

COUNTER TERRORISM POLICING

Communities Defeat Terrorism - 2019

Background

- Of the nearly 31,000 public reports to Counter Terrorism Policing during 2017, more than 6,600 (21%) resulted in useful intelligence – information which is used by UK officers to inform live investigations or help build an intelligence picture of an individual or group.
- It's therefore essential that Counter Terrorism Policing keep the public alert of the threats of potential terrorist activity and ensure they feel confident enough to come forward and report any concerns – no matter how big or small.
- Counter Terrorism Policing wanted to use cinema to engage with audiences (specifically harder-to-engage young adults) and deliver its Action Counters Terrorism message with fewer distractions and more impact – however the challenge was a lack of cinema-ready copy that could make the most of the uniquely attentive cinema environment.

Idea

- To sharpen the messaging and the storytelling of the film, DCM Studios worked with Wavemaker's brand partnerships arm WM Content and production company Contented to take the original 60" social edit and produce an adapted harder-hitting version for use in cinema.
- The 60-second film depicts recreations from real-life plots, examples of terrorist-related suspicious behaviours and attack planning methodology to demonstrate that any report from the public could give police one vital piece of a much larger picture. The film encourages people to report suspicious behaviour and activity online via. www.gov.uk/ACT.
- To drive deeper message take-out and reinforce the key messaging that communities can make the difference in defeat terrorism the film was localised to give a more direct call to action – e.g. "Islington...if it doesn't feel right ACT". 46 localised versions of the film were created that ran in 120 DCM cinemas nationwide across the Spring.

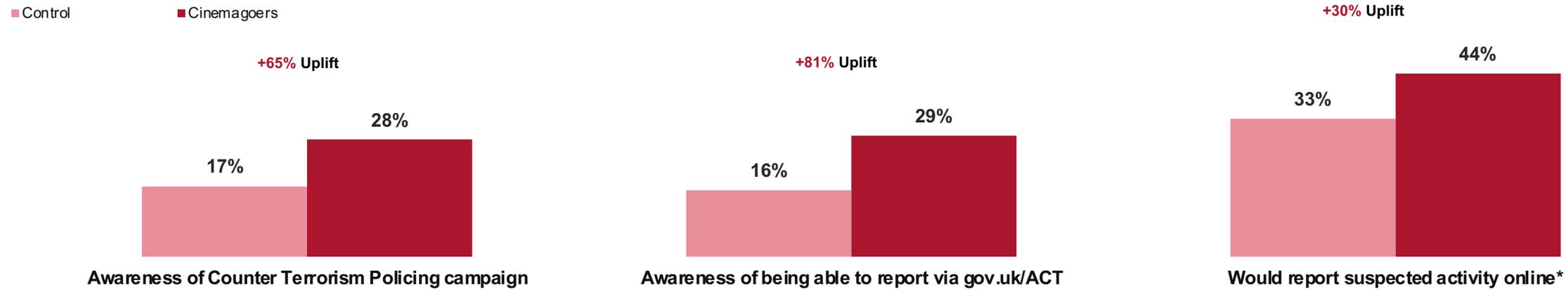


Campaign Details

Sector	Government
Target Audience	All Adults
Package	Site by site
Media Agency	Wavemaker
Copy Length	55" copy with 5" geo-location end frame

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Cinemagoers are 65% more likely aware of the Counter Terrorism Policing campaign than those not exposed to the cinema ad – with core messages relating to being **vigilant** and **reporting any detail 'whether big or small' resonating most** with audiences.



83% of cinemagoers agree the **local call to action** makes them more likely to report suspected terrorist activity



Cinemagoers are 33% more likely to be aware of the key reporting channel(s) for reporting suspected terrorist activity – with **9 in 10 cinemagoers likely to report** suspected terrorist activity.



When asked to pick which video edit made them **more likely to report suspected terrorist activity**, **54% chose the new edit** which had been created with DCM Studios to maximise impact within the cinema environment.

Summary

Adapting existing digital video content to maximise the impact of the creative for the cinema environment worked successfully for Counter Terrorism Policing with the campaign delivering **significant impact across key metrics**. Cinema helped drive **awareness of the campaign, awareness of the key reporting channels** for suspected terrorist activity and importantly likelihood to report (specifically online). Adding the **localised message** to the creative also helped made it **more persuasive and impactful** with audiences agreeing that it made them more likely to report – and ultimately when asked to pick between the original digital video and the adapted cinema edit over half of the audience agreed that the cinema edit made them **more likely to report suspected terrorist activity**.