

## VBS “Force For Good” Initiative and MTV back Metropolitan Police anti-knife crime campaign

Date: 09-03-2008 04:21 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Viacom Brand Solutions](#)

Agency: **Propeller Communications**

Viacom Brand Solutions (VBS) – the sales house for MTV, VH1, Nickelodeon and Paramount Comedy – has launched the Metropolitan Police’s powerful anti-knife campaign, Operation Blunt, on TV as part of its “Force For Good” initiative.

The campaign aims to educate young people about the consequences of carrying a knife and supports ongoing operational across London to reduce serious violence amongst young people.

Launching today, a 60 second TV campaign will run for a fortnight across all MTV channels.

Through “Force For Good” VBS offers to match advertising investment pound for pound for organisations who seek to promote social good. The initiative aims to use the power of TV to help address key societal issues, demonstrating that the medium can and should be deployed more expansively to positively change behaviour on potentially life-changing issues.

Angie Pollacchi, TV Planner and Buyer for Met Police campaign at MediaCom, said, "MTV is unique within the TV landscape in that it allows The Met to cost effectively target a London youth audience without having to resort to cost prohibitive terrestrial TV macros. The additional value provided by the force for good initiative will aid the Met police considerably in the campaign objective of raising awareness of the far reaching consequences of carrying a knife."

Nick Bampton, managing director at VBS said, “This is a vital campaign and we’re very passionate about getting involved. MTV can use its position as the mouthpiece for teenagers to raise awareness of knife-related crime and bring issues that affect young peoples’ personal safety and wellbeing in to the spotlight.”

The deal was developed and created for VBS by MediaCom.

For further information about the campaign, please contact Press Bureau at Scotland Yard on 020 7230 2171.

### About Viacom Brand Solutions

Viacom Brand Solutions UK (VBS UK), a brand focused sales house, was established in January 2001 after MTV Networks UK won the sales contracts for Nickelodeon and Paramount Comedy.

VBS UK represents all the brands of MTV Networks UK – MTV ONE, MTV ONE+1, MTV HITS, MTV DANCE, MTV TWO, MTV BASE, VH1, VH1 Classic, TMF, Nickelodeon, Nick Replay, Nick Jr, NickJr2, Nicktoons, Paramount Comedy 1, Paramount Comedy 1 + 1, Paramount Comedy 2 and Paramount Comedy 2 + 1. VBS UK also represents E! Entertainment.

The sales team works with UK agencies and clients to develop solutions based around its youth and entertainment brands. In addition to selling airtime, the team also sell creative solutions driven by sponsorship, promotions, events, new media and licensing opportunities.

VBS UK can provide advertisers with top quality, appropriate and distinctive creative solutions at highly competitive rates, allowing many new advertisers to adopt TV advertising as an effective and efficient communication option.

In March 2004 Viacom Brand Solutions teamed up with Capital Radio Group and IPC ignite! to form a commercial alliance to create RSVP, a new one-stop service for media agencies and advertisers targeting youth audiences.

For more information, please visit [www.viacombrandsolutions.co.uk](http://www.viacombrandsolutions.co.uk)

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