

# CASE STUDY

## PROVING NEWSPAPERS WORK: WRAP FRONT

### The Challenge

While preventable injuries are an important topic, they are not top-of-mind. During the summer months, playing it safe is of particular importance because in many cases water (and thus drowning risk) becomes involved.

### The Objective

A group of organizations wanted to raise awareness, transform attitudes and change behavior with respect to preventable injuries. With this in mind, they created a website (preventable.ca) with information but they needed to go a step further and bring the issue and site to the forefront.

### The Plan

During the summer, it is difficult to reach people as they are watching less TV and they are out and about more. But newspapers are one medium that they receive year round.

Furthermore, newspapers reach out to local communities. The medium provides the opportunity for long copy, examples and powerful visuals, all which can be used to garner attention.

### The Creative

A four-page, colour newspaper wrap would be created to mimic the real the front page of each local newspaper in which it would appear. This would allow for informative advertorial copy, fun activity pages and branding ads. Having all these combined together would create a useful keepsake piece full of the key messages. And it was guaranteed to be seen.

### The Results

Off the charts! The wraps were a huge success...we received numerous e-mails from readers that liked the wrap and our creative approach to getting the injury prevention message out.

- Kevin La Freniere, Executive Director,  
The Community Against Preventable Injuries, [www.preventable.ca](http://www.preventable.ca).

