

# Use your 'ed

The Safer Southwark Partnership is a group of public bodies that work together to promote safety messages for people living in or working in the borough. They asked us to create a fun and engaging campaign aimed at college students. We devised the theme and collateral for 'Use your 'Ed' which features a retro character who highlights the key messages, including guarding your personal possessions and staying safe on the streets. The campaign was expanded to capture school students and although it retained the theme, the image was refreshed for the younger audience.



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