

PREVENT
**SMASH
& GRAB**



Take your valuables with you.

Reducing Theft from Cars

How to convince motorists their car is
not a safe hiding place for valuables!

RESULT: 25% less thefts from parked cars within 6 months
in the museum district in Amsterdam, The Netherlands

Goals

The campaign should:

- Create awareness for car break-ins
- Change attitude towards car as 'safe' keeping place
- Improve the image of parking facilities in the city

Car owners should:

- Acknowledge the risk of theft from cars
- Recognise how theft from cars is triggered
- Not leave valuables in a parked car

Issues

- People perceiving their cars as impenetrable because of technology
- Believing car theft is a matter of minutes rather than seconds
- Thinking that worth makes an item more attractive than how fast it sells
- Short attention span when busy parking (2-3 seconds!)
- Tendency to label a neighborhood as unsafe
- Visual overkill in public spaces



Message

Your car is not a safe!

- Unexpected items will trigger theft
- 'Sweeping' is done in less than 20 seconds
- The hassle of a car break-in is long and tedious
- You can do something to prevent a car break-in!



20 SECONDEN

Meer is er niet nodig om uw auto leeg te halen. Een ruitje wordt ingetikt, de deuren gaan open en in luttele momenten is uw voertuig doorzocht. Wat overblijft zijn ergernis, schade en het verlies van uw eigendommen.

Wilt u weten welke spullen vaak gestolen worden?
www.autokraak.tips

VOORKOM
**AUTO
KRAAK**

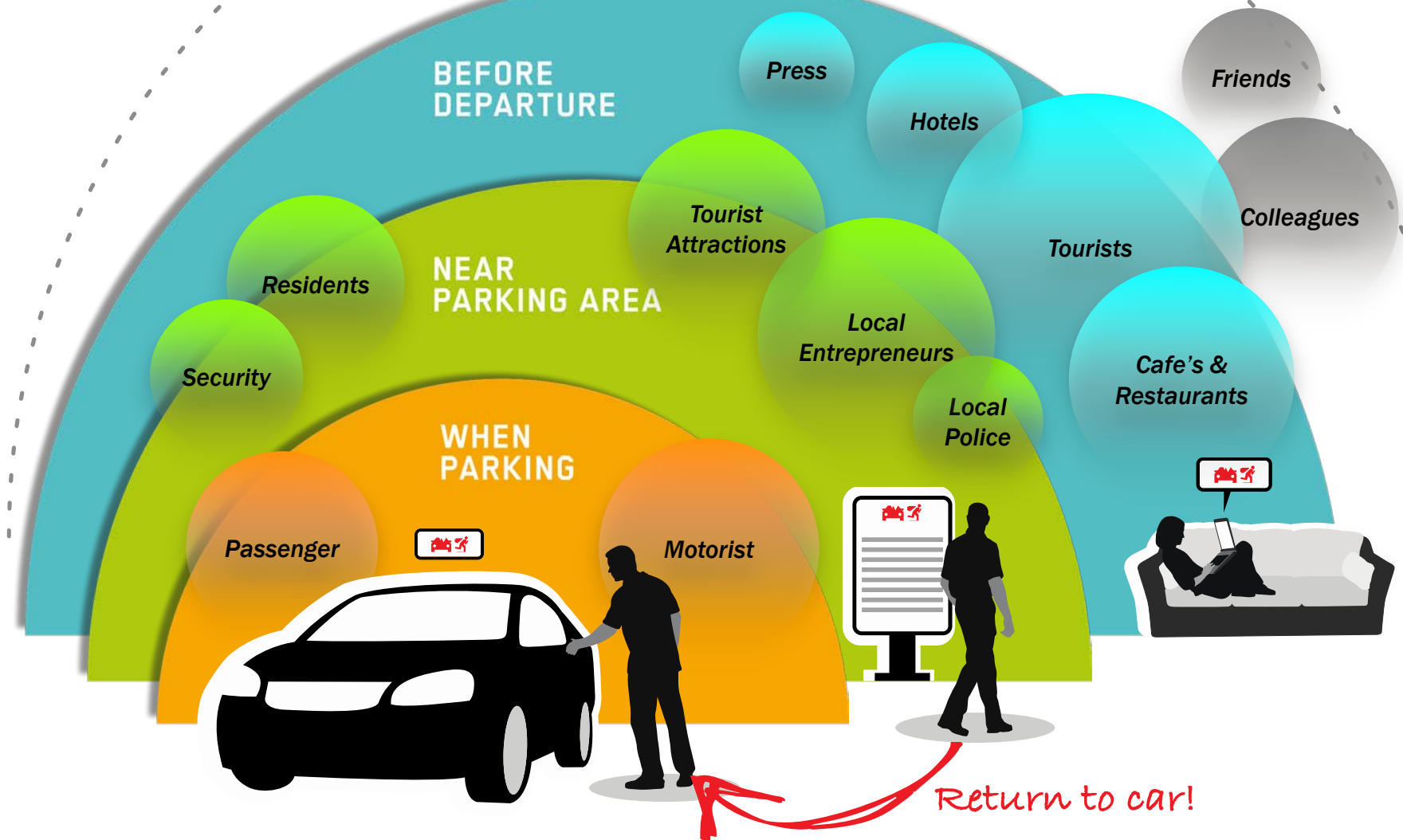


Laat niets van waarde achter.



THROUGH OTHERS

Contact Moments & Target Groups





Visual Elements

TEXT

Implemented as element of surprise
to emphasize the risk

PHOTO

Powerful, contrasting image
to create stopping power

LOGO

The main campaign image
to build recognition





Type of Materials



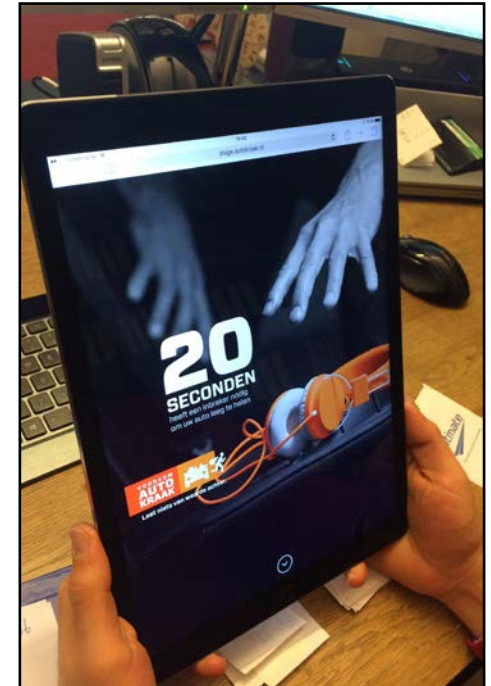
SIGNAL

to-the-point direct warning
at parking location



STORY

secondary general warning
around parking area



REMINDER

awareness message
prior to journey



Take your valuables with you.



Take your valuables with you.



Results

25% less theft from cars within 6 months in the campaign area: the museum district in Amsterdam

Why is the campaign having an impact?

Due to its great flexibility and prudent choice of **Cognitive Moments.***

*) Cognitive Moments are the specific 'time and place' in which our message grabs the attention of our target group and relays the message in the most optimal way.