



# CAMPAIGN CASE STUDY

## Situation

Independent national market research commissioned by Crime Stoppers Australia in 2020 saw more than 2,200 people asked about a range of crime issues. Nearly a quarter (24%) of survey participants were born outside of Australia. The market research found people born overseas and from a non-English speaking background had lower levels of awareness of Crime Stoppers, despite the program operating in 28 countries. While these participants were more likely than Australian born respondents to see the role of Crime Stoppers being to 'stop crime', some had lower levels of trust in the police based on previous life experiences. Interestingly, they had higher levels of concern around environmental and wildlife crimes.

## Objective

The objective was to develop materials for use by Crime Stoppers jurisdictions across Australia to actively engage the community – particularly from culturally and linguistically diverse (CALD) backgrounds – to contact Crime Stoppers with information about unsolved crime and suspicious activity and understand that they did not have to say who they are or get involved.

## Elements

- The theme of the initiative was: ***It's what you know, not who you are***
- Crime Stoppers Australia commissioned a design agency to develop engagement materials in some of the nation's most common languages, namely Arabic, Cantonese, Greek, Hindi, Italian, Mandarin, Punjabi and Vietnamese.
- The suite of materials – made possible through a Federal Government grant – included DL-sized brochure artwork, animated video, poster, information cards, pull up banner artwork, stickers and online/social assets. Artwork was provided to Crime Stoppers jurisdictions to encourage people from culturally and linguistically diverse communities to come forward with information about criminals and their illegal activities.
- A media release, social media content, digital assets, speaking points and a briefing document were developed, with Crime Stoppers jurisdictions empowered to activate the initiative as they best thought suited to their local communities. The overarching message was "regardless of your background, everyone can play a part in making a safer Australia by contacting Crime Stoppers and sharing what they know without having to say who they are."
- In addition, Australia's leading Out of Home advertising company, oOh!media, committed to promote the initiative at prominent retail sites across Australia over the December 2020 – February 2021 period for basic installation and printing-costs only.
- The creative has been developed to ensure ongoing use by Crime Stoppers jurisdictions.

## Results

- Strong engagement with targeted CALD communities across Australia, with content shared through traditional and online platforms.
- Support from Crime Stoppers jurisdictions and kindred organisations such as Neighbourhood Watch.
- Media interest across radio, print, online and TV.
- Prominent artwork promotion at 464 retail shopping centres for a 3-month period through oOhMedia! support.
- Social media promotion achieved an estimated reach of more than 500,000 people, in excess of 200,000 video plays and 5,000 clicks for more information over a 3-month period.
- Prominent (and ongoing) online presence through Crime Stoppers.
- Positive feedback among key stakeholders, including police and the national Telephone Interpreting Service.
- A suite of multi-lingual communication assets for long term educational use.