

CASE STUDIES

CAMPAIGN OVERVIEW

Campaign objectives

- Generate broadcast awareness of 'Not Alone in Sutton' website, clearly signposting resources available within the Borough for victims of domestic abuse
- Ensure the message reaches, and helps, as many people as possible without the need for proactive action to seek support, driving traffic to website
- Use OOH messaging to highlight the varied forms domestic abuse can take

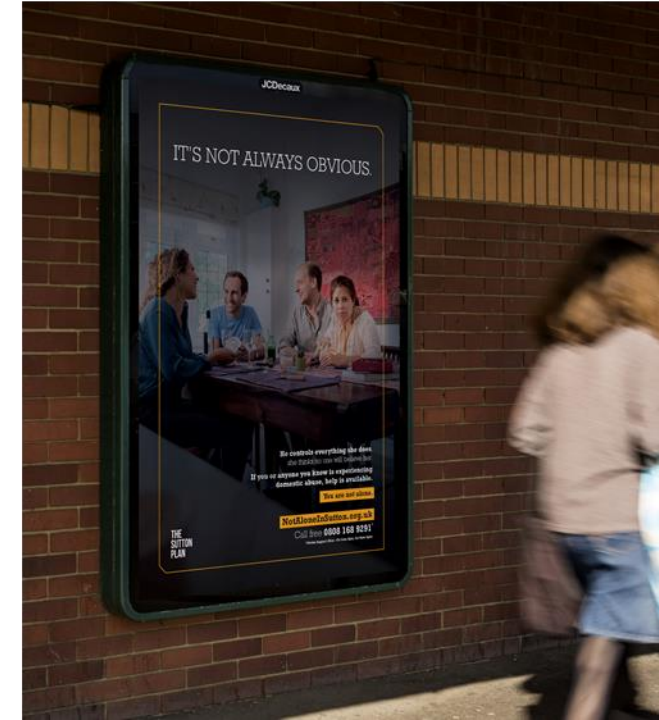
Campaign details

6-19th May 2019

Bus shelter, rail and Morrison's OOH channels

2.64 million viewed impressions

Source: Route



Fare Zone

5

JCDecaux

**“He said if I
loved him
I should
send him
nudes
of me...”**

No one should pressure you into sending pictures of yourself. It is abuse and they could be breaking the law.
If you are worried, help is available.

You are not alone.

THE SUTTON PLAN

NotAloneInSutton.org.uk/help

OOH CAMPAIGN DRIVING TRAFFIC TO WEB

Campaign results

- Overall **substantial increase in web traffic and search during OOH campaign period** indicates that the campaign effectively raised awareness of the ‘Not Alone In Sutton’ initiative overall
- In the month following the OOH campaign start date, increases in page views and new users suggest the campaign built familiarity with the website name:
 - **400%+ increase in website page views**
 - **895% increase in number of new users**

“Sutton Council is investing £1.25 million in supporting victims of domestic violence within the borough, and we need to ensure this investment reaches, and helps, the right people.

We wanted to ensure as many people as possible across the borough are aware of the services we support, and their universal accessibility, giving them confidence to access the services and to seek help.

Using OOH, a universally accessible media channel, to ensure we could reach victims without their needing to seek that information proactively, is proving a success. We are confident that the OOH campaign is reaching a greater number of people, including those who otherwise may not have sought our help.”

Martin Szybut, Head of Communications and Engagement, London Borough of Sutton

