

## CASE STUDY: STRATHCLYDE POLICE



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major brands such as Chanel, Nintendo, American Express and Disney.

With a force of over 60,000 officers, Strathclyde Police are the UK's biggest police force with the largest policing area of all UK forces. Operating in Glasgow, the murder capital of Europe, Strathclyde Police have come under hard criticism from press and health officials for the number of violent deaths in Glasgow being at their highest in over 7 years.

This case study shows how a guerrilla marketing campaign, tailored with Nomadix technology helped communicate and directly market to youths, ensuring those affected by knife crime or involved in gang culture would sit up and take notice of the consequences of knife crime.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email [mark@kommando.co.uk](mailto:mark@kommando.co.uk)

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**BRIEF:** In a bid to turn around the attitudes of youths to knife crime, Kommando were briefed to communicate at youth level in an innovative way, ensuring those affected by knife crime or involved in gang culture would sit up and take notice of the consequences of knife crime.

**TARGET AUDIENCE(S):** Youths aged 13 to 19 years old most affected by gang-culture who are currently living in knife crime hot-spots and who might be encouraged into knife crime by peers and friends.

Those youths who live the life of knife crime as normality or have been influenced to believe knife crime is without consequences.

**SOLUTION:** Target knife crime hotspots through a series of guerrilla marketing campaigns designed to create a stir amongst gang communities.

Kommando artists hit the streets chalking crime scenes and outlines of dead bodies onto the pavements of badly hit knife crime areas in a guerrilla marketing stunt to raise awareness of the initiative.

NomadiX Mobile Projectors were used to create a street cinema in an out of home environment where youth footfall was high. The projectors shone video content onto pavements and buildings and featured the life that youths could face after being caught and charged with knife crime, as well as hard hitting images of victims and newspaper cuttings of knife crime cases. Well known DJ's were approached to mix a dance track which was layered over the video content, the stereo sound attracting youths to the area.

Bluetooth technology was used at the time of projection to communicate directly with mobile phone handsets. The unique Bluetooth message featured imagery along with the message "Gang Violence...there's a price to pay...you have a choice."

**RESULTS:** The campaign generated over 8,000 youth impressions and subsequently massive press frenzy with news coverage on TV, in press, radio and online.

2,752 bladed weapons taken off the streets of Glasgow as a result of the campaign.



*"We're delighted to be working with Kommando in this unique way to heighten awareness about the issues surrounding gang violence. There are over 170 gangs operating across the Force area and the majority of their members are aged between 13 and 19 years of age.. Too many young lives are being lost or ruined by gang violence."*

Assistant Chief Constable, Campbell Corrigan for Strathclyde Police