

1 HOME OFFICE FREESTYLE KING

Brief Highlight the dangers of knife crime among young people
Creative agency Saint@RKCR **Creative director** Simon Labbett **Copywriter** David Martin **Art director** David Martin **Planner** Mark Sng **Producers** Chris Jefford, Bob Loyal **Designer** Siddiq Shaban **Flash designer** Nick Watton

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campaign
nma
of the month




2 VIRGIN MEDIA POWERFUL STUFF

Creative Saint@RKCR/Y&R
Formats YouTube

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3 GAP 1969

Creative Five by Five
Formats website

4 MONOPOLY CITY STREETS

Creative Tribal DDB
Formats Online game

4

Home Office rap-off has a good chance of cutting knife crime

PAUL BANHAM
 Digital creative director, JWT



The Home Office's **Freestyle King** is an engaging contest that cuts through to deliver a strong message around knife crime. It doesn't have to happen' disrupts convention nicely by using the target audience to deliver the message itself. Budding young MCs were given the opportunity to drop lyrics (and their knives) in order to battle it out over the duration of the campaign for the chance to be crowned Freestyle King 2009. The only stipulation was that their vocal freestyling should rebuke those who carry knives. Statistics show people carrying knives are far more likely to end up being stabbed themselves. And new figures indicate that in 2007-08 there were 277 deaths from stabbings in England & Wales alone, the highest recorded figure for 30 years. On a more positive note, the site's figures

show some 10,730 people signed up and more than 20,000 battles took place to find the Freestyle King. This leads me to believe the campaign has been a resounding success. Hopefully next year's figures on knife crime will back up my presumption. **Virgin Media** is running a campaign to promote the 'world of entertainment' you can enjoy via your TV, laptop or mobile. The TV spot is rather good and aptly demonstrates in 60 seconds what the online component fails to do altogether: the benefit of the service. This, to simplify a little, is the ability to get the content you want, when you want it and through whichever device you prefer to view it. So why do the online and, presumably, viral (which it won't be) elements of this campaign only give you the ability to 'power up' quite dull

YouTube clips with average special effects and cheap stock sounds? It does absolutely nothing to back up the campaign tagline 'Powerful stuff' because the stuff you can add is anything but powerful. The TV spot shows the breadth of choice you can enjoy; maybe that's what the online should have done too. This month's next offering comes courtesy of those fashionable souls at **Gap** who, believe it or not, have been making jeans since 1969, when Doris and Don Fisher created the company because they believed the world needed better-fitting jeans. Now, to celebrate this momentous occasion, Doris (or maybe Don) has decided to open two new/old Gap 1969-style concept stores - in London and Paris - which in itself is quite a nice idea. The trouble is the website doesn't

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look very fashionable and probably wouldn't have in 1969 either. Maybe that's a little harsh, but the site did precious little to get me excited about the whole story. It's basically a Flash carousel with rollovers that don't add a great deal of value other than telling you where to find the stores. According to an article I've just read, Gap is scrapping TV ads in favour of social media for another campaign to promote its new line of denim wear. Hopefully this next foray into the online world will do a little more to live up to the brand's great TV ad heritage.

campaign of the month AGENCY COMMENT

Simon Labbett, creative director, Saint@RKCR/Y&R

Over the last two years we've worked hard to build a network of anti-knife friends on Bebo with our It Doesn't Have To Happen campaign. It has become a hub of activity for more than 10,500 people. Music is a great motivator for our target audience, so what better way to motivate them than the world's first online freestyle battle? Entrants could build a personal profile and define what area they were representing. They then uploaded their anti-knife crime 'spits'. The final eight went head to head in a two-round battle during which the public voted to see who would be crowned Freestyle King.

Some 20,000 battles took place over two weeks. The winner racked up more than a million points and the average dwell time was just over eight minutes. The nicest thing was we were merely providing a platform for these kids to spread the message.

CLIENT'S COMMENT

Judy Holden, marketing manager for crime, the Home Office

The prevention of knife crime is a priority for the Home Office, and this campaign has approached the problem in a positive and collaborative way.

Saint appreciates the importance of communicating our message via peer-to-peer, value-based dialogue and has recognised that inviting participation is the most effective way to connect with the audience.