

History of McGruff the Crime Dog

Twenty-nine years ago, the National Crime Prevention Council (NCPC) and the Ad Council introduced McGruff the Crime Dog™ to the nation and began encouraging Americans to help "Take A Bite Out Of Crime™." Today, more than 93% of children recognize this icon that provides safety tips for adults and kids. Over the years, the Crime Prevention campaign has helped teach kids, teens, and adults about violence and drugs, and the public-service-advertising spots (PSAs) have inspired all citizens to get involved in building safer, more caring communities. *Source: The Advertising Council Web Site*

In 1978, the Advertising Council, Inc., accepted the mission of helping the nation learn ways to prevent crime. The Ad Council gave the assignment to Dancer Fitzgerald Sample (now Saatchi & Saatchi), which volunteered its creative time and talent. That work was supported and informed by a group of 19 agencies, which formed the nucleus of the Crime Prevention Coalition of America. Today the NCPC manages the National Citizens' Crime Prevention Campaign, featuring McGruff the Crime Dog and his slogan, "Take A Bite Out Of Crime."

Current McGruff the Crime Dog PSA Campaigns

McGruff the Crime dog has been talking about the issues that matter to U.S. citizens for more than 25 years. Now he's addressing some of the latest crime trends and concerns – from Internet crime to identity theft.

NCPC's public service ads, featuring McGruff and other special celebrity personalities, let people know how they can identify suspicious behavior and protect themselves from potential crime in the areas of:

Senior Fraud
Bully Prevention
Identity Theft
Internet Safety
Take A Bite Out Of Cyber Crime
Neighborhood Involvement

The National Citizens' Crime Prevention Campaign featuring McGruff the Crime Dog® and his message to "Take A Bite Out Of Crime®" educates people, adults and kids alike, how to stay safe. The McGruff the Crime Dog® PSA campaign has received over \$1 billion of advertising support in the past 29 years!

According to recent National Crime Prevention Council surveys it was learned that:

- Kids are very likely to listen to McGruff's advice. Eighty (80%) percent acknowledge that they would be "likely," "very likely," or "extremely likely" to listen to his advice on important crime prevention issues.
- McGruff is a widely recognized figure among adults. Seventy-three (73%) percent recognize him simply by looking at his picture. Ninety-four (94%) percent know him once his name is mentioned.

McGruff the Crime Dog® Known and Respected Across America

Key findings excerpted from research conducted by Harris Interactive, Inc. for the National Crime Prevention Council (NCPC):

KEY FINDING: ADULTS

- McGruff is a widely recognized figure among adults. Nearly three-quarters (73 %) recognize him simply by looking at his image. More than nine in ten (94%) know him once his name is mentioned.

KEY FINDINGS: CHILDREN

- Children ages 8 to 12 show a strong recognition factor of McGruff. Nearly eight in ten (78%) said they knew who he was without being prompted with his name. When prompted with his name, 93% reported that they knew McGruff.
- *Kids are very likely to listen to McGruff's advice. Eight in ten (80%) acknowledge that they would be "likely", "very likely", or "extremely likely" to listen to his advice on important crime prevention (safety) issues.*