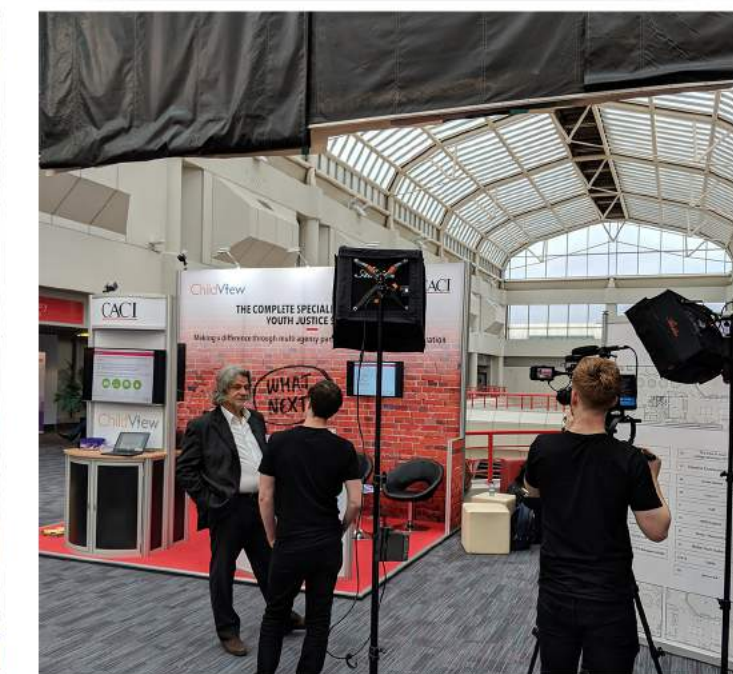
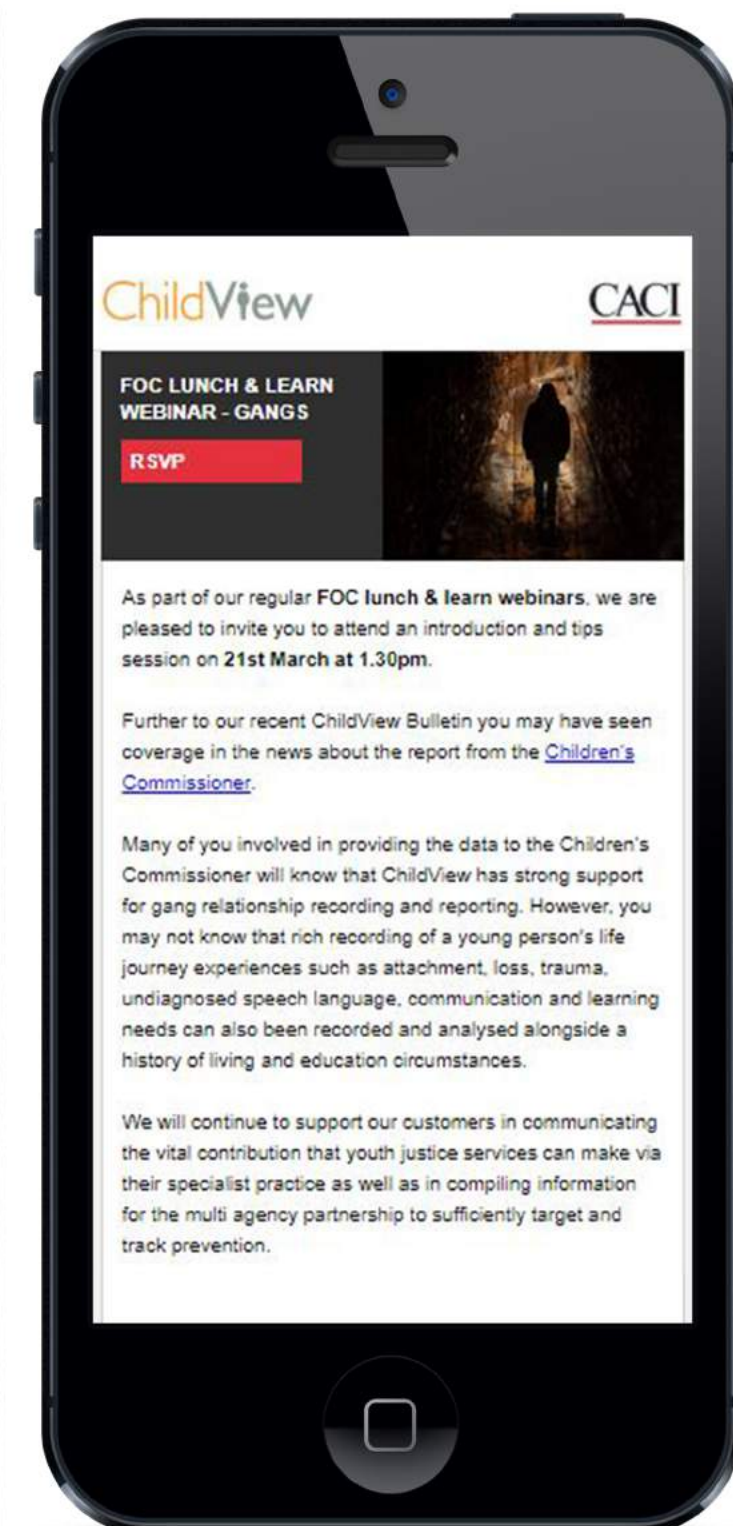


CACI



Category name: Best Use of Content Marketing
Category number(s): 8
Contact: Mike Wilkinson

Campaign name: Walk in Their Shoes – Johnny's Story
Brand: CACI Children & Young People
Agency:

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HE WAS SOMETIMES
PARANOID.

HE THOUGHT EVERYONE
WAS OUT TO GET HIM.

SO HE STARTED CARRYING
A KNIFE AND THEN A GUN.

HE THOUGHT HE'D
NEVER NEED TO USE
EITHER...

THAT HAD THE PRICELESS
COST OF A LIFE AND COST
THE GOVERNMENT OVER

£1 MILLION

40.9%
OF THESE YOUTHS
WILL REOFFEND

CAN WE DO THINGS DIFFERENTLY?

Youth Justice landing page: **250+ visits**

Teaser video: **800 views** to completion on
LinkedIn and **19,000 views** on YouTube

£1.6M contributed to sales pipeline

£74,025 contributed in closed won business

ROI generated: **3.38** and counting



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