



YOU REMAIN ANONYMOUS. CRIMINALS DON'T.

CRIME STOPPERS
1-800-222-8477 SOLVECRIME.CA

Press Release

FOR IMMEDIATE RELEASE

Greater Vancouver Crime Stoppers launches explosive new campaign

DDB Canada creates new campaign to help generate more crime-solving tips

Date February 19, 2008

Location Vancouver

Greater Vancouver Crime Stoppers unveiled a hard-hitting public service announcement (PSA) campaign today to help battle escalating violence plaguing metro Vancouver this year.

The campaign encourages people to report crimes and suspicious behaviour, and compellingly reinforces Crime Stoppers' new positioning, "*You remain anonymous, criminals don't.*"

"The new campaign will refresh people's perceptions about Crime Stoppers and reassure people of their anonymity who are still hesitant to contact us with their tips," says John Ashbridge, board of directors' member, Greater Vancouver Crime Stoppers. "It also highlights the type of criminal activities that we encourage the public provide tips on."

Developed pro bono by DDB Canada's Vancouver office, the provocative campaign includes out-of-home and print elements targeting individuals who have information that would help solve a crime or lead to the capture of a criminal.

The gritty creative executions are based on four criminal activities identified by the police and the community as high priority: street crime, unsolved homicide, gun crime and gang violence. Each PSA shows a crime in progress with the perpetrator(s) in focus while the identities of the victims and witnesses are pixelated to keep them anonymous.

"Pixelation is instantly recognized and commonly associated with the reporting of criminal activity. But this time it's used to illustrate the anonymity of providing crime-solving tips," says Dean Lee, creative director, DDB Canada. "People need to realize their tips are completely anonymous, that tipsters have nothing to fear and can make a real difference in helping make Vancouver a safer city to live in."

The new campaign will start appearing in *The Province* newspaper and other publications next week and across metro Vancouver on billboards, transit shelters, on buses, in bars



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and restaurants and washroom stalls. The PSA campaign will be supported by radio and television executions, which will launch later this spring.

The PSA campaign for Greater Vancouver Crime Stoppers was created by DDB Canada in collaboration and with generous donations from the following media partners and organizations: *24 Hours newspaper, Georgia Straight, Lamar Advertising, Metro newspaper, New Ad, OMD Canada, Pattison Outdoor, Philip Jarman Photography, The Province newspaper and Vancouver magazine.*

Global BC Television, the Corus Radio Network, *The Province Newspaper* and Shaw Community Television will also continue their ongoing support to Crime Stoppers as part of this campaign.

DDB Canada has worked with Greater Vancouver Crime Stoppers for 17 years.

About Greater Vancouver Crime Stoppers

Greater Vancouver Crime Stoppers is an independent non-profit community program and registered charity, which involves the public, the media, and the police in the fight against crime in metro Vancouver. It encourages people to call the Crime Stoppers tip line (1-800-222-TIPS) or leave a tip online at www.solvecrime.ca if they have information, which will help solve a crime or lead to the capture of a criminal. The program combats fear and apathy by offering anonymity and cash rewards.

About DDB Canada

DDB Canada (www.ddbcanada.com) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. A “total communications company,” DDB believes creativity is the strongest business tool. DDB Canada has offices in Vancouver, Edmonton, Toronto and Montreal. The agency’s integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct), Radar DDB (social media marketing) and DDB Echology (corporate social responsibility).

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