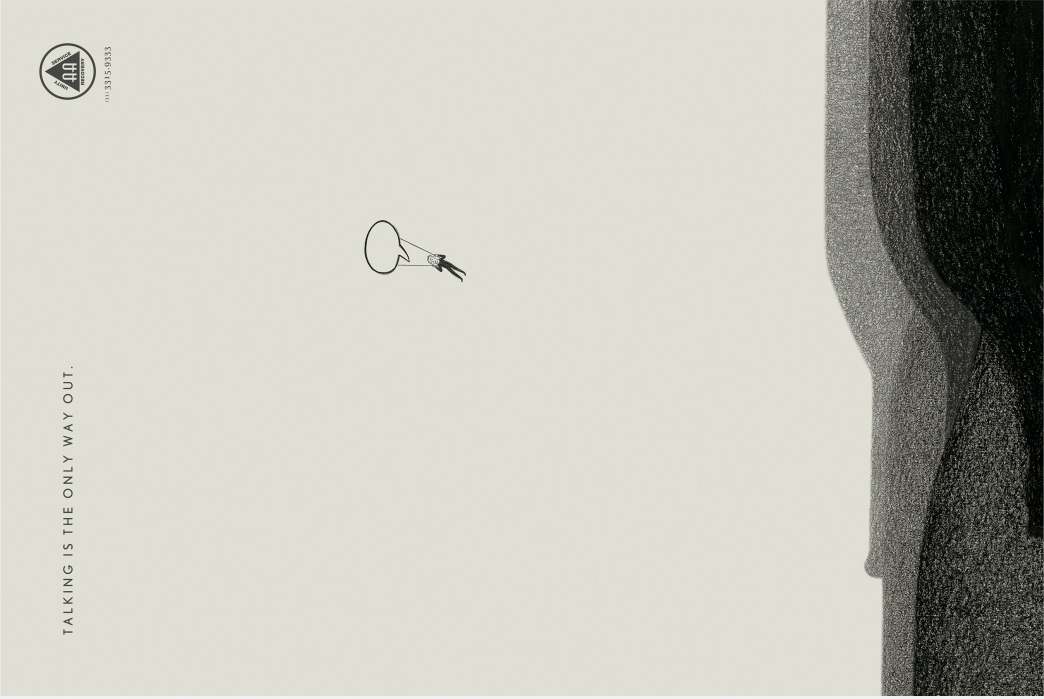


TALKING IS THE ONLY WAY OUT.



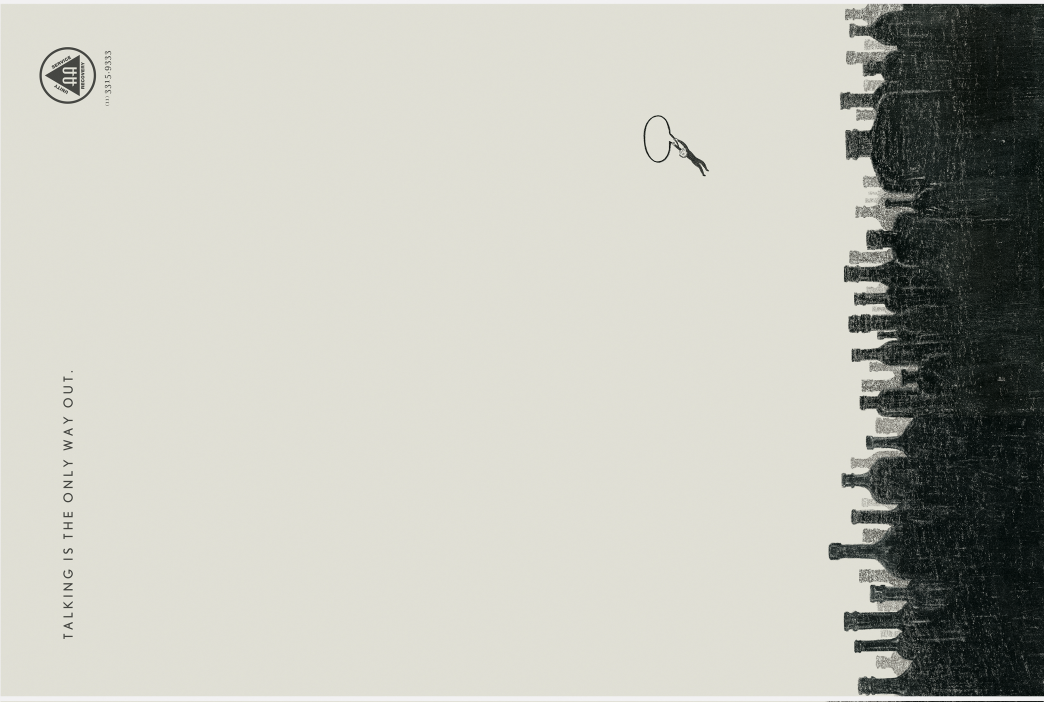
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TALKING IS THE ONLY WAY OUT.



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TALKING IS THE ONLY WAY OUT.



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# TALKING IS THE ONLY WAY OUT.

A CAMPAIGN FOCUSED ON THE ALCOHOLIC ANONYMOUS MOST IMPORTANT METHOD  
OF HELPING PEOPLE: LISTENING TO WHAT THEY HAVE TO SAY.

Alcoholism is a disease, and it needs to be treated like this. While most campaigns about alcoholism portray the hard drinker as someone who chose to be in that situation, AA Brazil is taking a different direction. "Talking is the only way out" is an AA campaign to empower the alcoholics, based on one truth about us: we help each other by listening to each other. The posters were placed around the biggest cities in Brazil, and sent to universities and companies HR's. They are also available at the AA stations in the country. The campaign became print ads, printed in magazines and newspapers.

