

CASE STUDY

PROVING NEWSPAPERS WORK: LOCAL RETAIL

The Challenge

In metro Vancouver, violence was escalating. Witnesses did not want to voluntarily come forward as there was a fear that they would be named and that there may be retribution from the criminal or his/her supporters.

The Objective

A campaign was created to convince local residents to participate in the Greater Vancouver Crime Stoppers initiative by anonymously reporting crimes or suspicious behaviour.

The Plan

With goal of reaching the Greater Vancouver region, an initial media plan was created using local media including newspaper and outdoor to kick-off the program. These two visual media were also chosen as the message was going to be delivered through the copy and reinforced via the image. Finally both media allow for strong communication of the website and phone number.

The Creative

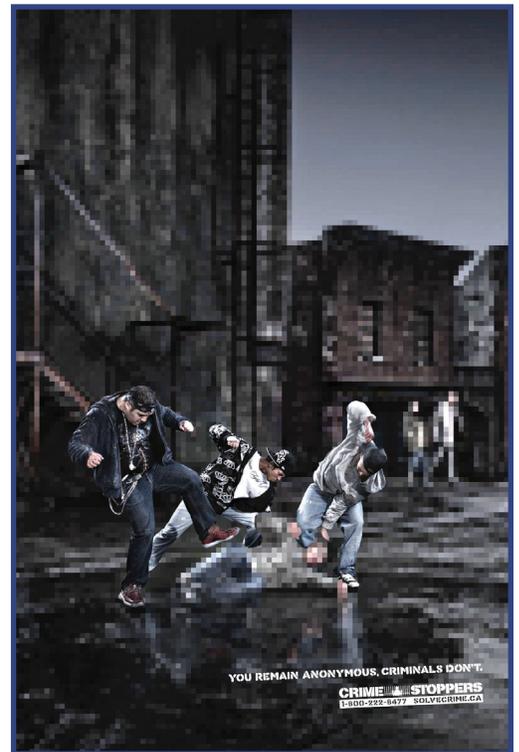
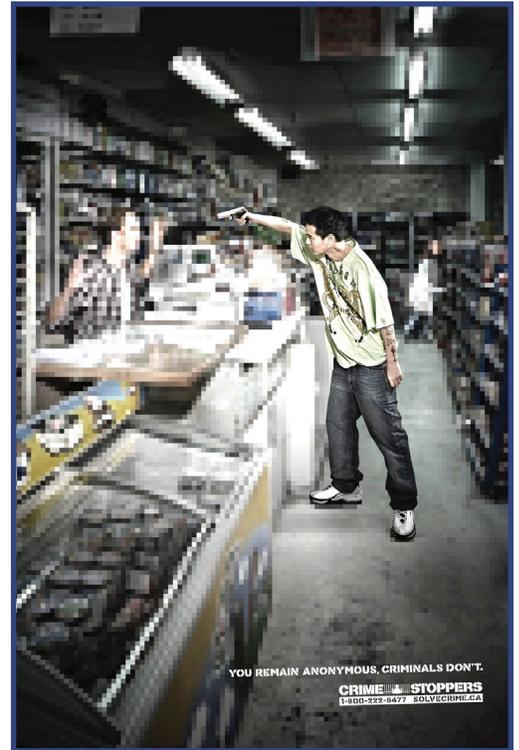
Four criminal activities were of concern to the public and police: gun crime, street crime, unsolved homicide and gang violence. For the creative, situations involving these issues were depicted. To reinforce the tag line, "You remain anonymous, criminals don't", the witnesses are pixelated not the criminal. This visually supports the message that Crime Stoppers don't need to know anything other than details relating to the perpetrator(s).

The Results

Totum Research undertook a study to determine the impact of the advertising. It found that high levels of exposure to ads in both media led to improvements in the numbers believing the Great Vancouver Crime Stoppers make it easy to report seeing criminals or criminal activity and that the organization is careful to protect informant's identities. Specifically, in terms of the newspaper contribution, it was found that high levels of exposure to the newspaper ads improved the percentage who would contact Greater Vancouver Crime Stoppers first.

Greater Vancouver Crime Stoppers has seen a dramatic increase in the calls and visits to our site since this newspaper and outdoor campaign launched. We appreciate the support of all our media partners and are thrilled with the response that campaign generated!

- Tim Kelley, Executive Director of Metro Vancouver Crime Stoppers



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