

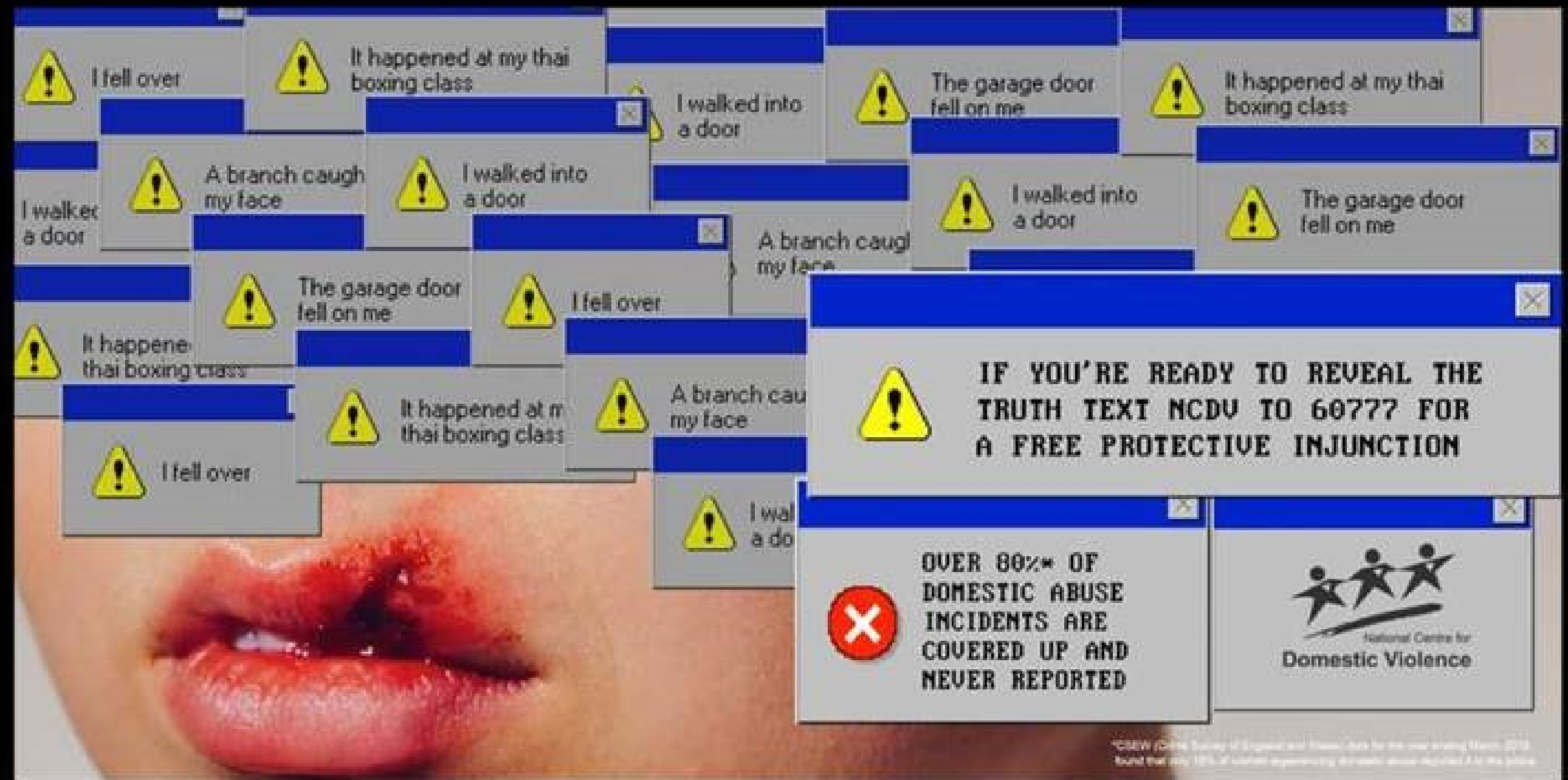
The Big Cover Up, NCDV

Outdoor – Digital Screens

80% of domestic abuse incidents are covered up and never reported to the police.

We reached out to victims – and raised awareness – by covering up our own posters – a media first.

The cover-ups were media specific. In DOOH we created a series of animated pop-up boxes designed to look like system error alerts, but with each one actually carrying an example phrase often used to cover up abuse.



14% increase in calls for help to the NCDV

16.5m+ impressions

ZERO budget, zero spend

"This campaign helps open society's eyes to the true scale of domestic abuse, and helps victims and survivors to feel supported and reveal their truth."

Sharon Bryan, Survivor and Head of Partnerships & Development, NCDV

