CROWD

Creative Communications

BTOWN YOUTH CASE STUDY

CASE STUDY
B-TOWN YOUTH

Bournemouth Borough Council

Our Challenge

It's a familiar problem. Young people with no place to go. And plenty of time and energy on their hands.

In Bournemouth there was actually plenty to do, if you knew where to look. But with no coordinating online hub it was hard for young people to know what local youth centres and volunteer groups had to offer.

The council needed a name, a brand and a campaign that brought everything together and build awareness of activities. But young people are a notoriously difficult group to reach, let alone engage. So on top of the creative challenge, we had to figure out how to involve this 'to cool for school' crowd.

Our Solution

Simple. We got the young people to own the work. We ran workshops with the council and the youngsters to develop the name, brand and surrounding campaign. Involving the target audience at every step gave them ownership of the brand look and feel. And B-town Youth was born.

By creating a voting system in youth centres we were able to develop the brand further. The first phase website and a wide range of campaign collateral drew in all the skills of our multidisciplinary team to create a campaign that connected with Bournemouth's young people.

The Results

Now young people can find activities or support easily, and get involved in the community. The mobile-friendly site is easy to navigate and lets them add content through a monitored forum – that way the council can use feedback to develop the service.

"We liked the holistic approach to the creation of the brand and are really looking forward to working on the further phases of the project, the feedback to date has been positive and we have impressed by Crowd's positive approach to developing the project with the audience."

Clare Troman
Integrated Youth Service Zone Leader

LET US HELP BUILD YOUR CROWD

CROWD, UK

T: +44 (0)1202 853664
E: results@thisiscrowd.com

Bournemouth
The Enterprise Pavilion
Wallisdown
Poole
Dorset
BH12 5HH

London
145-157 St. John Street
Clerkenwell
London
EC1V 4PW

CROWD, UAE

T: +971 (0) 4 446 2040
E: results@thisiscrowd.com

Dubai
A1-07 Empire Heights
Podium Level
Business Bay
Dubai 124584
UAE

CROWD, USA

T: +1 408 638 7818
E: results@thisiscrowd.com

San Fransisco
425 2nd St #100
San Francisco
CA
94107
USA

thisiscrowd.com