



**TRUST
YOUR GUT**
SHARE WHAT YOU KNOW

**CRIME
STOPPERS**
.com.au
1800 333 000

For a safer Australia

**A safer
Australia
starts
with you**

CAMPAIGN CASE STUDY

The Situation

The annual **Crime Stoppers Day** (Monday 18th May 2020) is a point in time opportunity to engage the community to raise awareness about the organisation and promote its contribution to a safer Australia. The 2020 event promoted key aspects of independent national market research findings involving more than 2,200 people on a range of crime issues. The research found that 1 in 5 Australians turn a blind eye to unsolved crime and suspicious activity rather than speaking out. The research also found 1 in 3 survey respondents preferred to share information with family or friends rather than authorities. Not reporting information was because of personal concerns (79%) – primarily because they didn't want to get involved or were concerned for their own safety and feared repercussions.

Objectives

The overarching objective of this activity was to promote awareness of Crime Stoppers, address barriers to contacting the organisation and encourage people to share what they know about unsolved crime and suspicious activity.

Elements

All components of the campaign were developed entirely in-house.

The theme of Crime Stoppers Day 2020 was Trust Your Gut – reinforcing that if something didn't sit right or feel right then information should be shared with Crime Stoppers – even if it is nothing more than a suspicion.

A media release and engagement pack were developed and provided to all jurisdictions for use, containing social media content, a series of creative materials for digital use, speaking points and a briefing document for internal stakeholders. All Australian police services were briefed via the national police coordinator. A fact sheet outlining key research results was also produced.

Because of COVID-19 a traditional media launch was discounted. Instead, Crime Stoppers Australia worked with News Limited and other traditional media across the nation to engage their interest and generate significant coverage. Crime Stoppers jurisdictions were also encouraged to leverage existing media relationships.

Social media assets were developed, and included GIFs, Facebook cover and post imagery, as well as imagery versions for LinkedIn, twitter and Instagram. A social media calendar provided approved messaging to ensure consistency of message.

Campaign Results

- Greater awareness of Crime Stoppers in the community
- Project support from Crime Stoppers jurisdictions
- Strong community engagement via social media, with an estimated reach of more than 75,000
- Prominent online presence through national website and jurisdictions
- Nearly 60 media articles published online across major mastheads
- Strong stakeholder support, with Crime Stoppers International, RACQ and politicians sharing social content
- Extensive Australian media coverage across radio, print and TV, as well as media articles in NZ noted
- Positive feedback among key stakeholders of project creatives and support materials