



Entrant company name: **Earnies**

Entry title: **Killed Here for Killed Women**

Category: **Not-for-Profit Campaign**

If a person is killed outside, the minimum sentence is 25 years. But if someone is murdered in the safety of their own home? A pitiful 15. And the victims? Mostly women, murdered by partners with a history of coercive control, in brutal acts of overkill. Earnies created Black & Blue plaques for charity Killed Women, commemorating seven women murdered at home, which were placed on the victims' houses, then taken to Westminster to lobby Government. The families' plea: 'Murder is murder, change the law'.

The results? We changed the law. And, the founders of the charity got OBE's.

### **Budget**

You're going to see a lot of entries backed by ad agencies, with big juicy media partnerships. Not this one. Every penny of Killed Here was funded entirely by Earnies, pro bono, in our first year as a business.

In fact, the gravity of the campaign meant most of our suppliers supported this for free.

Total cost: £3,597.85

Photographer: waived his fee

Videographer: waived their fee

Staffing costs: Earnies waived their fee

Lunch for Killed Women families: waived their fee

Plaque for the victims: £1,872 (paid for by Earnies)

Travel for Killed Women families to Westminster: £1,683.85 (paid for by Earnies)

### **Objectives**

In March, The Guardian wrote 'The Killed Women Count', naming 50 who had already been murdered in 2024 at the hands of violent men. Harrowing and tragic. But the most jarring statistic was this: If a person is killed on the street with just one stab, the minimum sentence is 25 years imprisonment. But if someone is murdered at home,

brutally, the killer's sentence starts at just 15 years. The killings aren't deemed 'pre meditated' in the eyes of the law.

In the case of domestic homicides, most victims are women. Their murderers, usually partners or ex partners, have a history of violence and coercive control. As a female Creative Director (Lucy Baker), led by a female founder (Nikki Collins) at Earnies, these issues felt incredibly close to home.

We wanted to give Killed Women, an organisation and network supporting the bereaved families of women who were killed by men, a narrative, and creative hook, to fight this case. And so, the notion of using English Heritage plaques as a visual symbol to talk about domestic homicides, was born. Instead of their iconic blue, they turned 'black and blue', bruised and cut.

A far cry from their usual celebratory function. After weeks of conversations, seven families bravely stepped forward to tell their stories. On a very poignant call, Julie Devey, Steve Willmott, Carole Gould, Ayse Hussein, Anthony & Elaine Newborough and Emma King, told Lucy what had happened to their daughters and sisters. How they were murdered. And how unfathomably light the perpetrators sentence was. If their family members had just been killed in the garden, or in the street, a decade more would have been added to the sentence. But instead it happened in their homes, where anyone is meant to feel their most safe.

We had three key objectives:

To raise awareness of Killed Women charity across the UK

To give the charity a creative hook to get media attention for their cause, raising the sentence for domestic homicides from 15 to 25 years

To lobby MPs to change the law

Seven plaques were made to commemorate the women lost to violent domestic homicides, with the words: "Killed Here. The same murder outside the home would get a decade more. Murder is murder, change the law." They were placed on houses across the UK, before being taken by families to Westminster on September 17th to demand change.

#### **Awareness:**

We achieved blanket coverage for Killed Women. The campaign was featured in The Guardian, BBC, ITV News, Channel 5, Good Morning Britain, Stylist, Glamour, Manchester Evening News, The Spectator, LBC, BBC Radio 4, and 57 other titles (and counting) covered the story: fulfilling our core objective to raise the profile of Killed Women. 466M reach.

That's an overall reach of 466 million, and counting.

#### **Creative Hook:**

The plaques themselves were visually arresting, to the point, with a clear call to action. They have featured in every single piece of coverage and broadcast interview.

## **Lobbying**

Jess Phillips (MP), Alex Davies-Jones (MP), Jodie Gosling (MP) and Caroline Nokes (MP) attended our protest. Promising to raise the issues in parliament.

## **Results and evaluation:**

The most profound results of all were these:

The law changed. Now, ex partners who strangle their victims at home will receive a minimum prison sentence of 25 years. As documented by the BBC last December, with Killed Women's work quoted in the piece.

And finally, Killed Women Founders, Carole & Julie (who lost their daughters to domestic homicide), were featured in the 2024 honours list.

Why should this award win:

If this campaign wins this award, it will bring yet more awareness to this incredibly important cause.

I'll leave you with an email we received from one of the victim's sisters:

"Hello Lucy

It is a pleasure to me with you yesterday and thank you for being a part of each of our journeys.

To create that much needed change. I suffer with PTSD as a result of our trauma but I'm determined to be my sister's voice when it matters.

This campaign will hit hard and we will push and push until someone listens. Thank you for listening.

My sister is called Julie Butcher she is forever 25 years old

Kind Regards,

EmmaKing"

*The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.*