

POSITIVE ACTION McCann Erickson RAD Award

- Targeted 500,000 audience
- Greatly Increased awareness
- Got community talking about issue
- Prime poster sites maximised impact



Objectives

Act on Macpherson recommendations
Promote benefits of a policing career
Be seen to be taking positive action
Engage with the community
Increase minority recruits

Insight

Metropolitan Police Positive Action Team employed McCann Erickson Ad' Agency to help them recruit more black Police officers. McCann People marketing wisely chose popular salons servicing the black community . Winning the prestigious Government RAD award.



They all go with blue

Wonderful colour, blue. We're into versatility at the Met, and we're not just talking about the colour of our uniforms.

Our Positive Action Team promotes policing as a worthwhile and rewarding career for all of London's communities. We've already made progress in building a police service that's more representative of Londoners, but we recognise that we still have a long way to go. Do your part. Call our recruitment line on 0800 777 0700. Share tips and experiences outside these hours or visit our website at www.met.police.uk. #PositiveAction

Metropolitan Police
Positive Action Team



Solution

Hair & nail salons offered the perfect setting. Posters were placed in prime locations to maximise impact on the target audience. A cleverly updated creative communicated the Inclusive message & benefits very effectively.



NHS black organ donor registration campaign

- Targeted 500,000 audience
- Publicity posters and leaflets
- Got community talking about issue
- Increased awareness in the community



Objectives

Increase registrations
Increase awareness
Expose the issues
Disclose the facts
Start a debate



Insight

NHS wanted to get to the heart of Britain's Black community targeting them by placing posters in local businesses. Hair salons, Nail salons & Barbershops offered the perfect setting to start a debate with the community.



Solution

Curtis Walker who is a popular comedian respected by the Black community. A good fit as the message was a serious one and Curtis posters and leaflets hit the message home with the; This is no Joke! Strapline.

ROYAL NAVY recruitment campaign

- Targeted 500,000 audience
- Greatly Increased awareness
- Got community talking about campaign
- Posters with serving Officers impacted!

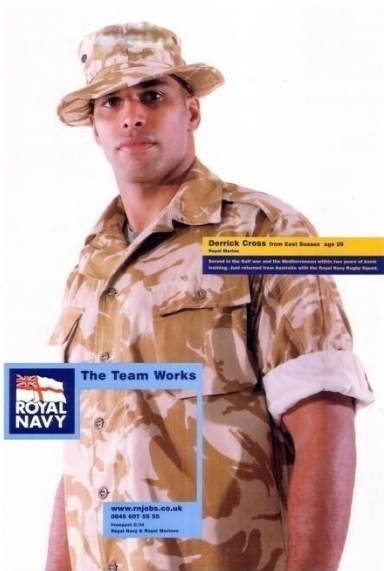


Objectives

Increase recruits
Increase awareness
Promote role models
Promote career benefits

Insight

Royal Navy is constantly seeking recruits targeting Britain's black community is a necessary part of their inclusive strategy.



Solution

Barbers and salons offered a captive setting. Posters were placed in prime locations to maximise impact on the target group. A clever creative approach communicated the Inclusive message effectively using serving Officers as role models.



ADMIRAL Motor Insurance

- Targeted 500,000 audience
- Greatly Increased awareness
- Posters used appropriate creative
- Generated interest from target group



Objectives

Increase sales
Brand awareness
Promote special offer
Engage the community
Differentiate Ad' activity from competitors

Insight

Admiral were sold on the opportunity to target active motorists in a captive setting. Admiral were also encouraged to offer a special deal for new customers.



Solution

Hair salons/barbers offered the perfect setting. Posters were placed in prime locations to maximise impact on the target audience. A special offer encouraged respondents to quote 'Hair' when getting a quote for a £25 discount.



WESTMILL FOODS rub in the rajah campaign

- Targeted a 500,000 audience
- Increased brand awareness
- Posters placed in prime locations
- Got women talking about the product



Objectives

Increase sales
Increase awareness
Spice up environment
Stimulate the taste buds
Rub in the Rajah message

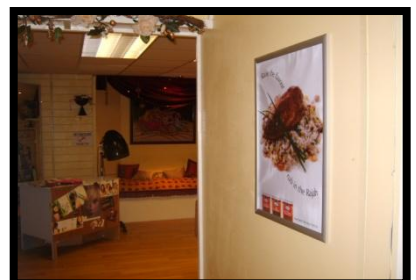
Insight

Rajah wanted to get their message out to black women in the community they targeted them by placing posters in local Hair salons, nail salons & barbershops London wide.



Solution

Salons were the perfect setting for black women spend lots of time taking care of their hair. Black women are also renowned for their cooking skills and so Rajah spices had the perfect recipe for impacting on their target audience.



JOBCENTREPLUS employment opportunities

- Targeted 500,000 audience
- Promoted employment opportunities
- Reached out to the unemployed
- Posters for salons & barbershops



Objectives

Increase opportunities
Increase awareness
Promote Jobcentres
Be seen to be active
Tackle issues
Offer help

Insight

Jobcentreplus wanted to reach out to young black men and women who are disproportionately more likely to find themselves unemployed.



Solution

Creative posters targeted males in barbers and females in Hair salons. A place where people socialise whilst taking care of their appearance. The Jobcentreplus message hit its target group when they were feeling positive and upbeat.



TRIDENT targeting gun crime

- Targeted 500,000 audience
- Greatly Increased awareness
- Got community talking about issue
- Posters & leaflets maximised impact

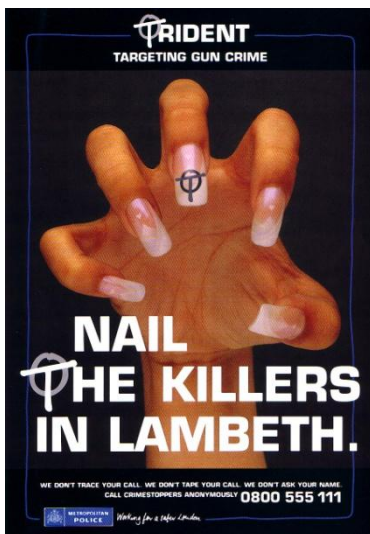


Objectives

Promote Trident targeting gun crime
Trigger a debate around the issues
Engage the black community

Insight

Trident is the Met' Police gun crime unit. Trident deal with gun crime & murder in the black community. A series of high profile shootings triggered a cry for help from the community. Trident placed posters in Hair salons / barbershops who supported the stop the violence initiative.



Solution

The various London boroughs affected by the surge in violence used posters that were creatively designed for the salon and barber setting.



GRACE foods summer promotion

- Targeted 500,000 audience
- Increased brand awareness
- Got community talking about product
- Posters & leaflets maximised impact
- Competition generated instant results



Objectives

Increase sales
Increase brand awareness
Instill brand attributes / value
Promote near points of sale
Motivate purchases

Insight

Grace wanted to promote it's Tropical Rhythm drink during the hot summer months. A time when many are getting ready for bar b Q's and parties.



Solution

Celebrity endorsed posters and a text to win Bar b Q competition was promoted in salons and barbershops. The fruit drink brightly coloured creative impacted on the target audience. The campaign worked very well in the captive, warm and hospitable salon/barber environment.



SEXUAL HEALTH Campaign

- Targeted 500,000 audience
- Increased sexual health awareness
- Engaged a sexually active group
- Posters & strap line maximised impact

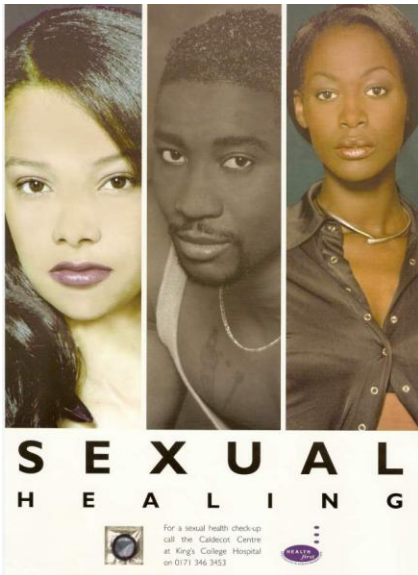


Objectives

Increase awareness of sexual health
 Decrease number of STD's
 Target the sexually active
 Engage the community
 Target party goers

Insight

Sexually transmitted diseases (STD's) have been increasing in young adults. Health first wanted to impact their safe sex message on sexually active members of the urban community.



Solution

Posters were placed in Hair / nail salons, barbershops. Clever creative & strap lines communicated effectively in the pre-event setting of the salon/barbershop.



PRIDE OF USA Bump Guard

- Targeted 500,000 audience
- Increased brand awareness
- Promoted benefits of product
- Reached target group

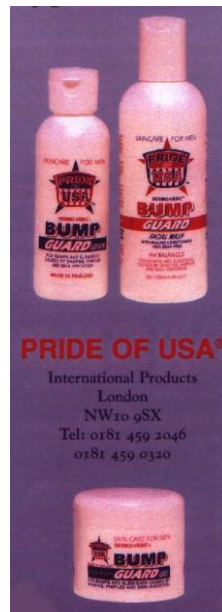
Objectives

Increase sales
Brand awareness
Highlight product benefits
Promote near the point of sale
Encourage barbershops to stock

Insight

Pride of USA wanted to target black males with the benefits of their male grooming products. Bump Guard is a skin care system designed for the treatment of shaving bumps.

Barbershops were put forward as the perfect setting for they enabled males to be targeted whilst in grooming mode.



Solution

Glamorous ladies communicated the importance of male grooming and taking care of regularly shaved skin. Product samples and complete packs were sold at a special promotional price

WESTERN UNION money transfer

- Reached 500,000 audience
- Increased brand awareness
- Posters near point of sale
- Impact on target group

WESTERN UNION | MONEY TRANSFER

Objectives

Increase money transfers
Increase market share
Promote new rates
Promote locations
Promote brand

Insight

WESTERN UNION wanted to target London's busy African community who regularly send money home.



Solution

African salons and barbers offered the perfect setting. Posters were placed in prime locations to maximise the impact on the target audience. The jolly creative approach communicated the Good news! Low cost money transfers to Africa.



AMERICAN EXPRESS Financial services

- Reached 500,000 audience
- Increased brand awareness
- Posters near point of sale
- Impact on target group



Objectives

Increase sales
Encourage trial
Promote service
Increase awareness

Insight

AMERICAN EXPRESS wanted to target members of the black community sending money home.



Solution

Hair salons and barbers offered a captive setting. Posters were placed in prime locations to maximise impact on the target group, Africans / caribbean. A clear creative approach communicated the Global money transfer message effectively.



UNIVERSAL INTERNATIONAL PICTURES

- Targeted 500,000 audience
- Increased movie awareness
- Posters placed in prime locations
- Encouraged movie gossip in salons

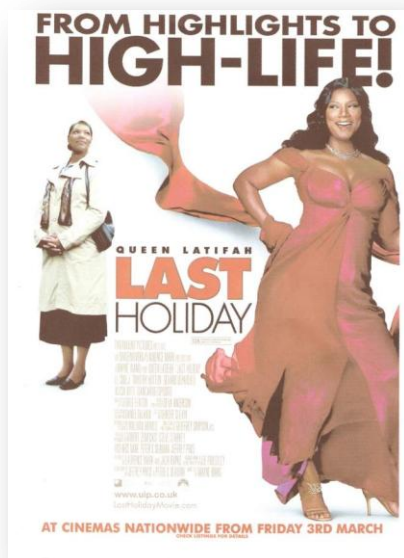


Objectives

Encourage people to watch the movie
Run a cost effective promotion
Target urban movie lovers
Encourage word of mouth
Increase awareness

Insight

UIP wanted to effectively promote Queen Latifah's Last Holiday movie to an urban audience. Queen Latifah has had a lot of success performing to the urban market. Urban culture is now popular culture and salons are a vibrant part of that culture.



Solution

Posters were placed in Hair / nail salons & barbershops. Clever 'Highlights' creative strap line communicated effectively in the pre-event captive setting of the salon.



NHS Test and Trace Covid 19

- Targeted 500,000 audience
- Increased mobile app awareness
- Posters placed in prime locations
- London, Birmingham and Manchester



Objectives

Target African/Caribbean community in busy City salons and barbers
Encourage the download of App
Run a cost effective promotion
Promote Test and Trace
Increase awareness

Insight

NHS wanted to promote Test and Trace whilst Covid 19 is still in circulation and Infecting high risk individuals in BME Community where vaccine take up is lower than other sectors of the UK population. The message successfully Impacted the target audience in a captive and opinionated environment



Solution

Posters were placed in Salons/Barbershops After lock down restrictions were lifted. The headline YOU CAN'T BRUSH OFF COVID 19 impacted visitors triggering conversation in a setting where hot topics. discussions and experiences were shared. Keeping customers alert and primed to do all they can to take the the action deemed necessary to stay safe through the Covid 19 pandemic.

