designinc

Portfolio: Surrey Police Campaigns

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THE CSE CAMPAIGN

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THE CSE CAMPAIGN

Surrey police approached us to create a public awareness campaign to highlight CSE and the warning signs to look out for.

We created a simple yet effective message that utilised the metaphor of puppet strings to create the message of manipulation.

The campaign went out upon various platforms including train stations and buses.

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THE CSE CAMPAIGN

Subsequent market research found that:

'The campaign poster scored highest for being informative (94% agreeing) and educational (91% agreeing). 75% found it thought-provoking and 65% agreed it was hard-hitting. 79% of parents agreed that the campaign would encourage someone who suspected child abuse to report it'.

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THE RECRUITMENT CAMPAIGN

We were asked to create a recruitment campaign that can better engage with the public than previous versions they tried. We came up with the “What do you want to be when you grow up?’ campaign, to try and capture the imagination of ‘children of all ages’.

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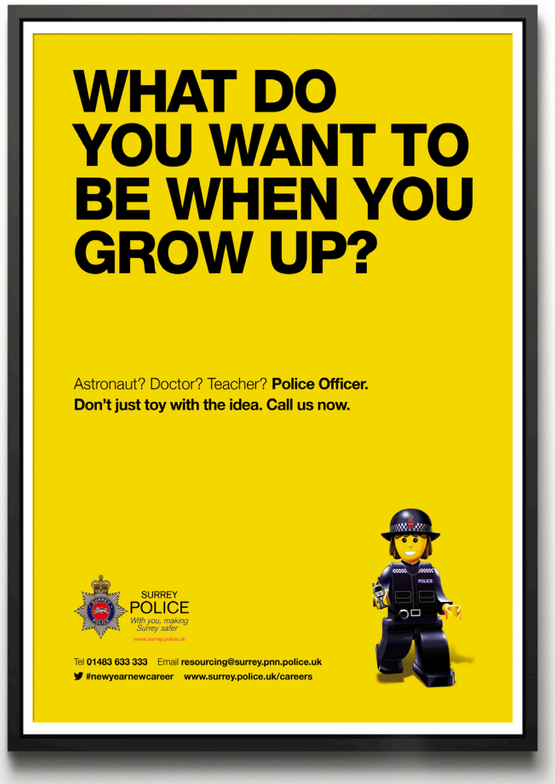
THE RECRUITMENT CAMPAIGN

Utilising 3 different toy figure characters, designed to resemble Lego characters and a hard-hitting headline question, this campaign saw a rise of 6500% on the previous year's attempt.



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THE RECRUITMENT CAMPAIGN

The campaign appeared as both on-and offline advertisements as well as recruitment packs & exhibition graphics.

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THE BURGLARY CAMPAIGN

Surrey Police joined forced with 3 other forces to launch a burglary campaign. Design Inc were pleased to win the tender based on our concept that 'burglars mess with your head not just your home' with the underlying message not to let them in!

The design concept juxtaposed a house with the head so as to complement the message.

Moreover, we created the **#lightlocklist** social media campaign to back this up.

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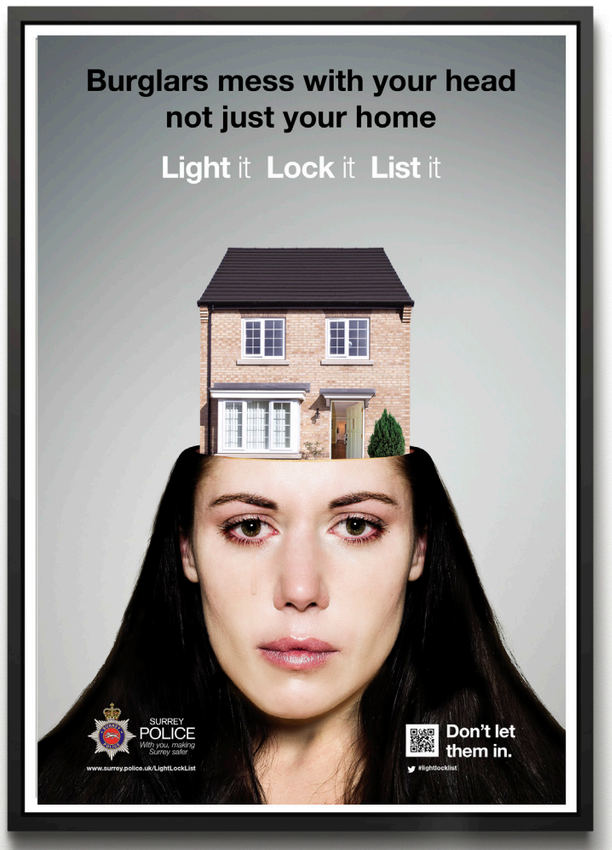
THE BURGLARY CAMPAIGN

The campaign ran through five regions, and was seen upon buses, trains, stations, roadshows as well as online resources.



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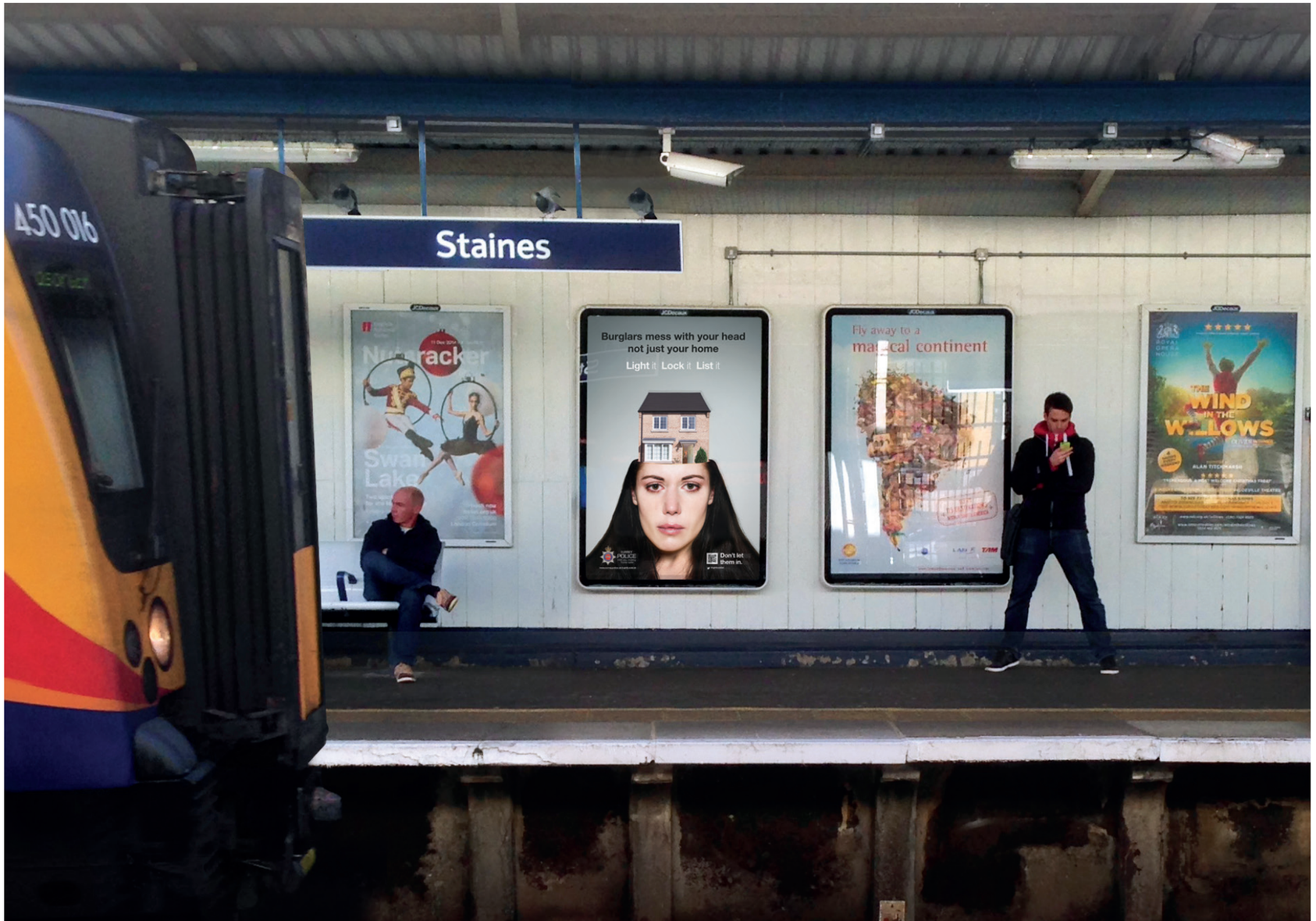
THE BURGLARY CAMPAIGN

Deputy Chief Constable Nick Ephgrave quoted on the campaign:

“I think this is absolutely brilliant – in fact it is the best campaign that I have ever seen. It makes exactly the point that I am always trying to make about burglary – that it is not just about the loss of possessions. I have had so many people come up to me and tell me how good they think this is. Well done – I look forward to the next one.”



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THE DOMESTIC ABUSE CAMPAIGN

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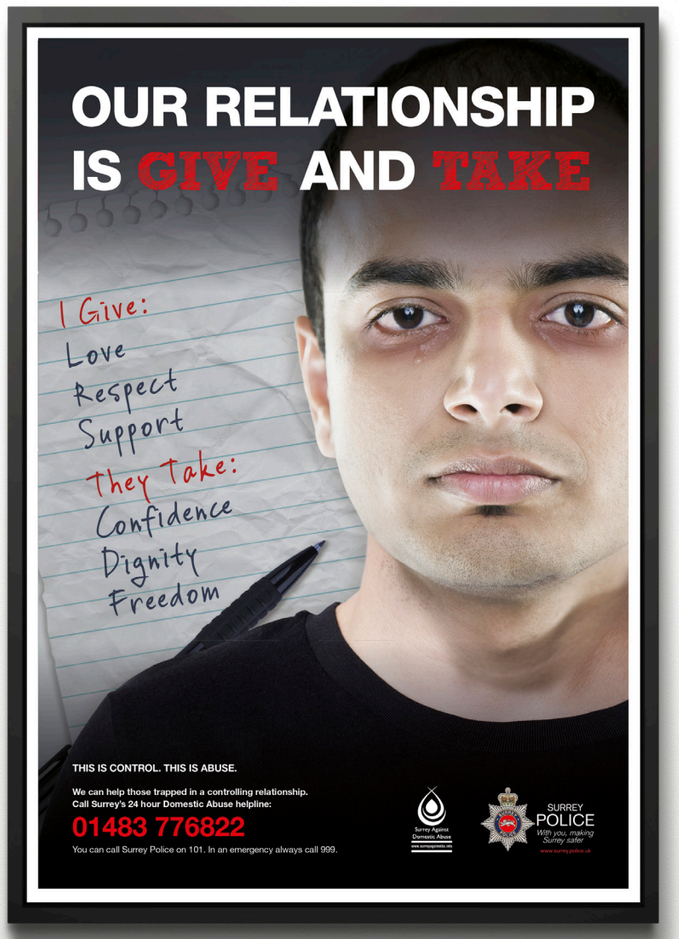
THE DOMESTIC ABUSE CAMPAIGN

Surrey police approached us another sensitive public information advertising campaign for Surrey Police, to raise awareness of ‘coercive control’.

We decided to introduce a day-to-day phrase as the hook, that relationships are all about the GIVE and TAKE but to design the advertising to show another side of that seemingly innocent message.

Good relationships work when both parties ensure the give and take is equal, but coercive control is all about one partner taking away the other’s freedom, dignity, self-assurance as well as tangible items such as money, medications, even friends. This innocent message therefore could then be simply manipulated to portray a more negative meaning.



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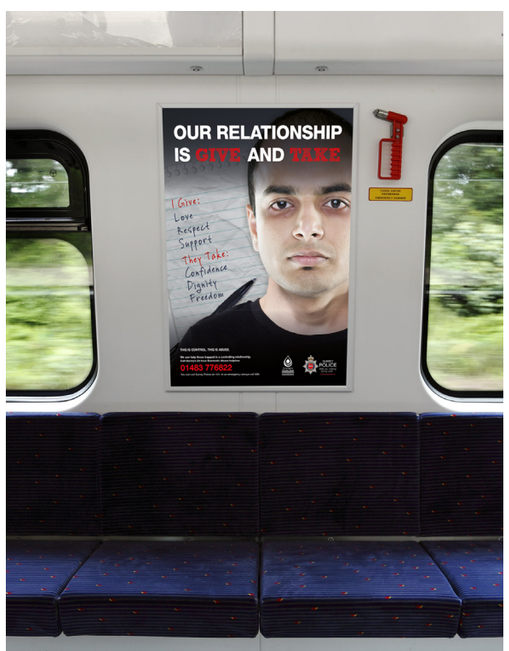
THE DOMESTIC ABUSE CAMPAIGN

The advertising campaign coincides with the Behind Closed Doors conference on May 24th, 2016, the collateral for which Design Inc were also commissioned to create. This included presentations, banners & leaflets, case studies, graphics, etc.



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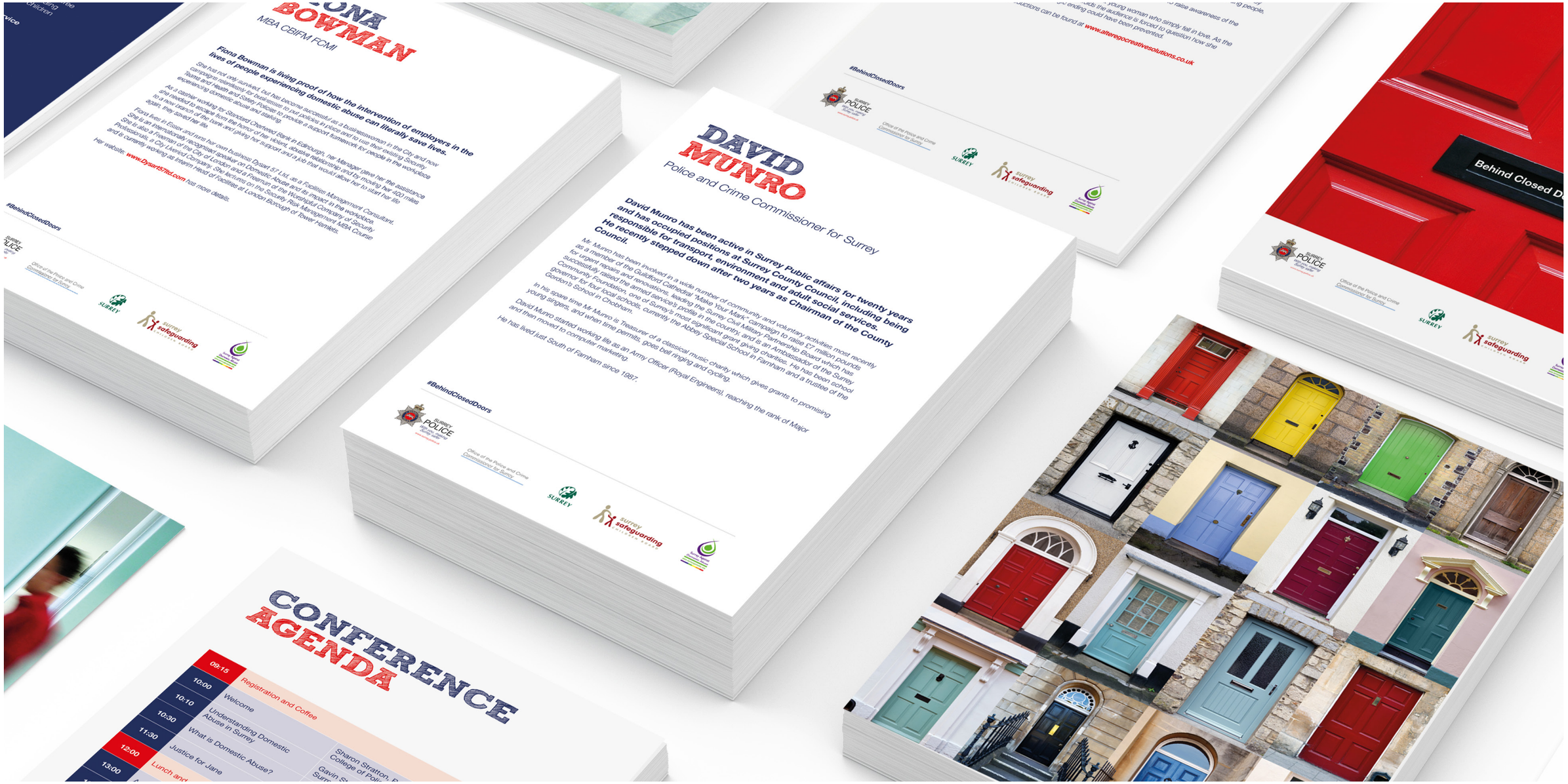

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THE MENTAL HEALTH PROJECT

This was a simple request from Surrey Police for us to come up with a simplistic way to highlight the fact that the police are not the best resource for mental Health issues in the community. The image was to be used within their internal newsletter, OffBeat to compliment an article they were looking to publish.

The image comprised a photoshoot of three different helmets (ie the police wear many hats). But there was a noticeable absence of a helmet for the mental health section on the shelf.

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