

# User Busy



## Client

Cheshire East Local Safeguarding Children Board

## Awards

Shortlisted for the Local Government Chronicle Awards 2018  
Shortlisted for the Municipal Journal Awards 2018

## Challenge

Raise awareness, educate and encourage people, particularly young people, to report adolescent neglect.

## Solution

apt. carried out desk research, stakeholder interviews and schools' workshops to garner key insights including: campaign concepts, messaging, visual concepts, tone and strapline.

It was very important to the young people that the messaging and straplines were in the first person and 'in the voice of a young neglected person.' Young people told us that not being able to contact their family and friends or have access to their phone was their 'worst nightmare', hence 'User Busy' and the image of a smashed phone.

We created a campaign toolkit including posters, leaflets, social media assets, animations telling the story of Jack, a young neglected teenager, a PR pack containing research, messaging and design guidelines.

The toolkit has been used by the client's stakeholders and partners working in safeguarding, adopted by Manchester City Council and the campaign has been nominated for two local authority awards.

## Category:

Campaigns Creative Design  
Education Focus Testing PR

## Date:

22nd January 2019

## Tags:

Behaviour change branding  
Campaign Cheshire East graphic design Local Authority