CITY OF MILWAUKEE POLICE DEPARTMENT
NEWS RELEASE
Edward A. Flynn, Chief of Police

FOR IMMEDIATE RELEASE  CONTACT:  ANNE E. SCHWARTZ, MPD
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MILWAUKEE POLICE UNVEIL
BRANDING/RECRUITING CAMPAIGN

In some jobs, success is measured by what doesn't happen…Be a Force

The Milwaukee Police Department is “branded.”

MPD, in partnership with advertising agency Cramer-Krasselt/Milwaukee, today unveiled a wide-reaching campaign designed to “brand” the MPD and Milwaukee with a positive perception of the department and the city, and to assist MPD in its recruiting efforts. The theme, “Be a Force,” will appear on billboards, television, radio and print starting in August.

The campaign, more than a year in development, was provided on a pro bono basis by Cramer-Krasselt – no taxpayer funds were used in the creation of this campaign, which most certainly would cost more than $1 million for a private sector business. The media outlets where these pieces will run also have donated the advertising space to this public service effort.

A positive brand image reflects the extraordinary work being done by the men and women of the Milwaukee Police Department that makes living in the city of Milwaukee an outstanding experience. The MPD is breaking ground nationally among law enforcement agencies with the kind of branding campaign typically created for private sector companies – with private sector monies. Its theme, “Be a Force” applies to everyone in the community – police and residents alike.

“‘Be a Force’ refers not just to the police force but to the force and power of residents to effect positive change in their neighborhoods,” Milwaukee Police Chief Edward A. Flynn said. “We are sharing the message that in some jobs, success is measured by what doesn’t happen. At the MPD, we had nearly 3,000 fewer victims of crime last year than the year before. That’s success that we want to share on a grand scale.”

Those interested in seeing a compilation video of the television spots for the campaign may go to the Milwaukee Police Department’s Website at www.milwaukee.gov/police or on MPD’s site on YouTube at http://www.youtube.com/watch?v=aftjxsXlrNw

The pieces also will be available, along with video of the entire news conference, on the downloadable program, “CrimeLine,” on Time Warner Cable Wisconsin on Demand, Channel 1111. Go to the “Your Community” tab then click on “CrimeLine” for a selection of short programs on crime prevention efforts by area law enforcement.

- more -
Partners Donating Media:

TV: WDJT, WISN, WITI, WTMJ, WVTV/WCGV
Outdoor: Clear Channel Outdoor, Lamar Outdoor
Online: Clear Channel Radio Websites (stations above), WJMR.com

“Be a Force” Campaign Creative/Production Credits:

Agency: Cramer-Krasselt/Milwaukee
Client: Milwaukee Police Department
Executive Creative Director: Chris Jacobs
Creative Director: Brian Ganther; Todd Stone; Chris Buhrman; Mike Fazende
Art Director: Mike Fazende; Shawn Holpfer; Jim Root; Brian Steinseifer
Copywriter: Todd Stone; Brian Ganther; Jason Ziehm
Photographer: Jeff Salzer (“Church”, “Missing Poster”, “Memorial”, “Be a Force”)
Photographer: Maria Ellen Huebner (“Ride Along” Documentary stills, “Skinned Knees”)
Art Buyer: Karen Kirsch
Radio Edit: Fifth Floor Recording Co.
Audio Engineer: Matthew Misslich
Video Production Partner: Square Joint
Director: John Biesack
Director of Photography: Robb Fischer
Gaffer: Dan Andera
Video Edit: Independent Edit
Editor: Rob Due
Sound Engineer: Randy Bobo

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