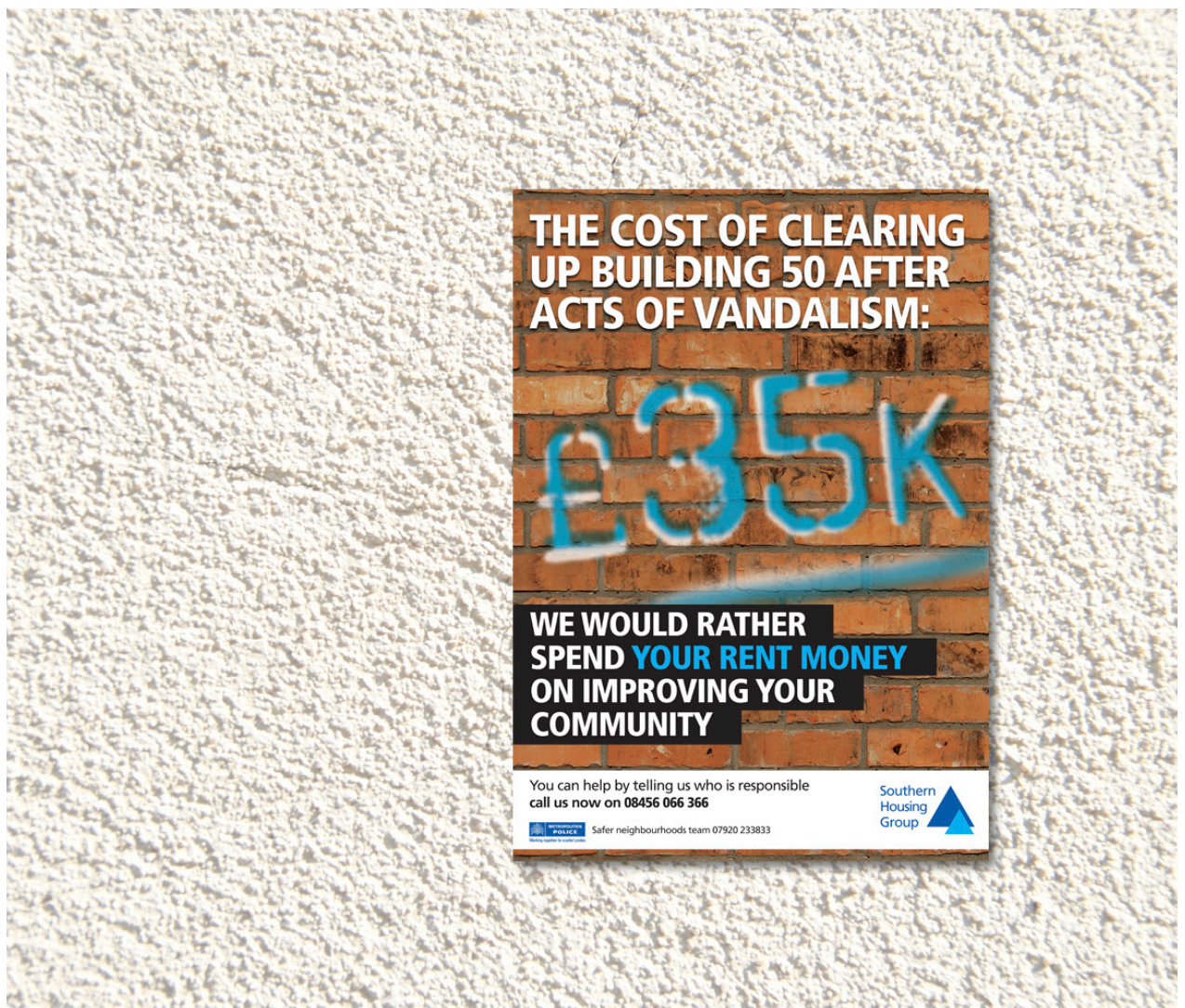


Getting local residents to act

When Southern Housing Group realised they had a problem of vandalism on one of their estates, they decided to rally support from local residents. We were asked to create a poster campaign that would encourage them to provide any information they had about what was happening on their estate. No-one likes seeing their money wasted so we adopted a simple approach highlighting the impact of the vandalism and how it was holding back improvements to the residents estate.



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