

Information Communication



Home Office

Secure Measures Against Retail Theft mailer

Bang won a competitive pitch to produce guidance for retailers on what they can do to reduce the risks of becoming a crime victim. The publication had to fit within the existing 'Crime Let's Bring It Down' campaign and its corresponding identity guidelines, yet have a look and feel that would appeal to the diverse audience of small retailers. Bang's response was to develop a series of attractive postcards that featured highly stylised imagery of common goods sold throughout the small retail sector, each manipulated to convey a specific element of the guidance. Bang undertook a specific photo shoot of a range of appropriate props, that subsequently underwent a heavy amount of image manipulation to make these fictitious products appear real and attractive to the audience.

The images were portrayed on the front of a postcard, with the corresponding, bullet-pointed guidance simply laid out on the back. The complete series of postcards was printed as a perforated concertina of postcards aimed to attract the audience to the key messages and to subsequently distribute appropriate cards among relevant members of staff.

