or for business owners, there can be an alternative message.

Around the idea of loss of money and business.



REACH

TARGETING	AT EXPOS	IN THE REAL WORLD	ONLINE
HR and HSE	Workers' Boots Installations	Health and Saffety Signs and SOS Vans	Social Media Videos and LinkedIn DM 'cards'
Business Owners	Workers' Boots Installations	Health and Saffety Signs and SOS Vans	Social Media Videos and LinkedIn DM 'cards'
Journalists/media coverage	Workers' Boots Installations	Health and Saffety Signs and SOS Vans	Surveys released on mental health in the industry.
Ground Workers	-	Health and Saffety Signs and SOS Vans	-