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Samaritans
When you need someone to talk to

Designed to be different: An image from the new outdoor campaign for Samaritans, which features a cast of appealing dogs.

Campaign a reminder that Samaritans still care

Samaritans will launch a major outdoor advertising campaign on Monday as the charity continues to roll out its new branding across WA.

The campaign — developed by Riley Mathewson Public Relations — uses adorable images of dogs to reinforce the message that Samaritans are non-judgmental friends who are available to support people in times of need, including those considering taking their own lives.

Samaritans has operated a cri-

sis phone line in WA for five decades, making it one of the oldest organisations of its kind, but it has a lower profile than similar services, including Lifeline.

The campaign and Samaritans' reinvigorated marketing strategy was developed by Riley Mathewson senior consultant Clint Ford. He said the campaign was designed to differentiate Samaritans within the sector.

Samaritans director Kevin Crombie said the campaign was a big step for the not-for-profit.

“We differ from other emotional support services in that calls are anonymous, confidential, non-judgmental and respect the caller's right to make decisions concerning their own life,” he said.

“Our phones are manned only by trained volunteers, not staff, hence the need to ensure that not only is the community aware of our service and our difference to the other providers, but we are attractive for community-minded people to consider volunteer-

ing. We need 200 volunteers on our books at any one time to keep the service going, so raising our profile though this campaign is crucial to us.”

The new branding was conceived by West Perth agency Rare and was launched along with a digital campaign, developed by Titan Digital, during Mental Health Week this month.

The outdoor part of the campaign will take in buses, train interiors, Perth Airport and Perth Underground train station.