

Have you voted?

Should the cost of a parking permit depend on how much the car pollutes? That's the question Islington Council put to its residents in its first public referendum on a particular policy. We were briefed to create a clear campaign proposition that retained a neutral stance, yet encouraged residents to use their vote. The message was distributed throughout the borough through direct mail and outdoor advertising and resident turnout was 35% higher than the target we were set.



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Think UP THIS WAY