

6819

25 APR 1988

# McCANN-ERICKSON BELFAST

## Contact Report

Client: Northern Ireland Office      Date: 19.4.88      Place: Stormont Castle

Present for Client:	The Minister	Tom Watson	Present for Agency:	David Lyle
	Andy Wood	Bill McGookin		Tony Axon
	Frank Woods	Len Bleakney		Tim McKane
	Dermot Hill	Peter Coston		

Additional Copies to: B McKeever

*Mr McKane*

Action:

- |   |  |                |
|---|--|----------------|
| 1 | Special information campaign. Creative ideas to be presented to counter "Racketeering" A meeting is to be arranged between agency, L and O, and the RUC to discuss the approach. | DL/TMcK        |
| 2 | TV 30 sec edit approved, scripts to be presented ASAP, probably to include v/o of phone no. 0800 666999  | DL/TMcK<br>CD* |
| 3 | TV booking. Owed ratings to be clawed back with 60 sec commercial. May booking to be changed to 30 sec.  | TA             |
| 4 | Press Poster phase 3. Both artworks to proceed. Older woman only for posters, young and old for press. Look at budget re-arrangement of TV and Press.                            | DJ/TA          |
| 5 | Title corners Belfast Telegraph. Frank Woods to inform agency of what is to happen.  |                |
| 6 | Check direct mail costs.   | TA             |

\* Creative Department



# Creative Contract

Client: Northern Ireland Office

Date: 3rd May 1988

## Results

What should happen as a result of the advertising?

Those affected by racketeering should be encouraged to use the confidential telephone to provide the RUC with information. The general public should be made aware of the extent of racketeering.

## Prospect Profile

Describe the target audience.

Business men, especially in the building trade. The NI public.

What is the target's current behavior regarding our product/service and the competition?

Aware that racketeering exists but not the extent of its effect.  
Fear of reporting racketeering because of personal safety/profitability.

What attitudes/values affect this behavior?

Pragmatism - it's the only way to do business.  
Fear - What will happen if they report threats.  
Helplessness - They want it to stop, but don't know how.

## Creative Strategy

What does our product/service offer that is relevant/unique? (Functional or factual.)

A way of giving information with complete anonymity to assist the police and help the community fight racketeering.

What benefit do we provide the target audience? (Physical or emotional.)

The knowledge that there is something being done to stop racketeering.

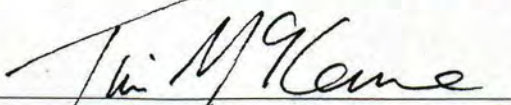
What supports these claims? (Where appropriate attach a statement of brand character/personality.)

The success of the confidential telephone in obtaining useful information against terrorism : The desire of those paying to be able to stop.

## Reaction

Summarize the target's thoughts/feelings after seeing the advertising.

Some one has to help the police stop racketeering, I should do something, that confidential telephone is the safest way.

  
Management Representative

  
Creative Director



# McCANN-ERICKSON BELFAST

## Creative Proposals

Client: Northern Ireland Office

Date: 22nd April 1988

### 'RACKETEERING'

#### PRESS/POSTER CAMPAIGN

CONCEPT: Banner Headline of 10-15 words, with accompanying visual, followed (in Press) by two to three paragraphs of Body Copy and 0800 666999 sign off line.

EXAMPLES: (1) 'GIVE US THE MONEY OR WE BREAK YOUR LEGS'

VISUAL = Body of pin-stripes suit, business-man, wielding pick-axe handle.

(2) 'BUSINESS IS BOOMING - FOR RACKETEERS'

VISUAL = Expensive car outside slum area, or pin-stripes body in similar location.

(3) 'ONLY IN THE MOVIES?'

VISUAL = Archetypal Movie-Hoodlum, Super-imposed on instantly recognisable Northern Ireland Scenario.

(4) THE FACTS OF LIFE - NUMBER 1 EXTORTION

(5) THEIR HAND IS IN YOUR POCKET.

(6) WHO PAYS THE RACKETEERS? YOU!

(7) EXTORTION IS A MULTI-MILLION POUND BUSINESS - IT'S YOUR MONEY

(8) EXTORTION - YOU LOSE

(9) EXTORTION - YOU PAY, YOU LOSE, THEY PROFIT

(10) YOU PAY - AND THAT'S FACT! (or)  
AND THAT'S FINAL!

(11) EXTORTION - WHOSE MONEY? YOURS!

(12) WHO LOSES? YOU! (or)  
WHO PAYS? YOU!

(13) ITS YOUR MONEY - THAT'S A FACT!

(14) YOUR MONEY, YOUR CHOICE.



# McCANN ERICKSON BELFAST

## Media Plan

Client: Northern Ireland Office

Date: 15th February 1988

Campaign: PHASE TWO - SILENCE

<u>TELEVISION</u>	You can help to stop it now May 1st to 28th 500 TVRs to achieve 85% plus all adult coverage at 15% below station average cost	£30,000
<u>PRESS</u>	Dailies and Sundays plus all locals w/c May 30th	£14,286
<u>RADIO</u>	4 weeks to provide 48% plus coverage May 30th to June 26th	£11,000
<u>OUTDOOR</u>	40 sites, province-wide from June 20th to July 16th	£12,200
	Production - Posters	£ 3,000
	- Press	£ 2,500
		-----
<b>PHASE TWO TOTAL:</b>		<b>£72,986</b> =====



# YOU'VE GOT THE UPPER HAND



**USE THE CONFIDENTIAL TELEPHONE—YOU CAN HELP TO STOP IT-NOW**

PHASE THREE: Upper Hand

Press, 48 Sheet Poster

Timing: August



# McCANN-ERICKSON BELFAST

## Media Plan

Client: Northern Ireland Office

Date: 15th February 1988

Campaign: PHASE THREE - UPPER HAND

<u>PRESS</u>	Dailies and Sundays plus all locals w/c August 8th	£14,286
<u>RADIO</u>	4 weeks to provide 48% plus coverage of all adults from August 8th to September 3rd	£11,000
<u>OUTDOOR</u>	40 sites, province wide from August 8th to September 3rd	£ 9,600
		-----
	Production - Posters	£34,886
	- Press	£ 3,000
		£ 2,500
		-----
<b>PHASE THREE TOTAL:</b>		<b>£40,386</b>
		=====



**EVEN THE SMALLEST  
PIECE OF INFORMATION  
CAN HELP**



**USE THE CONFIDENTIAL TELEPHONE  
YOU CAN HELP TO STOP IT - NOW**

PHASE FOUR: Information

Press, 48 Sheet Poster

Timing: October/November



# McCANN-ERICKSON BELFAST

## Media Plan

Client: Northern Ireland Office

Date: 15th February 1988

Campaign: PHASE FOUR - DECENT FUTURE

<u>TELEVISION</u>	New copy with a fresh message October 3rd to 30th 500 TVRs to provide 85% plus all adult coverage at 15% below station average cost	£35,000
<u>RADIO</u>	New copy based on fresh TV version October 17th to November 12th to provide 48% plus coverage	£11,000
<u>PRESS</u>	New copy, all dailies and Sundays plus all locals w/c November 12th	£14,286
	Production	-
		TV £80,000
		Radio £ 1,000
		Press £ 2,500
		-----
<b>PHASE FOUR TOTAL:</b>		<b>£143,786</b> =====



**THERE'S A DECENT  
FUTURE AT THE END  
OF THE LINE**



**USE THE CONFIDENTIAL TELEPHONE—YOU CAN HELP TO STOP IT-NOW**

PHASE FIVE: Decent Future

Press, 48 Sheet Poster

Timing: January/February 1989



# McCANN-ERICKSON BELFAST

## Media Plan

Client: Northern Ireland Office

Date: 15th February 1988

Campaign: PHASE FIVE - INFORMATION

<u>TELEVISION</u>	Repeat Phase Four copy <u>January 2nd to 29th</u> 500 TVRs to achieve 85% plus all adult coverage at 15% below station average cost	£25,000
<u>RADIO</u>	Repeat Phase Four copy <u>January 2nd to 29th</u> to achieve 48% plus coverage	£11,000
<u>PRESS</u>	Repeat Phase Four copy, all dailies and Sundays plus all locals w/c <u>January 16th</u>	£14,286
<b>PHASE FIVE TOTAL:</b>		<b>£50,286</b>



# WHO WILL DIE NEXT BECAUSE OF YOUR SILENCE?



Patrick Mooney

Murdered Saturday 3 January at 3pm

Married with 4 children

His killers stole a car in Dee Street

SOMEBODY, SOMEWHERE SAW SOMETHING

SOMEBODY, SOMEWHERE KNOWS SOMETHING

**USE THE CONFIDENTIAL TELEPHONE  
YOU CAN HELP TO STOP IT-NOW**



REACTIVE PHASE: Silence, Personal Message

Press

Timing: As necessary



# McCANN-ERICKSON BELFAST

## Media Plan

Client: Northern Ireland Office

Date: 12th February 1988

Campaign: Social Responsibility  
Reactive Phase

### Press Schedule

Belfast Telegraph	20 x 10	£1830
News Letter	14 x 7	£573
Irish News	20 x 10	£880
		-----
	Total	£3283
	Production	£2000
		-----
	Allow 6 opportunities per year	£5283
		=====

The Reactive copy would replace any existing press bookings it coincides with.



# McCANN-ERICKSON BELFAST

## Media Plan

Client: Northern Ireland Office

Date: 15th February 1988

Campaign: MEDIA SUMMARY

Thirteen months mixed media schedule

Phase	Month	Dates	TV	Radio	Press	Outdoor	Cost
One	Jan	Jan18-Feb29	*				
	Feb	Feb22-Feb29	*		*		
	Mar	Mar22-Apr 4		*		*	
	Apr		£46182	£2997	£27418	£10000	£86597
Two	May	May 1-May28	*				
	Jun	May30-Jun 5		*	*		
		Jun 5-Jun26			*	*	
		Jun26-Jul16	£30000	£11000	£14286	£ 9600	£72986
Three	Aug	Aug 8-Aug15		*	*		
	Sep	Aug15-Sep 3		*	*	*	
				£11000	£14286	£ 9600	£40386
Four	Oct	Oct 3-Oct30	*	*			
	Nov	Oct30-Nov12		*			
		Nov12-Nov19	£35000	£11000	£14286	*	£143786
Five	Jan	Jan 2-Jan29	*	*	*		
			£25000	£11000	£14286		£50286

GRAND TOTAL (including production) £ 394,041

New Financial Year Total £307,444



# McCANN-ERICKSON BELFAST

## Creative Proposals

Client: Northern Ireland Office

Date: 15th February 1988

### NIO - Stop It Now Campaign

- Concept** : Vox Cop 60 sec TV commercial
- Objective** : To focus public attention on the police as the fair-minded and even-handed victims of violence, doing their best to keep the peace and needing information via the confidential telephone to bring violence to an end.
- Rationale** : The natural follow-up to the first commercial, which was the young hardman's view of events. Now we have a young policeman's reactions - putting a human face on a policeman's true feelings. This commercial is designed to be a constant reminder through all the volatile events of Northern Ireland that the real shoot-to-kill policy is from the paramilitaries, not the police.
- Message** : The police are human, they make mistakes, but they are the real good guys in a difficult situation and they deserve real support via the confidential telephone.
- Treatment** : Moody music, atmospheric filming, beautiful lighting, powerful close-ups, all combining to tell us a simple story, which has occurred in hundreds of homes already, of a young policeman getting ready for his day's work. All so natural and so human - as his pensive voice-over uncovers his feelings. Yet the suspense builds. We sense an impending drama. Quick cuts of outside warn us. The story climaxes as he leaves his house and breathes in the morning air. He is shot. And yet his message echoes around our senses. We are left with the finger pointing at us.

YOU can help stop it now.



# McCANN-ERICKSON BELFAST

Script

Client: Northern Ireland Office

Date: 15th February 1988

Campaign: Television - Stop it now

Length: 60 secs

## "VOX COP"

### VISION

### SOUND

- |    |  |  |
|----|--|--|
| 1  | The film opens ECU on a modern dressing table, nice props, as a police officer's hands pick up his personal belongings. Hand slips on a watch.                     | <u>Music Track:</u> Once upon a time in the West by Ennio Morricone  |
| 2  | Hand lifts the photo of wedding - young couple with parents, pause to reflect.   | <u>Voice Over:</u> Young country RUC constable, quiet spoken, trustworthy, down to earth, conversational                               |
| 3  | Hands continue to lift some coins, and then a pen and we pull out to reveal the young man in the wedding photo doing his tie and getting dressed for uniform work. | MY FOLKS DIDN'T WANT ME TO JOIN THE POLICE.<br>YOU'RE ONLY 18 THEY SAID.   |
| 4  | He lifts his RUC notebook and flicks through it.   | BUT IT'S WHAT I'VE ALWAYS WANTED TO DO.  |
| 5  | We see his face as he combs his hair in the mirror.  | IT'S TOUGH.<br>SOMETIMES I MAKE MISTAKES.  |
| 6  | He lifts his police jacket and brushes it. Puts it on.   | BUT I DO MY BEST TO BE FAIR TO ALL SIDES...  |
| 7  | Quick cut to car pulling up outside.   | ...AND THAT'S NOT EASY WHEN YOU'RE THE UNIFORM   |
| 8  | Cut to downstairs. We see him tie his polished boots.  | IN THE MIDDLE OF EVERYBODY'S ABUSE.  |
| 9  | Pull out to show him in unbuttoned jacket at breakfast. He feeds the baby. His young wife brings in the coffee.  | PEOPLE CAN BE ODD.<br><br>THE POLICE AND ARMY ARE ALL THAT SEPARATES THEM FROM DISASTER -<br><br>AND YET THEY CHEER THE VERY HOODS WHO |
| 10 | Quick cut to sinister eyes in car outside.   | WRECK THEIR LIVES AND DESTROY THEIR JOBS WITH THEIR RACKETS.   |



VISION

- 11 CU of hands lifting car keys. Hands pack police gear into a duffle bag. In goes a lunch.
- 12 He puts on a scarf. He puts on a long anorak.
- 13 His wife gives him a bill and a cheque and we see him nod - he understands the message.
- 14 He lifts the duffle bag
- 15 Kisses wife. Kisses baby.
- 16 Goes out front door
- 17 Quick cut of car door opening and a dark figure gets out.
- 18 The young policeman's face breathes in the clear morning air.
- 19 He walks into the drive. We hear the shots.
- 20 We see his body slumped in the drive way in a pool of blood.
- 21 We cut to the baby in the baby chair and she bangs her spoon in her egg.

End Caption (No MVO)

You can help to stop it now.

Freephone 0800 666999

SOUND

BUT...WE'RE GOING TO COME THROUGH ALL THIS SOMEDAY.

NOT BY BRUTE FORCE

BUT WITH GOOD STEADY POLICEWORK AND INFORMATION.

PEOPLE WILL CALL THAT CONFIDENTIAL TELEPHONE AND

TELL US WHAT THEY KNOW -

NOT BECAUSE THEY LOVE US,

BUT BECAUSE THEY WANT A DECENT FUTURE.

AND THERE'S NO FUTURE FOR ANYONE....

....WITHOUT THE LAW.





Client: Northern Ireland Office

Date: 15th February 1988

CAMPAIGN: New York and Boston Press, 17th March 1988

Headline:

TODAY THE IRA ARE  
DROWNING THE SHAMROCK.

IN IRISH BLOOD.

Text:

Today as you toast Saint Patrick, spare a thought for the real Irish in Ireland.

Over 2,600 people have been killed in Northern Ireland since 1969 in what they call "The Troubles".

Most of the murders have been carried out by the terrorists of the IRA or some of their revolutionary allies.

And most of the victims - over 85% - are Irish.

A case of Irishmen killing Irishmen for the sake of Ireland.

Many of the victims are part-time policemen or local part-time soldiers. Often they are murdered at their work. Farmers gunned down on an Irish farm. Bus drivers shot while driving Irish children to school.

All in the name of Ireland.

It's not just a crime against the Irish. It's a crime against the memory of Saint Patrick.

So what can you do?

For a start, be more understanding about what the British and Irish Governments are doing together to stop the violence from all extremists, not just the IRA. Since 1985, they have been working through the Anglo-Irish Agreement to bring peace.

And secondly be more careful about giving money to the supporters of the IRA.

Sadly, American dollars have been used by the IRA to buy communist guns and explosives from Libya which they use to murder Irishmen.



So please. Wet the shamrock in true style this Saint Patrick's Day.

With Irish whiskey.

Not Irish blood.

Small type at base

This advertisement was written by Irish people, designed by the Irish people, placed by the Northern Ireland Office, Stormont Castle, Belfast in honour of Saint Patrick, Man of Peace.