

# Met Police anti-knife crime

Using radio to engage youth in an online conversation

★ 2,000,000  
YouTube hits



## The Challenge

Young teenage boys who carry knives are difficult to communicate with, and very sensitive to being lectured by adults. But it was essential to find a way to get these young boys to really engage with the consequences of their actions - to make them think about knife-carrying as a choice, and understand what kind of a choice it really is.

## Why radio?

Music is central to the lives of many of these boys, and certain stations reach them very effectively. They see the station as part of their credibility, and it's an influential part of their lives. So the radio stations (Kiss, Choice, Xfm) were a natural choice to run

the campaign which was, unusually, not a series of ads, but created in the style of a games launch where the player could make choices and choose outcomes.

## Implementation

Trailers were run on-air in the “teaser” style which has become familiar in launching new computer games; vox-pop style videos were also run on the stations’ websites. Met Police branding was not made explicit until the campaign had established itself and begun to create a buzz.

## Results

The YouTube channel received nearly two million hits, and significantly the User Rating averaged at 4.6 out of a possible 5. There were over 3000 comments left at the site; at the peak there were 80 comments per day.

## Radiocentre Comment

The high response and rating figures suggest that these teenage boys were strongly connecting with the way the anti knife crime message was presented; radio had enabled the campaign to enter effectively into their world.

“These results show just how effective the right media plan and creative can be in reaching audiences even with complex messages.” Minaxi Patel, Directorate of Public Affairs, Met Police