

Best Use of Press & Public Relations

# Creating Safer Spaces

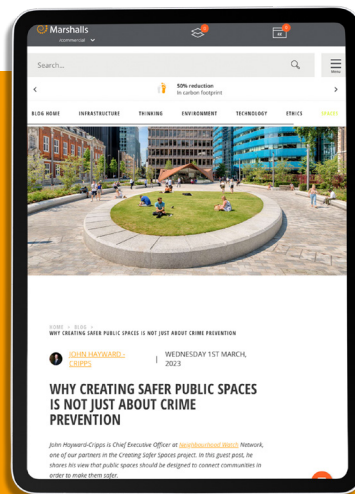


Marshalls' Creating Safer Spaces thought leadership campaign informed and inspired the industry to consider how design can improve safety in public spaces to benefit individuals and communities. A targeted, multi-channel PR and content strategy saw unique data and insights shared with key audiences through a whitepaper, industry partnerships, CPDs, news, features and more.



*"The Creating Safer Spaces campaign provided valuable information, encouraging the industry to consider how design helps people to feel safe whether they're near their homes, at work, socialising or commuting."*

John Hayward-Cripps, CEO, Neighbourhood Watch Network



**12.6 million** people reached via media

**200+** whitepaper downloads

**1,000 visitors** to campaign landing page

**175** media mentions

**120+ people** completed CPD

**65,000+** social media impressions

**20%** conversion rate