To a criminal, the SmartWater brand represents anxiety and uncertainty. This is because SmartWater influences the fundamental concern that exists within them all – the fear of being caught and convicted. The forensic traceability provided by SmartWater has been academically proven to heighten the threat of accountability amongst criminals, which is why they will avoid it at all costs.

A natural by-product of targeting criminals through the use of primarily risk-led messages, is that it builds confidence, reassurance and trust in the SmartWater brand as a crime fighting methodology amongst the wider general public.

Some of these risk-led messages include:

- Anything marked with SmartWater is traceable
- SmartWater dramatically increases the risk of thieves being caught and convicted
- The police use SmartWater within covert operations to capture persistent criminals
- Police stations, patrol cars and officers are equipped with SmartWater UV detectors
- SmartWater has aided hundreds of criminal convictions
- SmartWater maintains a 100% conviction rate in court
- We regularly visit second hand dealers and scrap yards in partnership with the police to search for SmartWater-marked items, cutting off the means for thieves to sell on stolen goods

The SmartWater brand has been widely promoted in the UK for over 15 years, helping to develop significant awareness and knowledge of SmartWater amongst the general public, as well as the criminal fraternity. This is one of the fundamental reasons why SmartWater continues to be the most successful crime deterrent in the UK.

www.smartwater.com
Awareness: Reinforcing the brand
The SmartWater brand is overtly promoted in many locations across the UK. This is helping to build both confidence and trust amongst SmartWater users as well as fear and uncertainty within the criminal fraternity.

These locations include:
- Signage on buses, trams, taxis and other vehicles
- Awareness materials in police custody suites
- Lamp post signage
- Billboards

SmartWater customers, commercial clients and partners are also actively promoting the brand in many locations, including:
- Over 750,000 homes
- 20,000 BT vans
- 300 G4S cash-in-transit vans
- Over 4,000 Network Rail trackside locations
- Over 20,000 churches
- Telecommunications masts
- Electricity substations
- Many high street retailers
- Water treatment sites

Awareness: Press and media
The media also plays an important role in building confidence and awareness of SmartWater as well as transmitting the threat of SmartWater to the criminal fraternity. In 2013, SmartWater achieved the following media coverage:
- Featured in over 650 printed news articles
- Readership audience of 31.2 million people

SmartWater also regularly attracts regional and national TV coverage and has featured on programmes including:
- Caught Red Handed
- CrimeWatch Solved
- CrimeWatch Roadshow
- Rogue Traders
- Eastenders
- Watchdog
- CSI: New York
- Street Patrol UK

SmartWater TV commercials have also been broadcast across Sky and Freeview TV channels, reaching an estimated 8 million viewers.
Knowledge: The power of our convictions

The ongoing awareness and media campaigns that we undertake are directly responsible for generating risk-focused knowledge of SmartWater amongst the criminal fraternity. This is an essential component in creating a meaningful deterrent.

What criminals fear most about SmartWater is its ability to catch and convict them. SmartWater’s impressive conviction statistics, which cannot be claimed by any other manufacturer of forensic markers or traceable liquids, elevates our brand above all others in the mind of the criminal, as it demonstrates that SmartWater is not an empty threat.

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Academic research conducted by Perpetuity Research Group involving the interviewing of over 100 criminals demonstrated 91% awareness of SmartWater, whilst 74% said they would not break into a building where a SmartWater warning label was on display.

Knowledge: Targeting receivers

Most thieves have no interest in stolen goods beyond their inherent cash value and will look to sell them on as quickly as possible. SmartWater Investigators are therefore infiltrating potential handlers and receivers of stolen goods to disrupt this process. We achieve this by:

- Frequently supporting police-led “Days of Action”
- Visiting in excess of 1,000 scrap yards as part of over 150 police operations
- Searching for SmartWater-marked goods at scrap yards and second hand outlets
- Issuing scrap yards and second hand dealers with UV lights and deterrent signage
- Distributing awareness materials to members of the public

Heightening knowledge of SmartWater in this way again underlines the potential risks of stealing SmartWater marked property by making the process of selling it on far more problematic for thieves.
Ongoing activity

We do not take awareness or knowledge of the SmartWater brand for granted, which is why this work continues to be a fundamental component of our ongoing crime fighting strategy. We are always searching for dynamic new ways to promote our brand to the criminal fraternity and wider communities. Only by doing so will we continue to ensure that SmartWater remains the UK’s most potent crime deterrent.

Use of the SmartWater brand

One of the key reasons that SmartWater is such an effective deterrent is that our marketing department will work very closely with you to help maximise its impact.

Our team have a comprehensive understanding of the SmartWater brand and many years of experience in successfully implementing it across a range of communication channels. We can assist your marketing team with:

- Graphic design
- Copywriting
- Photography
- Artwork development
- Proof-reading
- Video production
- Media / press relations

The SmartWater brand name along with its associated logos, colours and imagery are trademarks of SmartWater Limited. Therefore, all materials and references to SmartWater in written internal and external communications, MUST be authorised by SmartWater’s marketing department prior to them being printed, published or released to the media or general public.

Use of SmartWater trademarks without prior approval can result in inconsistent messaging, factual inaccuracies and, most seriously, can damage the effectiveness of the SmartWater deterrent to your business. It may also result in legal action.

To further discuss the use of SmartWater trademarks please email marketing@smartwater.com or call 0333 320 7797.