



Home Office

The ask

Why make it easy for criminals? The Home Office approached us to get what seems like a logical message across: if you take sensible precautions and think ahead, you can make it so much more difficult for criminals to do their stuff, in turn making your homes and vehicles safer.

The task

Whatever we did had to jump out. We developed a simple message based upon how opportunist crime can be avoided: 'Don't Invite Crime'. The use of familiar imagery, the photography, which was art directed by Bentley Holland, and wry humour – combined with the striking graphic treatment – delivered a hard-hitting message that couldn't be missed.

The proof

The outdoor was hugely commented upon, and when extended to exhibition display graphics, visitors couldn't stop asking questions and were generally shocked at how seemingly simple actions could help or hinder a crime. Invitations for criminals had just become harder to come by.

**bentley
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