



Brief set by
Key4Life & Landor

Harness the power of typography to make a difference in knife crime

Related Disciplines

Typography
Graphic Design

Deadline

23 March 2021, 5pm GMT

The backstory

More than 60,000 children were arrested in 2019 for over 14,000 knife crime offences in the UK. Of everyone arrested for these crimes, they were overwhelmingly young men with almost half aged between 10 and 19.

Key4Life has a big mission: to reduce youth reoffending through the delivery of an innovative 7-step programme focusing on those children in prison, those at risk of going to prison and those caught up in knife crime.

This mission is proving a success. Only 14% of young men who have been through Key4Life's prison and preventative programmes have reoffended, compared to the national rate of 64% going on to reoffend in the year after their release across the UK. And those who have gone through the programme share a passion to continue the work, stepping up to help other under 18s who are caught up in knife crime so they don't follow in their footsteps.

But there is more to be done. More and more young people are turning to knife crime. UK statistics show that between 2016 and 2018 homicides using a knife committed by those under 18 rose 77%, and data from 2019 showed [knife attacks against teenagers were up 93% in 5 years](#). The reasons behind this are hard to pinpoint, but it's thought they include a decrease in police officers, an increase in gangs, and the continued lack of services to help and support young people.

With so many factors at play, how can Key4Life cut through the noise and talk directly to young people to help them realise that knife crime isn't the only option?

What's the challenge?

Words cut deep. They can destroy, and they can inspire. Typography has incredible power to make words matter more, to make words more relevant and most importantly to turn them into actions.

Create a typographic-led campaign that uses the power of words and visceral qualities of typography to stop young people in their tracks and open their minds to bigger and brighter things. Help them to not only realise what the implications of knife crime can be, but also discover that there are other paths to tread.

Pick a compelling story or statistic to translate into type. You should feature either key teenage knife crime statistics and/or use the [stories of Key4Life mentors or programme attendees](#) as told by them, and use typography to bring these to life in a way that is engaging for your audience.

Who are we talking to?

Children aged 10-17. Use the realness of the

stories and statistics to cut through all the commercial noise they see and hear every day.

But your campaign should also shine a light on the topic to the wider public, and help encourage them to realise that knife crime isn't as clear cut as it may appear. The reasons young people may turn to carrying a knife are nuanced and there's so much more that needs to be done to change the circumstances that can lead to devastating outcomes.

Things to think about

Know who you're talking to

Authenticity is paramount to success. Research the topic, get to know the real audience. Only by doing this will you find the insight that will drive your work and inform your designs.

We're all human

Anchor your thinking in human truth. No matter where we come from these are the things we all desire. For example, think about [Maslow's Hierarchy of Needs](#) and how not being able to meet their basic needs can prevent people from achieving the top of the pyramid. Is there a way to translate the human truths within the stories or statistics via your typography?

Make it easy

Eliminate the unnecessary so the necessary can shine. Don't overwhelm. Simplify everything.

Stand out

If it looks like everything else out there, chances are it will be missed. To cut through you'll need to show fresh thinking and breakthrough visuals.

Think beyond static

If a picture is worth 1000 words, then imagine the impact that 25 frames per second can have. Animation could unlock more communicative power.

The power of sharing

It takes minutes to go viral today, not hours or days. The more shareable work is, the greater its potential to do good.

The important stuff

A typographically led integrated campaign to stop knife crime amongst young people in its tracks.

Your campaign must leverage the Key4Life branding assets (logo & colour) but it is not bound to the use of their type family.

Your campaign must include:

- One static element (eg. 48 sheet billboard)
- One digital element (eg. Instagram Story)
- One non-traditional touchpoint



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Your non-traditional touch point should not be limited by any commercial factors. The touchpoint should be an innovative solution inspired by your ideas.

What and how to submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Present your solution and process using either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8).

Optional (judges may view this if they wish):

If your presentation is **JPEGs**, you can also submit a **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).

Further Information

Key4Life
key4life.org.uk

Key4Life's Instagram features lots of their mentor and programme attendees that you can explore, including radio and newspaper interviews
[instagram.com/key4lifeuk](https://www.instagram.com/key4lifeuk)

Maslow's Hierarchy of Needs
bbc.co.uk/news/magazine-23902918

Knife crime on teenagers up 93%, The Guardian
[theguardian.com/uk-news/2019/mar/04/knife-attacks-teenagers-figures-east-london-manchester](https://www.theguardian.com/uk-news/2019/mar/04/knife-attacks-teenagers-figures-east-london-manchester)