

Best Thought Leadership Campaign

# 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.



**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

*"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

