



CASE STUDY



## CRIME STOPPERS SCENTED CARDS

To coincide with Cannabis Cultivation Awareness Week, Crime Stoppers wanted to come up with a unique way of engaging and enlisting members of the public to help them identify illegal cannabis farms in the UK.

The problem was that many people don't know what cannabis smells like, so Crime Stoppers commissioned Dutch design agency The Edge Factory to create cards infused with the scent of cannabis that were distributed to members of the public.

24%  
INCREASE  
IN WEB  
TRAFFIC

330%  
INCREASE IN  
INFORMATION  
REPORTS ABOUT  
CANNABIS FARMS

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