



BACKGROUND

Since Winnipeg Crime Stoppers' inception in 1984, over 123,000 tips via telephone, WebTips and text messages have been received from citizens. Winnipeg Crime Stoppers is based on the principal that for every crime committed, someone other than the criminal has important information that will lead to a solution.

Winnipeg Crime Stoppers is a community based program. The program is operated by a volunteer board of directors comprised of people from the business community. It's really a partnership between the public, the Police, and the Media. Each play a fundamental role that makes the program extremely successful.

OUR SUCCESSES

- Over 123,000 Tips Received!
- Over \$121 Million in Value of Crimes Solved!
- Over \$830,000.00 in Rewards Authorized!
- Over 12,600 Cases Solved and Cleared!
- Over 1,000 Residential Break and Entry Solved!
- Over 19 Attempted Homicides Cleared!
- Over 500 Thefts Cleared!
- Over 4,100 Stolen Vehicles Recovered!
- Over \$3.2 Million Value of Frauds Solved!
- Over \$36 Million Value of Property Recovered!
- Over \$3.7 Million Value of Arsons Solved!
- 29 Homicide Arrests!
- 28 Attempted Homicide Arrests!
- Over 1,700 Robbery Arrests!
- Over 2,100 Wanted Persons Arrested!
- Over \$40 Million in Value of Drugs Seized!
- Over 5,900 Persons Charged!
- Internationally Recognized awards!

2021 Summit International Bronze Award

The Summit Awards organization dedicates itself to recognizing excellence in the communications and marketing industry. It administers three distinguished award competitions each year to acknowledge stand-out work. The Summit International Awards is a United States-based organization that conducts three annual marketing awards. It is independent and not tied to any advertiser, magazine, trade association, ad club, or other outside influencer.

The Summit Awards is the oldest and most prestigious organization administering marketing awards exclusively for firms with limited billings. Throughout a twenty-seven-year history, its Creative Award has become a premier arbiter of creative and communication excellence. Using stringent evaluation criteria and blind judging processes, the competitions reward only those whose work exemplifies the best in their class.

This year, the jury received more than 3,000 creative submissions from over 20 countries.



2021 Crime Stoppers International TV Media Award

Each year, Crime Stoppers International recognises a number of individuals, programs, activities and campaigns from around the world for excellence and for their contribution to the achievement of the Crime Stoppers International vision – to mobilize the world to report information on crime and criminals, anonymously.

It all began in July 1976 with a fatal shooting at a filling station in Albuquerque, New Mexico in the USA. The police had no leads and the investigating detective had to find a way to solve the case. Somebody would have more information, but how could he reach out to him or her?

The detective contacted a local television station for a reconstruction and provided a special telephone number people could call without mentioning their name. Within 72 hours a person called and identified the car leaving the scene at the time of the killing. This person said he had good reason not to be involved in the case.

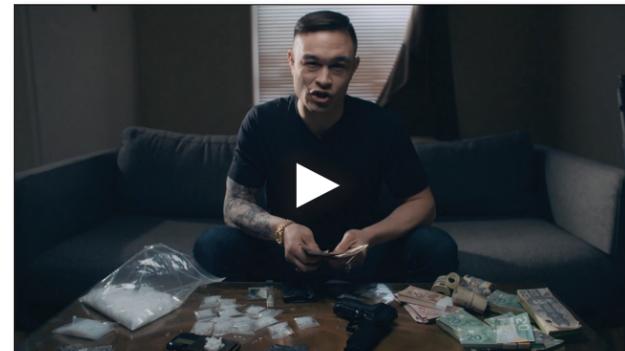
With this experience in mind and with the help of the public, media and law enforcement, the detective started a movement that has evolved into an extensive network of Crime Stoppers organisations around the world affiliated to the Crime Stoppers International Foundation.

Something is Wrong

Pro Bono Campaign for Manitoba Crime Stoppers

Crime Stoppers of Manitoba's *Something is Wrong* campaign consists of :30 and :15 TV spots. Both spots are approved as a PSA and are intended for media bonusing. The :15 spot is also intended for Social media channels and targeted digital channels. The goal was public awareness and to target Meth dealers through anonymous tips to Crime Stoppers. The Campaign ran for six months starting spring of 2020 and resulted in hundreds of times to authorities.

The *Something is Wrong* campaign also includes transit bus backs, Transit interior, Street level shelters, Billboards, Web Landing page and numerous digital formats.



:30 PSA Approved TV Spot



:15 PSA Approved TV Spot



Branded PSA End Slate



Creative Director:
Brian Fawkes
Fawkes Advertising

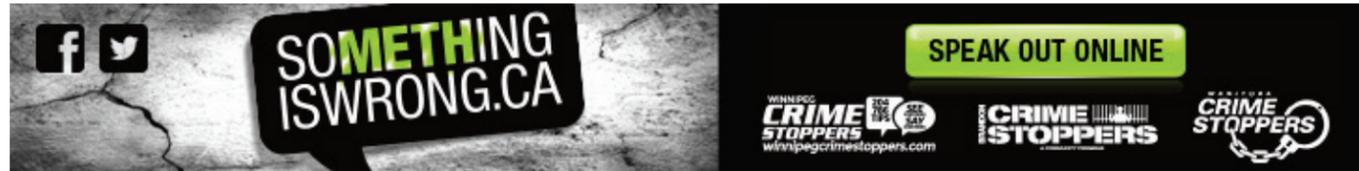


Director of Photography:
Jeff Newman
Numan Films

Something is Wrong

Crime Stoppers Spring 2020 Campaign - Social Media and Digital formats

Social media formats



Campaign Web Landing Page