



designinc

Surrey Police

Case Studies



HATE CRIME CAMPAIGN

The public sector advertising campaign set out to highlight the various strands of hate crime through a series of adverts and to reinforce the message that Surrey Police take these crimes seriously.

Hate crime is defined as those which are committed against someone because of their Race, Religion, Disability, Sexuality, (Trans)Gender or Alternate Subculture.

The launch of the campaign was strategically timed to coincide with Pride weekend and the many local and national events taking place at that time. And, the first advert in the series will naturally focus on the strands of transgender and sexuality.



THE HATE CRIME CAMPAIGN

The design style of the advertisement was stripped down with the only message being that which appeared on the model's t-shirt.

The Stop Hate brand logo was created and printed to a number of plain white t-shirts and worn by a number of individuals at a dedicated photoshoot with each person depicting a different strand of hate crime.

The background was added back in the studio and designed to reference the appropriate strand. In the case of the strands for Sexuality and Gender, a rainbow graphic was added.

The Communications Manager of Surrey Police said:

"Design fully understood where we were coming from and how to get across our messages. And, when we needed to focus on a sensitive subject, they found a solution – in being both eye-catching and generating positive feedback."

STOP HATE



CHILD SEXUAL EXPLOITATION IS A CRIME

KNOW THE WARNING SIGNS



If you suspect abuse, report it:

Surrey Police on 101 or 999 in an emergency
Surrey Children's Services on 01483 310000
Childline on 0800 1111 or 1111

101 or 999 www.surrey.police.uk/101



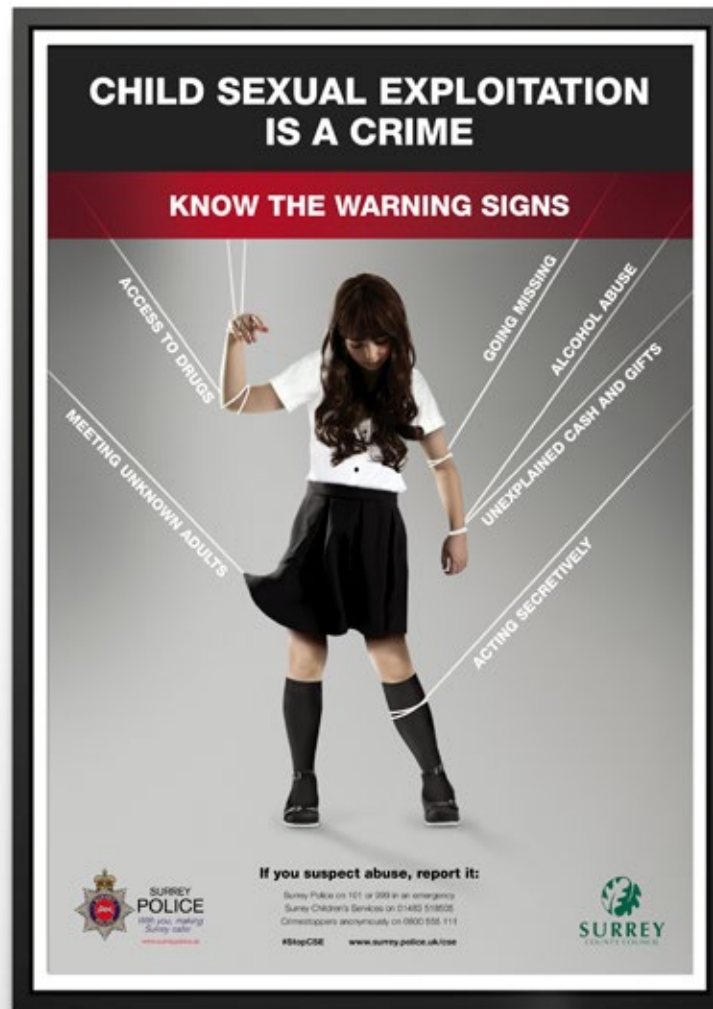
THE CSE CAMPAIGN

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.



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'.



THE EDIBLES CAMPAIGN

**TAKING
CANNABIS CANDY
IS NOT A GOOD LOOK**



Cannabis Candies are
eating them is both harmful and
You can speak to www.fearless.org
In an emergency

THE EDIBLES CAMPAIGN

We were commissioned by Surrey Police to devise a creative advertising campaign focusing on the risk of taking THC edibles, aka 'cannabis candies'.

The campaign would be targeted to 11-15 yr old schoolchildren and with a simple message: edibles were both illegal and harmful.

Telling a child not to do something could easily backfire and so we made the decision that the campaign should not be pushy or dictatorial and, more importantly, we needed to ensure the message & creative did not glamourise the product in any way.

To help ensure the campaign would have the strongest impact, Surrey Police set up a working group to discuss the shortlisted creative concepts. This included teachers, schoolchildren as well as Fearless – the youth arm of Crimestoppers.



THE THC EDIBLES CAMPAIGN

The chosen concept was one based on the emotion of self-worth. This featured a pupil staring at their reflection in a mirror of a school washroom but where their reflection was a large gummy bear staring back at them.

Along with a catchy strapline: 'Don't Be A Gummy Dummy', this concept was simply saying that taking cannabis candy is not a good look.



THE DOMESTIC ABUSE CAMPAIGN



**OUR RELATIONSHIP
IS **GIVE** AND **TAKE****

DIARY 2016

I Give:
Love
Respect
Support

They Take:
Confidence
Dignity
Freedom

THIS IS CONTROL. THIS IS ABUSE.

We can help those trapped in a controlling relationship.
Call Surrey's 24 hour Domestic Abuse helpline:
01483 776822

You can call Surrey Police on 101. In an emergency always call 999.

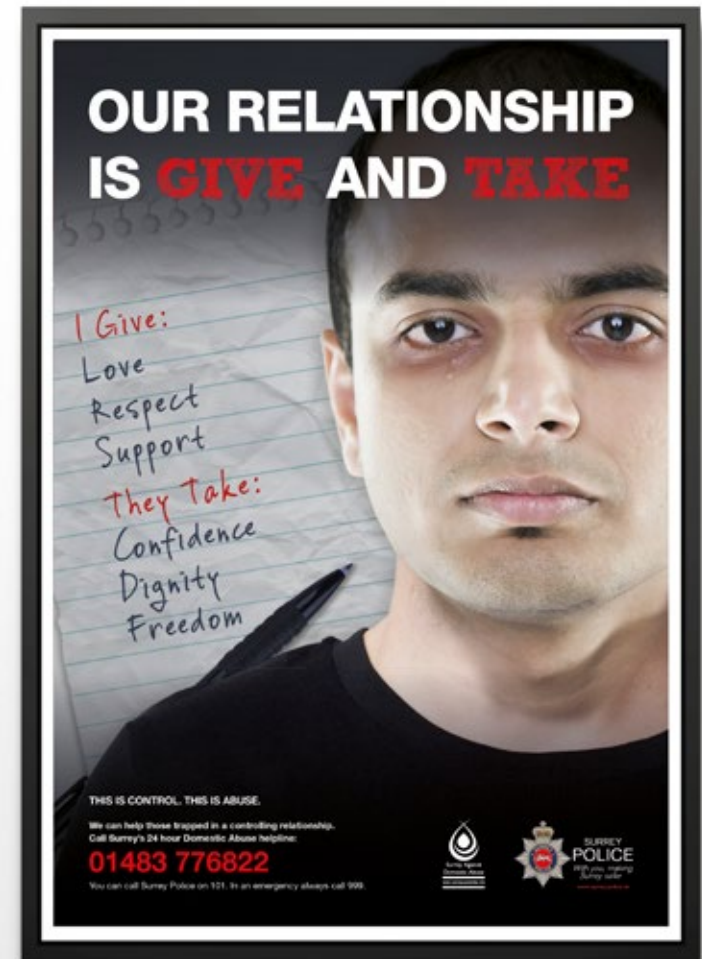
  **SURREY
POLICE**
Helping you, keeping
Surrey safe

THE DOMESTIC ABUSE CAMPAIGN

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

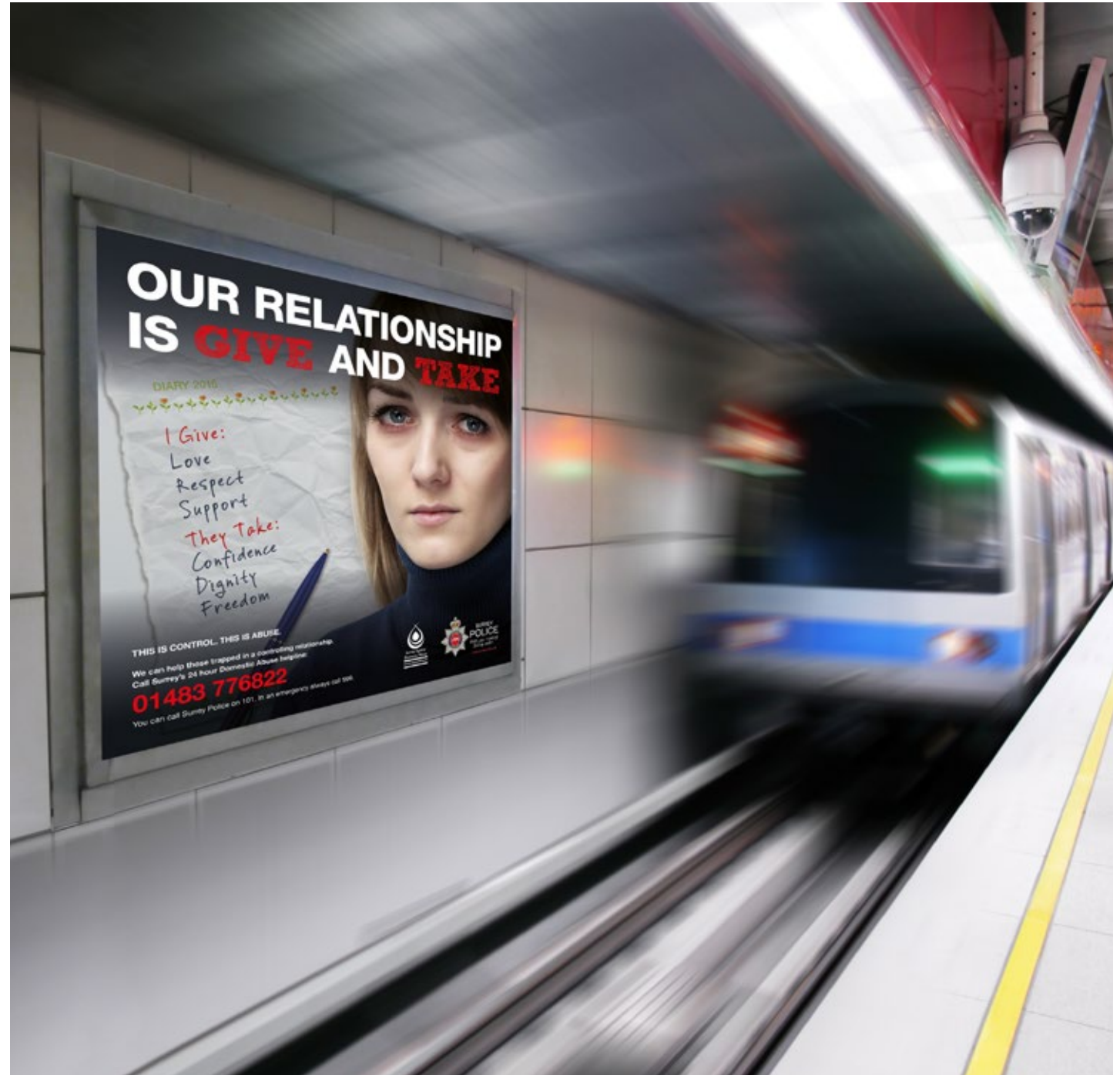
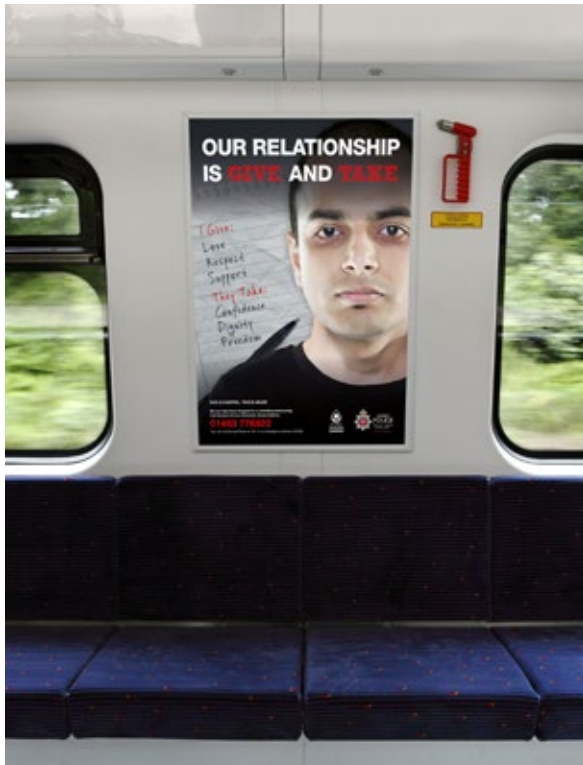
We decided to introduce a day-to-day phrase as the hook, that relationships are all about the GIVE and TAKE but to design the advertising to show another side of that seemingly innocent message.

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.



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.



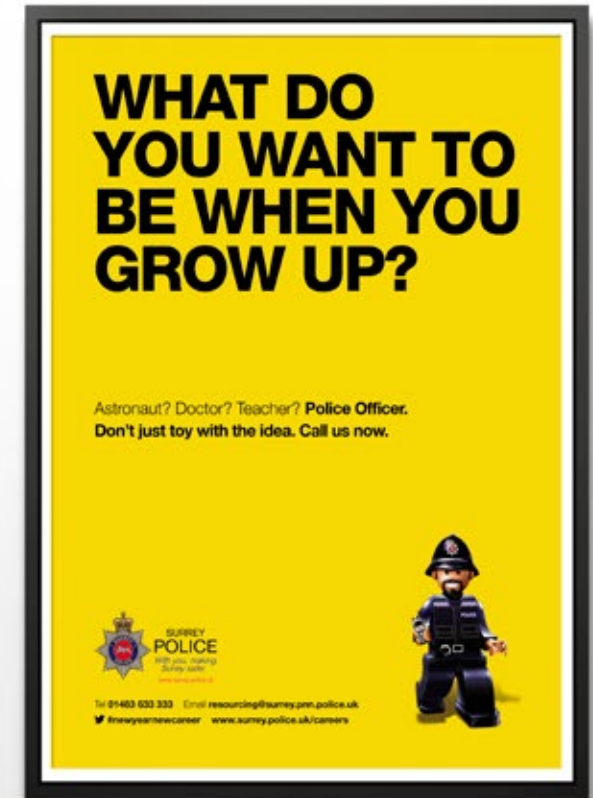
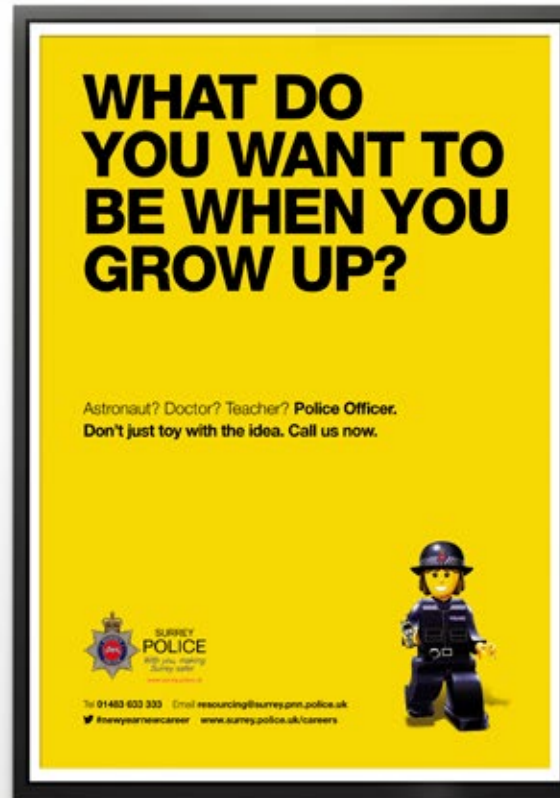
THE RECRUITMENT CAMPAIGN

We were asked to create a compelling recruitment campaign that engages with Surrey Police's audiences. 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'.



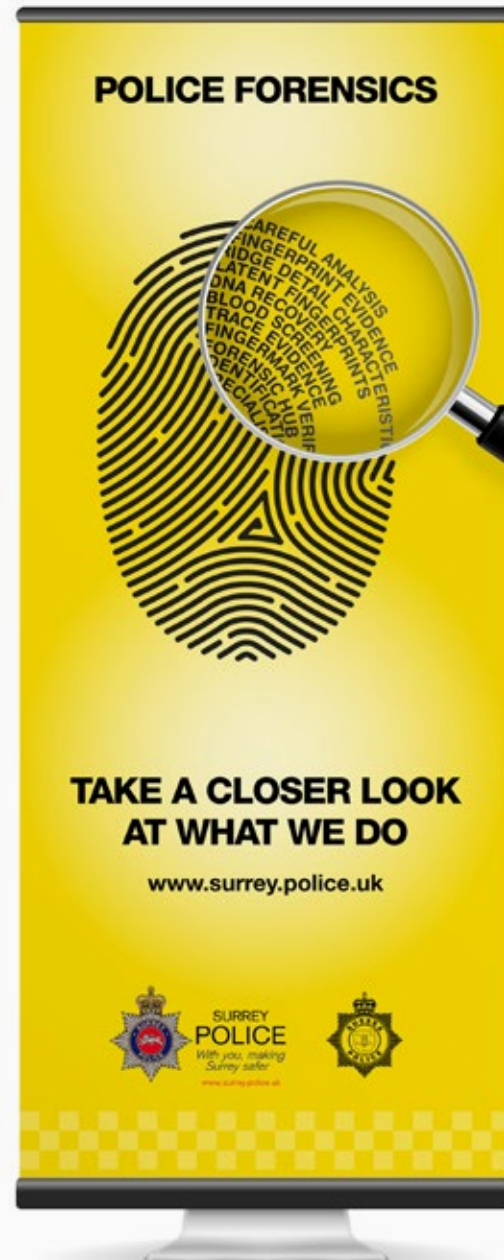
THE RECRUITMENT CAMPAIGN

Utilising 3 different toy figure characters, designed to resemble Lego characters and a hard-hitting headline question, this campaign saw a 6500% increase in applications.



THE RECRUITMENT CAMPAIGN

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



THE BURGLARY CAMPAIGN

Surrey Police joined forces 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!

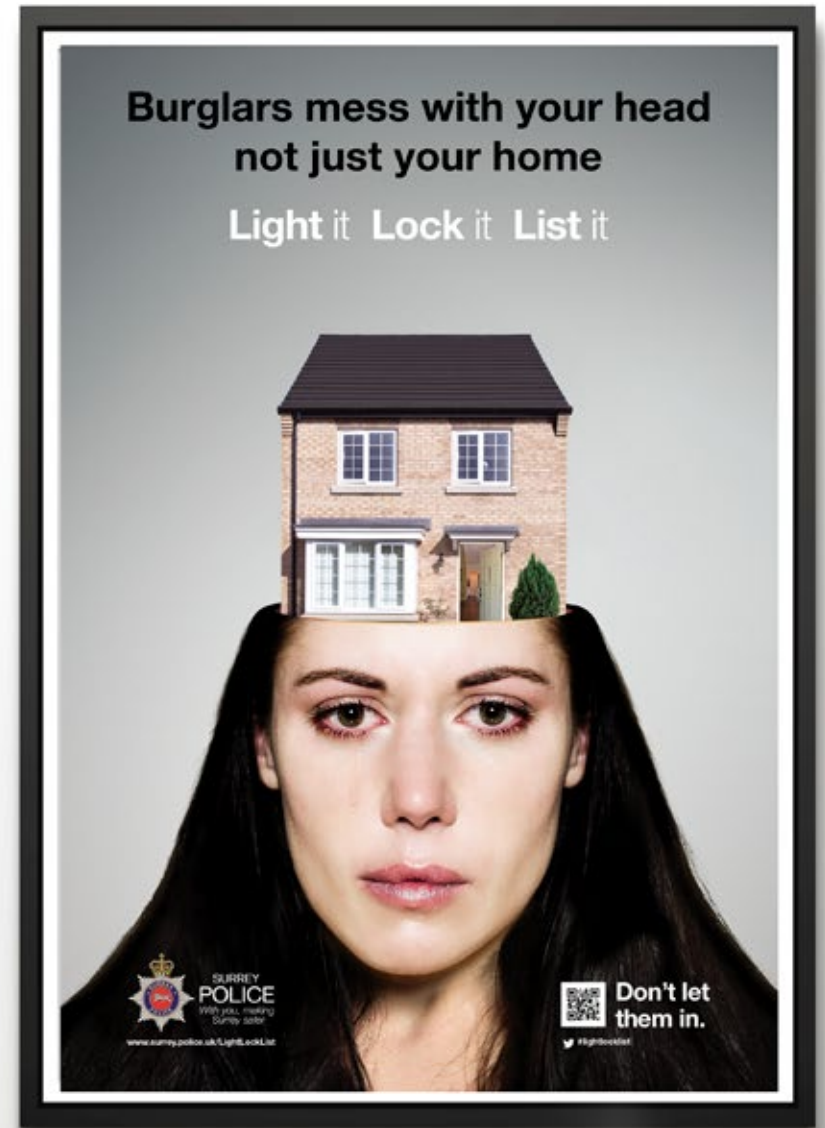
The design concept juxtaposed a house with the head so as to complement the message.

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



THE BURGLARY CAMPAIGN

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



THE BURGLARY CAMPAIGN

Nick Ephgrave, Deputy Chief Constable (At the time of publishing) quoted on the campaign:

"This makes the point that I am always trying to make about burglary – that it is not just about the loss of possessions."

