



My first night in London.
How many more nights
will they make me stay?

Elena – Russia “I answered an advert to be a waitress in London. When I got here, the man said I owed him £20,000 for travelling to the UK. He made me work as a prostitute, sometimes seeing 20 men a day. He said it was to pay him back. I escaped through the window and called the POPPY Project, who gave me a safe place to live, someone to listen to me and access to healthcare.”

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Find a safe place. Call the POPPY PROJECT on 020 7840 7129

Eaves Housing for Women – The POPPY Project

Planning a campaign to help combat the trafficking of women into the UK for prostitution was always going to be a huge challenge. The message needed to be hard-hitting. And people had to take our message seriously enough to act quickly. It was also a campaign that had to do three separate things; tell these girls they had somewhere to turn, appeal to the public for support, and spell out the realities of the situation to the men who might visit the girls.

Using shadowed photography with a slightly voyeuristic tone, together with a compelling headline, we managed to convey the bleak reality of the situation these girls find themselves trapped in, in a way that non-English speakers would understand. Yet we left enough unsaid to force the audience to fill in the gaps and really engage with the message.

Posters were rolled out all across the London Underground and multi-lingual business cards distributed around the city. The campaign prompted a huge increase in donations and offers from volunteers – making it a huge success even from the earliest stages.

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