

**THE
READ ABOUT
ONE OF OUR
SUCCESS STORIES
SOURCING
TEAM**



TITLE: HSE - 'Make the promise, to come home safe'

The Sourcing Team worked with Watson Philips Norman on a government project for Health & Safety Executive which was to ask farmers to "make the promise" which could save their life or that of someone precious to them. Many lives are lost on British Farms and this campaign was to raise awareness off this and we were tasked to produce "Promise Knots" that farmers could display around their farms/land.

'Make The Promise. Come home Safe' had a Promise knot at the heart of the Farmers campaign and included the knot in the launch direct mail to farmers. We wanted the rope a specific green (which needed to be specially produced) and tied with authentic farm 'baler' twine and produced very quickly.

"The Sourcing Team managed to source, dye and hand tie 70,000 Promise knots in 5 weeks to hit the campaign start date using 21km of rope."

Business Director, Watson Philips Norman

