

DOB IN

CRIME
STOPPERS
.com.au
1800 333 000

A DEALER

**Your community.
Your call.**



An Australian Government Initiative

CAMPAIGN CASE STUDY

Situation

With wastewater drug monitoring results (Australian Criminal Intelligence Commission's sixth National Wastewater Drug Monitoring Program report – August 2018) confirming that average consumption of methylamphetamine, cocaine and fentanyl had increased across the Australian community it was imperative for Crime Stoppers to help disrupt the illegal drug trade in Australia. The Dob in a Dealer campaign was a national initiative that encouraged everyone to share what they know with Crime Stoppers about manufacturing, dealing and trafficking of all illicit drug types in the community.

Objectives

The primary goal was to provide information that would enable police to target criminals and organised crime gangs responsible for the manufacture or supply of drugs, including methylamphetamine.

The campaign objectives were:

- Assist in the fight against drug dealing and manufacturing
- Extend reach to minority groups
- Increase Information Reports and intelligence
- Increase awareness of Crime Stoppers in the community

Elements

- National Campaign Plan and Toolkit which included background information, goals, objectives, key messages, timelines, KPIs, toolkits, media lists, marketing material, social media content examples and stakeholder engagement strategy.
- Police Briefing which included a social media content schedule, results media release template, event media release template, key messages, drug specific frequently asked questions and a backgrounder briefing document.
- Local Area Toolkit which included speech notes, social media guidelines and content schedule, release form, photography and videography brief, results media release template, events media release template, media list, draft letter to politicians, key messages, drug-specific FAQs, digital media definitions, corporate stakeholder letter and a backgrounder briefing document.
- Campaign Artwork and Master Design Suite including A3 posters, web banners, social media tiles, letterheads, television commercial images, email signatures, advertising shells and pull-banners.
- Multilingual design suite including posters and social media posts translated to Vietnamese, Italian, Korean, Russian, Punjabi, Mandarin, Greek, Cantonese and Arabic.
- Chinese website, social media and advertising developed to specifically target the Chinese community in Australia and content published in Mandarin.
- National co-ordination of the campaign which was activated in every jurisdiction over a 26-week period between September 2019 to March 2019.

Results

- 47,277 drug-related Information Reports received
- 81 Local Area Campaigns in metropolitan, regional and rural Australia (exceeding target of 48)
- 2,293 drug-related Information Reports from these localised collaborations
- An aggregated average increase of 65% in Information Reports during the local activations
- 110 new organisations engaged to actively support the campaign
- Increased awareness of Crime Stopper's activities – reaching an estimated 93,395,339 people through media impressions and more than 1800 media features
- Social media audience reach of 1,939,072 people, with more than 101,000 likes, comments and shares