



Category: Public Sector Campaign

Company: West Midlands Police

Entry title: Guns - Tell us what you know

Brief and objectives:

Note: Campaign activity took place throughout May 2016, but we couldn't enter this award without the post-campaign analysis which was only completed in September 2016.

Following a spike in gun crime we were asked to improve the flow of intelligence from local black communities about people using illegal firearms.

Objectives:

1. Increase the number of calls made to Crimestoppers about gun related intelligence over a one month period above their monthly average of seven.
2. Encourage calls from black mothers and girlfriends of men involved in firearms activity with all actionable intelligence leading to a firearms warrant.
3. Demonstrate to the West Midlands population that police and partners are committed to tackling gun crime.

Rationale behind campaign, including research and planning:

2016 data from the National Ballistics Intelligence Service (NABIS) showed Birmingham had the largest number of active firearms outside London. High profile shootings were reported by national media. The communities where the shootings took place were looking to West Midlands Police (WMP) and partners for action.

Analysis by the force's Intelligence department proved people carrying and using firearms were black men aged 18-25.

In April 2016 WMP's Chief Constable spoke at the Commons Home Affairs committee about the mistrust black communities in the West Midlands showed towards police following high profile police shootings in the US.

A key challenge was how to engage with people aware of firearms criminality who did not trust us enough to report it.

Previous police experience demonstrated that women close to gun carrying men know about their criminality and could be persuaded to tell police about it. Our campaign targeted mothers and girlfriends of male gun crime offenders.

With protected anonymity for callers being a key part of the campaign, we only branded the campaign with independent charity Crimestoppers.

Strategy and tactics, including creativity and innovation, and stakeholder engagement:

The campaign had to be powerful, emotive and resonate with our audience to help prompt a difficult phone call.

We steered away from imagery of blood and weapons likely to be rejected by advertisers.

In taking colour inspiration from existing Crimestoppers material, we made a visual link with their previous campaigns.

Key messages:

1. Mothers - by giving up their gun, you could be helping to save your son's life
2. Girlfriends – you could help save someone's life by telling Crimestoppers your boyfriend has a gun. We wanted to play on the fact that relationships are transient. In the cases of recent breakups, women may feel more confident to anonymously report without fear of a revenge attack.

Our strapline became 'Guns - tell us what you know, not who you are.'

Feedback from police teams suggested nail bars and salons were a good place to engage with black women. We used painted nails and lipstick in the artwork to make a strong female link.

Key channels:

- Outdoor advertising
- A-frame adverts
- DAX advertising – adverts delivered in-between tracks streamed from legal music sites
- Social media
- Printed appointment cards

Outdoor advertising sites in high profile locations were selected; digital screens on the M6 and A38M, and Bus-stop Adshels. In areas where there were no fixed advertising options, we placed our own A-frame trailers.

Global Radio's DAX product was selected to target an audience aged 16-30 online and in Birmingham. It used 'binaural' advertising, a form of production which gives listeners a surround sound experience through their headphones. This was the first binaural advert in the region and by any police force in the UK.

Placing the listener in the heart of a house party scenario where an argument escalates into a young black man producing and firing a gun, listeners hear how a girlfriend desperately tries to stop a gun being fired and her regret at not preventing it. This then provokes an emotional response to call Crimestoppers.

We went to considerable lengths to make the advert authentic by:

Using NABIS to discover the most popular firearm carried by Birmingham gang was a 9mm pistol.

Inviting Global to our firing range to record the sound of an officer firing a 9mm pistol.

Using local black male urban music artist Chase Blake as the lead voice in the advert.

Global hired an apartment to record in, recreating the atmosphere of a house party.

The script was acted out by Chase, actors, Corporate Communications staff and incorporated the pre-recorded gunshot.

In the resulting powerful piece of audio, listeners hear how a girlfriend desperately tries to stop a gun being fired and her regret at knowing the shooting is something she had the power to prevent.

The audio was then used as a backing track to an animated video highlighting the consequences of gun crime in Birmingham, which became the focus of our social media campaign.

Listen to the DAX advert: <https://goo.gl/ja5W9T>

3,000 appointment cards with campaign artwork on one side were distributed to local nail bars in gang hotspot areas.

Implementation of tactics:

WMP data proves public place violence rises at the start of May, which informed our 9 May launch date.

Digital boards on the M6 and A38M, major travel routes into inter-city gang hotspot areas, were programmed to show adverts during peak times for 4 weeks. This achieved our objective of delivering a campaign with high impact.

Bus stop Adshels launched on the 23 May ran across key bus routes into and out of gang hotspot areas in Birmingham.

A-frames were placed outside bars, clubs, shopping areas and restaurants where intelligence said known 'gang affiliates' were active.

Using native analytic tools within Facebook and Twitter we identified the best times to post content in order to reach our key demographic group and tailored our advert accordingly.

The animated video was uploaded to our established Facebook, Twitter and Instagram channels. We set the Facebook video as a sponsored post and set the algorithm to target profiles within a 20km radius of Birmingham City Centre for six weeks.

The hashtag #stopguncrime was linked our social media activity.

Appointment cards were distributed throughout May.

Measurement and evaluation:

Objective 1: Calls to Crimestoppers about firearms intelligence rose from 11 in April, to 24 in May.

Objective 2: All 24 calls resulted in 'actionable intelligence', meaning a search warrant was executed for every call.

Objective 3: The campaign reached 13,749,688 people, demonstrating to the wider population of West Midlands that police and partners were committed to tackling gun crime:

Outdoor Advertising 12,526,000 OTS (Opportunity To See)

DAX 110,022 Impressions | 99.30% Listen rate

Facebook 372,700 Reached

Twitter 734,378 Impressions

Instagram 3,588 Views

Printed Literature 3000 distributed

Budget and cost effectiveness:

Outdoor £10,694

A-frame £1,430

DAX £6,100

Social Media £1,000

Appointment cards £200

Total £19,424

ClearChannel and Global offered products no other supplier could offer.

Every £809 spent resulted in one call.