

BCM – ‘Walking Wounded’

Objective

To save Australian servicemen and women from suicide by raising awareness of a critical issue impacting Australian communities, and building awareness and support for the Walking Wounded charity.

Insight

*“Nothing is more powerful than the truth. It can’t be refuted.
It can’t be rejected.”*

By bringing confronting issues to the forefront of the community, Australians can be exposed to powerful truths to shock them into action.

Approach

The campaign ran from Australia Day to ANZAC Day, taking audiences through three campaign phases:

1. **Jolt:** Establish the problem, launch with contextual placements for cut through
2. **Impact:** Create awareness and relevance
3. **Involve:** Generate support

Impact

The Walking Wounded campaign made a powerful and tangible impact on the lives of returned servicemen, women and all those involved in the organisation. The campaign generated funding, resources and attracted national media coverage.

Some campaign highlights include:

- **86%** of Australians were reached in the first 3 weeks
- **2 in 3** are now aware of suicide affecting returned soldiers
- **51** families contacted Walking Wounded to intervene for a family member suffering from PTSD

[More case studies here.](#)

Campaign source: [oOh!media](#)

Walking Wounded Pre & Post Case Study. Research phases were completed January 21-25 and March 24-April 8, and included face-to-face intercepts conducted by BrandHook and online surveys. Pre: n=692; Post: n=882.



Category: Community/Public Service

Year: 2016

Creative Agency: BCM

Media Agency: BCM