



THE JUVENILE JUSTICE FUND ASKED FOR HELP.

Print and TV campaign got communities and governments involved by creating awareness of a shocking problem in Atlanta.

CHALLENGE » Atlanta Mayor Shirley Franklin and the Juvenile Justice Fund wanted to curb the rising numbers of pre-teen girls who ended up in forced prostitution. To do so, they asked Soloflight to develop a campaign that would call attention to the issue.

SOLUTION » Soloflight created the Dear John campaign to educate audiences about the sexual exploitation of children. The campaign included three testimonial-driven print ads and a televised public service announcement. Each spoke to a different audience in a way that implored them to become part of the solution. The creative approach was direct, employing strong language and imagery that looked readers in the eye. Each communication also solicited help from the community through a call-to-action that asked concerned individuals to contribute time or money to the cause.

RESULTS » The Dear John campaign didn't just raise awareness, it prompted responses from both city and state agencies. In fact, the story Soloflight told was so compelling, the public service announcement received an Emmy for its outstanding achievement.