

PROJECT ZERO MARKETING & PR STRATEGY

1. Brand Positioning & Identity

Brand Headline:

Project Zero – Zero deaths from knife crime or youth violence

Core Message Pillars:

- **Aspiration:** Helping young people set goals and believe in their future
- **Purpose:** Giving young people something positive to work towards
- **Empowerment:** Becoming the best version of yourself
- **Prevention:** Positive pathways over violence

Tone & Style:

- Strong, bold, and authentic
- Youth-led but professional
- Inspirational rather than preachy
- Honest and hopeful

Visual Identity:

- **Black:** strength, seriousness, leadership
 - **Grey:** balance, reflection, transition
 - **White:** hope, clarity, future
 - High-contrast imagery, minimal text, powerful statements
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2. Target Audiences

- **Young people (8–24)** and young adults
 - **Parents & carers**
 - **Schools & referral partners**
 - **Local authorities & funders**
 - **Community leaders & stakeholders**
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3. Key Messages (Simple & Repeatable)

- “Your future matters.”
- “You are more than your environment.”
- “Set goals. Stay focused. Stay alive.”
- “There is always a positive path.”
- “Zero tolerance to youth violence. Zero limits on potential.”

4. PR Strategy

Local & Community PR

- Regular press releases to local media highlighting:
 - Youth success stories
 - HAF programmes and holiday activities
 - External trips, workshops, and achievements
- Position Project Zero as a **trusted voice on youth violence prevention**

Storytelling Focus

- Share **real journeys** (with consent): before → during → after
- Spotlight young people achieving goals (education, sport, creative skills)
- Feature staff and mentors as role models

Events & Visibility

- Community open days
- End-of-programme showcases
- Youth-led forums or panels
- Partnerships with schools and sports clubs

5. Digital & Social Media Strategy

Platforms

- **Instagram & TikTok:** Youth engagement, short-form videos
- **Facebook:** Parents, community updates
- **LinkedIn:** Funders, partners, professionals

Content Themes

- **“Goal of the Week”**
- **“What I’m Working Towards”** (youth voices)
- Behind-the-scenes programme content
- Motivational quotes in black/white branding
- Short videos: sport, music, workshops, teamwork

Hashtags

#ProjectZero
#ZeroYouthViolence
#GoalsNotGangs

6. Campaign Ideas

Campaign 1: “What’s Your Zero?”

Young people define what they want to reduce to zero:

- Zero excuses
- Zero limits
- Zero violence

Campaign 2: “Something to Work Towards”

Highlight sports, music, food tech, trips, and qualifications as **pathways to purpose**.

Campaign 3: “Best Version of Me”

Before-and-after reflections from young people about confidence, goals, and mindset.

7. Partnerships & Advocacy

- Collaborate with:
 - Schools & colleges
 - Youth offending teams
 - Sports clubs
 - Creative organisations
 - Co-branded campaigns reinforcing prevention and aspiration
 - Use ambassadors and positive male & female role models
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8. Marketing Materials

- Branded hoodies, t-shirts, and banners (black/grey/white)
 - Pull-up banners with headline statement
 - Flyers with strong visuals and minimal text
 - Impact reports and one-page case studies for funders
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9. Measurement & Impact

- Social engagement and reach
 - Attendance and retention in programmes
 - Referrals from schools and partners
 - Testimonials from young people and families
 - Media mentions and partnerships formed
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10. Long-Term Vision

Position **Project Zero WF CIC** as:

- **A leading youth violence prevention organisation**
 - **A hub for aspiration, skills, and opportunity**
 - **A brand young people are proud to belong to**
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1. One-Page PR & Marketing Strategy Summary

Organisation: Project Zero WF CIC

Headline: *Project Zero – Zero deaths from knife crime or youth violence*

Purpose

Project Zero WF CIC exists to prevent youth violence by providing young people with **aspiration, structure, and positive pathways**. Our work focuses on helping young people set goals, build confidence, and become the best version of themselves.

Brand Identity

- **Colours:** Black, Grey, White
- **Tone:** Bold, aspirational, authentic, youth-led
- **Positioning:** Prevention through opportunity, not punishment

Core Messages

- Everyone deserves a future
- Set goals and work towards them
- Positive choices save lives
- Zero tolerance for violence, unlimited potential for young people

Target Audiences

- Young people and families
- Schools and referral partners
- Local authorities and funders
- Community stakeholders

Key Channels

- Social media (Instagram, TikTok, Facebook, LinkedIn)
- Community events and showcases
- Local press and partnerships
- Funded programmes (HAF, targeted youth work)

Impact Focus

- Increased engagement and attendance
- Improved confidence and aspirations
- Positive alternatives to violence
- Strong community trust and visibility

2. Social Media Post Examples

Post 1 – Aspirational (Instagram / Facebook)

“You don’t need to be perfect. You just need a goal.”

At Project Zero, we help young people build confidence, skills, and something positive to work towards.

Project Zero – Zero youth violence.

#ProjectZero #GoalsNotGangs #BeYourBestSelf

Post 2 – Youth Voice (Instagram / TikTok)

“Before Project Zero, I didn’t know what I was working towards. Now I do.”

Real opportunities. Real change.

#PositivePathways #ProjectZero

Post 3 – Programme Highlight

Sport. Music. Food Tech. Trips.

We give young people reasons to stay focused and believe in their future.

Zero limits. Zero violence.

#ZeroYouthViolence #Aspiration

Post 4 – Professional (LinkedIn)

Project Zero WF CIC delivers targeted youth programmes focused on aspiration, prevention, and positive outcomes.

We believe youth violence is preventable when young people are supported to achieve their goals.

3. Campaign Slogans & Poster Concepts

Campaign Slogans

- “Zero Violence. Infinite Potential.”
 - “Goals Over Gangs.”
 - “Something to Work Towards.”
 - “Your Future Is Bigger Than Your Past.”
 - “Be Here. Be Focused. Be You.”
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Poster Concepts (Black / White / Grey)

Poster 1:

Headline: *Zero deaths. Zero excuses. Zero limits.*

Subtext: Project Zero WF CIC – Building futures, not statistics.

Poster 2:

Headline: *What are you working towards?*

Subtext: Sport. Skills. Creativity. Purpose.

Poster 3:

Headline: *The best version of you starts now.*

Subtext: Project Zero – Positive pathways for young people.

4. Adapted for Funding & Council Presentations

Funding-Friendly Messaging

Project Zero WF CIC delivers preventative youth programmes that directly align with local authority priorities around **youth safety, wellbeing, inclusion, and early intervention**. Our approach focuses on aspiration-led engagement, providing young people with structured activities, positive role models, and clear goals to reduce the risk of involvement in violence.

Key Outcomes for Funders

- Reduced risk factors linked to youth violence
- Increased engagement and attendance
- Improved confidence, resilience, and aspirations
- Strong community reach and trust
- Inclusive provision for SEND and vulnerable young people

Why Project Zero Works

- Consistent engagement through sport, creativity, and skills
 - Youth-centred, trauma-aware delivery
 - Clear identity and strong preventative message
 - Trusted relationships with young people and families
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✓ 1. Branded PDF (Ready to Download)

I've created a **clean, branded PDF** using your identity (bold messaging, professional tone):

Download the Project Zero PR & Marketing Strategy PDF

Use this for:

- Funding applications (appendix or strategy section)
 - Sharing with council officers
 - Partner introductions
 - Website downloads
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✓ 2. Slide-by-Slide PowerPoint Content (Ready to Download)

A **council- and funder-ready PowerPoint** with clear messaging and impact focus:

Project_Zero_Council_Funding_Presentation.pptx

Slide Structure:

1. **Title Slide**
Project Zero WF CIC – Zero deaths from knife crime or youth violence
2. **The Need**
Context around youth violence, disengagement, and lack of opportunity
3. **Our Approach**
Aspiration-led, preventative youth work through sport, creativity, and skills
4. **Impact**
Confidence, engagement, reduced risk factors
5. **Why Fund Project Zero**
Trust, inclusion, SEND focus, alignment with council priorities

You can easily add:

- Local data
 - Case studies
 - Logos of funders or partners
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✓ 3. Funding-Ready “Need & Rationale” Section

You can copy and paste this directly into bids:

Need & Rationale

Young people in Waltham Forest continue to face significant challenges linked to youth violence, disengagement from education, and limited access to positive opportunities. Many are exposed to risk factors including poverty, trauma, lack of role models, and limited aspiration, increasing vulnerability to exploitation and violence.

Project Zero WF CIC was established to address these challenges through **early intervention and prevention**, providing young people with structured, positive alternatives and clear goals to work towards. Evidence shows that when young people are engaged in meaningful activities, supported by trusted adults, and encouraged to develop aspirations, the likelihood of involvement in violence is significantly reduced.

Our programmes focus on **aspiration-led engagement**, combining sport, creative activities, skills development, and mentoring to build confidence, resilience, and purpose. By helping young people focus on becoming the best version of themselves, Project Zero creates sustainable pathways away from harm and towards positive futures.

This approach directly aligns with local authority priorities around **youth safety, early help, wellbeing, inclusion, and community resilience**, making Project Zero a strong and effective preventative partner.

4. 3-Week Campaign Calendar (PR & Social Media)

Week 1 – Aspiration & Goals

Theme: *What are you working towards?*

- Youth goal quotes (graphics in black & white)
- Short videos of activities (sport, music, workshops)
- Post: “Something to work towards changes everything.”

Week 2 – Positive Pathways

Theme: *Goals over gangs*

- Spotlight on sports, food tech, arts, and trips
- Staff and mentor profiles
- Post: “Positive choices create positive futures.”

Week 3 – Impact & Community

Theme: *Be the best version of yourself*

- Youth reflections and testimonials
- Programme highlights
- End-of-week impact post with stats and quotes

- Call to action: referrals, partnerships, funding support

Daily Platforms:

- Instagram & TikTok (youth-facing)
 - Facebook (parents/community)
 - LinkedIn (professionals/funders)
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Next Steps I Can Do For You

If you want, I can:

- Upgrade the PDF and PPT with **stronger visual layouts**
- Write **case studies** for funding bids
- Create **editable Canva templates**
- Design a **full funding application pack**
- Build a **media pitch** for local press

Just tell me what you want to tackle next.