

Online Environment



Secure Your Motor website

There are some frightening statistics about car crime in the UK. A car is stolen every 10 seconds. A car is broken into every 5 seconds. This is a major element of overall crime. The Home Office have set tough targets on reducing crime in general and car crime in particular. A key element of this strategy is the 'Secure Your Motor' campaign.

Much car crime is preventable, and the quality of people's lives suffers more due to the fear of crime than from crime itself. Bang's brief was to design a website to support the campaign. This was to emphasise that car crime was preventable, that simple steps could be taken to avoid it, and that thinking like the potential thief was a good way to avoid unnecessary trouble.

Bang's design used humour to remove the fear of crime, spoke in the vernacular to avoid the perception of a 'nanny' state, gave real life case studies to show how crime was avoidable, and was punctuated by hard-hitting facts to remove complacency without increasing fear. The web-site was a big success through comprehensive usability testing and following launch.

The project was completed in less than 4 weeks in October 2003.



OUTSMART THE CRIMINAL



TOP TEN TIPS



AMAZING CCTV FOOTAGE