

LONDON

NEEDS

YOU

ALIVE

DON'T CARRY A KNIFE

WHAT IS LONDON NEEDS YOU ALIVE?

London Needs You Alive is an anti-knife crime campaign run by the Mayor of London, Sadiq Khan. Part of the 'Protecting and Educating Young People' strand of the London Knife Crime Strategy, it aims to reduce the number of young people using and carrying knives in London by reinforcing their sense of worth.

London is the best city in the world – full of creativity, possibility and talent. It is also one of the safest. But knife crime is tragically ruining far too many lives, devastating communities and leaving families bereaved.

The primary target audience for the campaign are those most at risk of knife violence, 13 – 16 year olds in boroughs with the highest level of knife crime.

Young Londoners are our city's future leading musicians and artists, sportsmen and women, comedians, scientists, politicians and entrepreneurs. They are role models to little sisters and brothers. They help make our city the most culturally vibrant in the world and London wouldn't be London without them.

Young people should know how important they are, what they can achieve in this city and that they shouldn't put their futures at risk by carrying a knife.

London Needs You Alive aims to alter the narrative surrounding how young people are represented and give value to how they see themselves and their role in the capital.

The campaign will look to gather Londoners and organisations who care deeply about knife crime to support London Needs You Alive and build campaign awareness and credibility. These groups are influential with the target audience and will provide relevance and weight to the key messaging.

CAMPAIGN OVERVIEW

Phase 1: 15 November – December 2017

- Campaign launch at Photofusion charity on 15 November to introduce the campaign to London.
- Street advertising will feature the London Needs You Alive branding, along with positive messaging around the consequences of knife crime.
- Social and digital advertising will use a campaign film and influencer content to raise awareness of the campaign.
- The LNYA Instagram account will go live.



Phase 2: January – March 2018

- Outdoor advertising, social and digital content will feature photography created by and with young Londoners with Photofusion and Tom Sloan. This will be content from young Londoners talking about why London needs them alive.
- Young people will also be able to use Instagram to create their own content.
- Launch educational toolkits with schools and education providers.



WE WILL REACH YOUNG LONDONERS THROUGH:

LNVA Film and short video content will build awareness of our message and campaign and encourage young Londoners to feel positive about the value of their lives. This content will be shared across Instagram, Twitter and Facebook and through digital advertising.

Influencer channels and content will increase our message's relevance with primary target audience, build awareness of the campaign and encourage them to feel differently about the value of their lives.

Street advertising will build awareness of our message and brand across London.

Instagram will be a focal point for all LNVA content. Sponsored posts and videos will target our audience while scrolling, and will encourage them to share hashtags #LNVA and #LondonNeedsYouAlive.

Digital video adverts will target our audience on a safe list of websites.

Press coverage will amplify campaign messaging to a wider London audience.

An educational toolkit will be developed to educate on risks and consequences of carrying a knife.



INFLUENCERS AND COLLABORATORS*

We are working with influencers, some of whom will attend the launch, to share the campaign message and content - encouraging their following to join the #LNYA movement.

Some of the influencers include:

Slumflower: Award-winning blogger, radio DJ and presenter of the MOBO Awards, from Peckham in South London. Also politically engaged -recently spoke at the House of Commons about representation of black women.

Yungen: Rapper nominated for “Best Song” at this year’s MOBO Awards. Made a name for himself through his SB.TV freestyle and later joined a group called Play Dirty. 2017 been best year to date with top 10 single “Bestie” which has had 14 million views online

Bossman Birdie: Grime MC known for his bold lyrics and frequent collaborations with UK urban scene heavy weights (Skepta, JME). Last year Birdie dropped ‘My Yard,’ a massive statement of intent for the Londoner.

Tom Sloan: South London based photographer based in Lewisham, who has mentored two aspiring photographers from the Photofusion project in Brixton.

Hussain Manawer: Poet and passionate campaigner for mental health. Hussain uses poetry as a powerful tool of communication and has done so by launching London's night tube alongside Mayor Sadiq Khan



*Subject to change.

CAMPAIGN CREATIVES:



JOIN US - HELP US CARRY A NEW MESSAGE

You can get involved in the London Needs You Campaign:

- Share the London Needs You Alive film and branding on your social media channels and website
- Use the hashtags #LondonNeedsYouAlive and #LNVA
- Let young people know about the campaign and encourage them to think about why London needs them
- Follow @LondonNeedsYouAlive on Instagram

Want to find out more? Contact info@mopac.london.gov.uk