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Direct marketing has to raise its game to contend with the onslaught of new delivery channels, and this work from the Foreign & Commonwealth Office shows just how it can be done. It's aimed at young people on package holidays to raise awareness of the avoidable problems they can encounter. The principles of stand-out visuals, humour and simplicity are all here, but it's the delivery that is unique. The key is that the posters, beer mats and cards are being placed in Club18-30 and 2wentys Holidays resorts across the Mediterranean, hitting the key demographic there.

I like the anonymity – you're not sure who the message is from, which, in a strange way, makes it harder to dismiss. With any form of 'yoof' marketing there is always a fine line between talking their language and being a 'try-hard'. This piece gets it right – you can imagine the beer mats being a talking point between friends, or them handing each other the 'Don't be a Dick' cards.

Yet I can't help asking: 'Will it work?' I hope there are some qualitative measures to track effectiveness, because not only is it asking for a response, but also for young people to change, or monitor, their behaviour. With them heading off to the Med on hedonistic jaunts in droves, it is important that they are aware of how their behaviour can dictate just how good a time they have – after all, forewarned is forearmed.

