

It's not a good look

"It's not a good look" is the message that the Metropolitan Police Service is giving to young people in a new innovative marketing campaign.

The new campaign launched today (10/12/07) aims to discourage young people from carrying knives as part of the ongoing activity under Operations Blunt and Curb.

The MPS is committed to tackling violence among young people, and each of the 32 boroughs across London are proactively targeting known gangs whilst increasing patrols by officers and PCSOs to offer reassurance to local communities.

Borough intelligence teams will focus on young people under 20-years old who are involved in serious violence while seeking to engage with, and work with, youths to reduce their risk of further offending or of becoming a victim. This campaign is a new method that we hope will encourage discussion about knife crime issues.

The campaign focuses on an advertisement to be shown on youth orientated television channels and online websites, which challenges the misguided perception among some young people that carrying a knife gives them kudos or power. We will continue to consider any new methods of engaging with young people, and we believe that this campaign will challenge that sense of kudos amongst their peers.

The advert is designed to create intrigue among young people, and grab their attention. The film shows a teenage boy going about his daily life, dressed in a ridiculous outfit, as his peers and friends dismiss him. As the film develops, the character produces a knife and shows his friend. His friend takes the knife and his outfit subsequently transforms into another ridiculous costume. The slogan for the campaign is "Carrying a knife - it's not a good look."

There is also radio activity and an interactive online element in the form of a game that young people can share with friends. A poster has been devised that will be made available for schools and youth organisations in London.

Commander Shaun Sawyer, Violent Crime Directorate said:

"We are committed to reducing crime amongst young Londoners. This innovative campaign is a new way of connecting with young people. It will help drive home the message that no one should feel it necessary to carry a knife. This is just one part of a large programme of initiatives with partners from the private, public and voluntary sector to make our young people safer. Those engaged in serious violence will end up damaging their lives either tragically, or by being arrested and having to deal with a criminal record. We will not tolerate offending which blights the lives of our young people."

The game and advert can be viewed at a bespoke website supporting this campaign:
www.itsnotagoodlook.org

Further information about knife crime can be found at www.itsnotagame.org