

# book of broken silence

Lithuania is one of the leading countries in the world considering suicide rates (30,8 suicides per 100 000 citizens). It's three times higher than EU average. Recently we saw domino effect: after suicide, another one in victims close circle might happen.

## solution

We created a self help book with 18 stories from people who experienced suicide in their family or among friends. Book became bridge to professional help.

We "unnamed" the book. Its name is just a gap                     . It expresses the idea of uncomfortable start to talk about this delicate issue.

We also published limited edition book sent to influencers and opinion leaders. Every single story was "packaged" so you had literally break the silence, tear pages apart and read the story.

## results

Book without name was best selling book in Lithuania for the whole month with second issue on its way to bookstores.

