



principlesagency

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Yorkshire organisations lead the way on combating human trafficking

www.blueblindfold.co.uk

Yorkshire organisations are leading the way in an integrated marketing effort to raise awareness of the despicable human trafficking crime, known as modern day slavery.

Principles Agency, the Leeds-based strategic advertising, marketing and media agency and the Sheffield-based United Kingdom Human Trafficking Centre (UKHTC), are the creative masterminds behind the national **Blue Blindfold campaign**.

The campaign was created with the key theme '**Don't close your eyes to human trafficking**'. The blindfold represents people being unaware of the crime going on around them. The campaign urges the general public, victims of human trafficking, staff in all areas of public life, the authorities and employers to be extra vigilant in their daily activities, and to be aware of the nature and scale of the problem.

Keith Lishman, creative director at Principles Agency commented: "Our creation of the Blue Blindfold campaign demonstrates that we are serious about our corporate and social responsibility, not only locally, but also at a national level. We felt passionate about helping UKHTC to promote their very worthwhile work. The campaign engages the public and promotes the important signs associated with this serious crime. It will evolve over time, having the potential of being promoted at an international level. The campaign was recently recognised by the House of Commons, MPs and law enforcement agencies in a formal launch."

In addition to the visually striking brand, Principles Agency created an integrated campaign incorporating an informative website, training DVD, posters, bus advertising, postcards and information sheets. Sheffield was amongst one of the first cities to see the campaign in action.

Nick Kinsella, head of UKHTC and a career detective, has over 28 years' experience of investigating serious crime. He also represents the South Yorkshire police force. He said: "Human trafficking is an appalling, organised crime that needs wider recognition by the general public. The Blue Blindfold campaign has been instrumental in highlighting the severity of human trafficking. Police forces across the UK and other agencies are being trained on how to use the campaign material, as part of a national strategy. We need people to open their eyes to what could be happening on their doorstep.

"I would like to personally thank Principles Agency for their commitment. Without their resources and time, we would not have been able to drive our campaign forward. They have made a huge difference in enabling us to publicise the crime and, importantly, those vital signs to look out for. This information can be found at www.blueblindfold.co.uk. Crimestoppers plays an integral role in the major crackdown. Members of the public can call freephone **0800 555 111** or dial the emergency services on **999** with any information relating to the crime."

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Notes to Editor

About Principles Agency – www.principlesagency.co.uk

Leeds-based Principles Agency is part of the Principles Communications Group. Established in 1986, it is now the largest independent agency outside of London. The agency represents a totally integrated full service marketing consultancy specialising in advertising, strategic and brand communication.

The Group's clients include Seven Seas, Ronseal, Halfords, Staples, Sun Valley, Asda, BBC and Hallmark to name a few.

The Blue Blindfold campaign has made the shortlist for the 'Best Not for Profit Campaign' category in The Drum magazine's Dadi Awards. The winner will be announced in October.

About UKHTC – www.ukhtc.org

The UKHTC is a multi-agency centre providing a central point for the development of expertise in the fight against human trafficking. It has a victim-centred human rights approach, combating all recognised forms of trafficking through its work with other agencies, governmental and non-governmental.

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