

## 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 McCaan Erickson Ad' Agency to help them recruit more black Police officers. McCaan 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 ethnic groups. We're working hard to make sure we make real progress in building a police service that's more representative of the communities we serve. We're confident that we will have a long way to go.

For more information about the Positive Action Team, call 0845 727 2212 (from 8am-8pm and 9am-4pm Monday-Friday) or visit our website at [www.met.police.uk](http://www.met.police.uk). Reference: SW/AGS.



### 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 Britains 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!

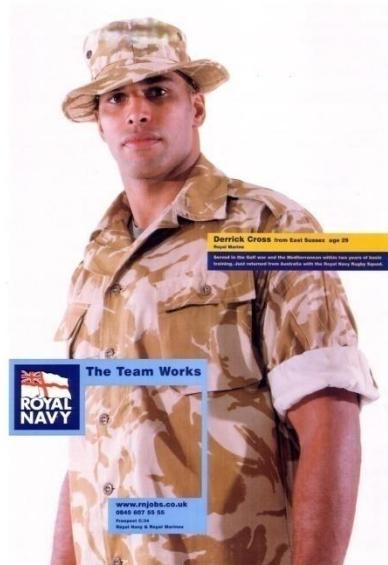


### Objectives

Increase recruits  
 Increase awareness  
 Promote role models  
 Promote career benefits

### Insight

Royal Navy is constantly seeking recruits targeting Britains 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



ADMIRAL

### 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 to 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

jobcentreplus

### 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

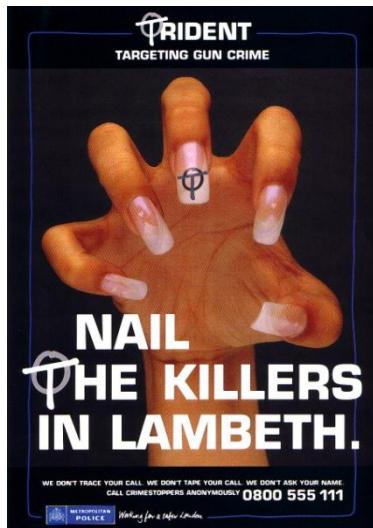
### Objectives

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.

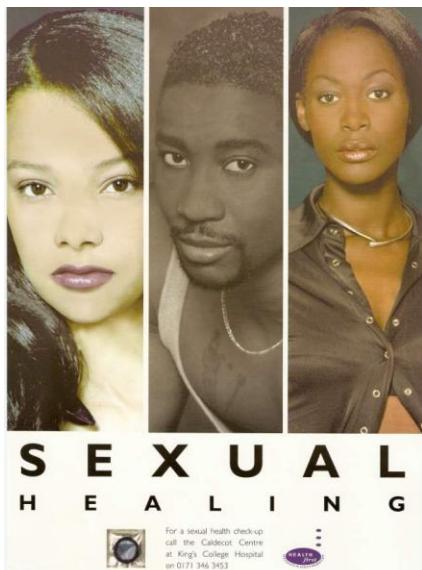


## SEXUAL HEALTH Campaign

- 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

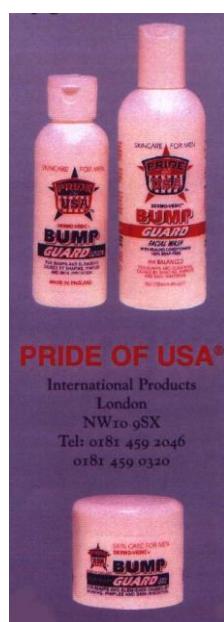
- Increase sales
- Brand awareness
- Highlight product benefits
- Promote near the point of sale
- Encourage barbershops to stock



### 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



### 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.

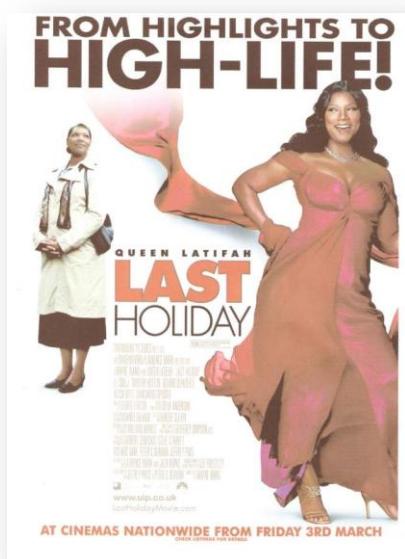


## UNIVERSAL INTERNATIONAL PICTURES

- 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

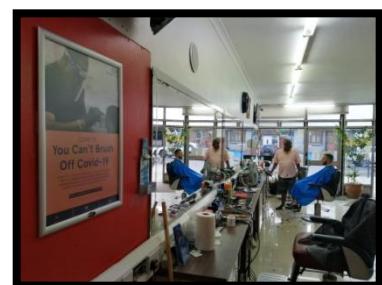


### Objectives

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.

