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Providing counselling, advocacy and support for abused women.

MEDIA RELEASE

Digital Advertising Campaign to Reduce Sex Trafficking Reaches 10,500,000

**For Immediate Release
July 5, 2019**

The London Abused Women's Centre's (LAWC) international award-winning digital advertising campaign targeting sex purchasers and sex trafficked women and girls achieved overwhelming success.

In its 16 week run the campaign garnered **10,500,000 impressions**, **65,000 ad clicks** and **187 direct phone calls** from advertising.

The federally-funded digital advertising campaign targeted sex purchasers and sex trafficking victims between Windsor and Toronto. The goal of the campaign was to provide information about hope and help to trafficking victims while targeting sex purchasers with a message that sex purchasing is illegal in Canada.

The international award winning campaign, implemented by tbk Creative, which ran from January 18 to May 18 2019 used Google, Facebook, Instagram and Programmatic Advertising.

"Women and girls are being lured by pimps into the violent and dangerous sex trade from high schools, universities, colleges, bars and their workplaces," said Megan Walker, Executive Director of the London Abused Women's Centre. "Two-thirds of all trafficking in Canada originates in Ontario. Women and girls need to know they are not alone and there are woman-centred services available to help them exit. And men who choose to purchase sexual services need to understand that it is their demand for prostitution that fuels sex trafficking."

tbk Creative, a London-based marketing and software company, was the digital marketing agency that facilitated and managed the campaign.

"In recent history, global tech companies have received their share of criticism for their role in maintaining a healthy society," said tbk's President, Andrew Schiestel. "To see major networks like Facebook, Google and more be used to directly help at-risk women is a very meaningful use of digital advertising as a tool."

LAWC and its partners have provided immediate access to service to more than 2,434 trafficked women/girls through its Choices Program since its inception in 2015. We will continue in our efforts to use all tools at our disposal to free women from oppression.

For media inquiries:

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