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**MEDIA RELEASE**

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**LIFELINE ‘HACKS’ TECH TO REMIND AUSTRALIANS  
TO CONNECT THIS CHRISTMAS**

Lifeline has launched a visually arresting advertising campaign reminding people to check in with their friends and family over the Christmas period and make sure they are doing okay.

After a year in which QR codes became ubiquitous in Australia, the out-of-home (OOH) campaign leverages this new familiarity with a series of black and white posters featuring QR codes painted on faces.

Created by The Monkeys, part of Accenture Interactive, the idea was simple to execute and highly disruptive.

When people scan the QR code, it will auto-generate a message ready to be sent to your mates, explains creative director Connor Beaver.

“It’s a visually arresting, timely, ‘hacking’ of a piece of tech and language that is fresh to our vocabulary right now,” he says.

Lisa Cheng, Lifeline Australia’s Executive Director of Marketing and Fundraising, said the campaign was a timely reminder to look after ourselves and each other.

“Something as simple as a check-in text can make a huge difference in someone’s thoughts and feelings, and this campaign is all about building connections and reminding others that they are seen and heard.”

“If you or someone you know is struggling, Lifeline is here, 24/7 via 13 11 14, text or webchat and will be there to support you every single minute of every single day.”

The striking images were taken by photographer Toby Burrows – Produced by The Kitchen, who along with Cream Studios Pty Ltd worked to donate their services to support Lifeline’s vision of an Australia free of suicide.

Lifeline is Australia’s leading suicide prevention service, operating the 13 11 14 telephone line within 41 centres around the nation as well as a 24/7 crisis text and webchat service.

[Download your free Lifeline wellness guide now](#) to support yourself and the ones you love these holidays.

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