

That Guy

STAND



**POLICE
SCOTLAND**
Keeping people safe
POILEAS ALBA



Introduction

Against a cultural backdrop of victim-blaming, Stand created a **two-part ad campaign for Police Scotland that encourages men to consider the real cause of sexual violence against women - their own attitudes. The first film went viral internationally, shifting the focus once and for all - from women taking precautions, to men taking responsibility.**

The campaign has resulted in Police Scotland, and many other police services around the UK, adjusting their strategies on keeping women and girls safe.



Police Scotland 
@PoliceScotland

[@ThatGuyScotland](#) is the most successful UK policing campaign this century, resulting in changes to government and police strategies UK-wide.

It encourages men to challenge behaviours and tackle sexual crimes against women.

That Guy

Part 1

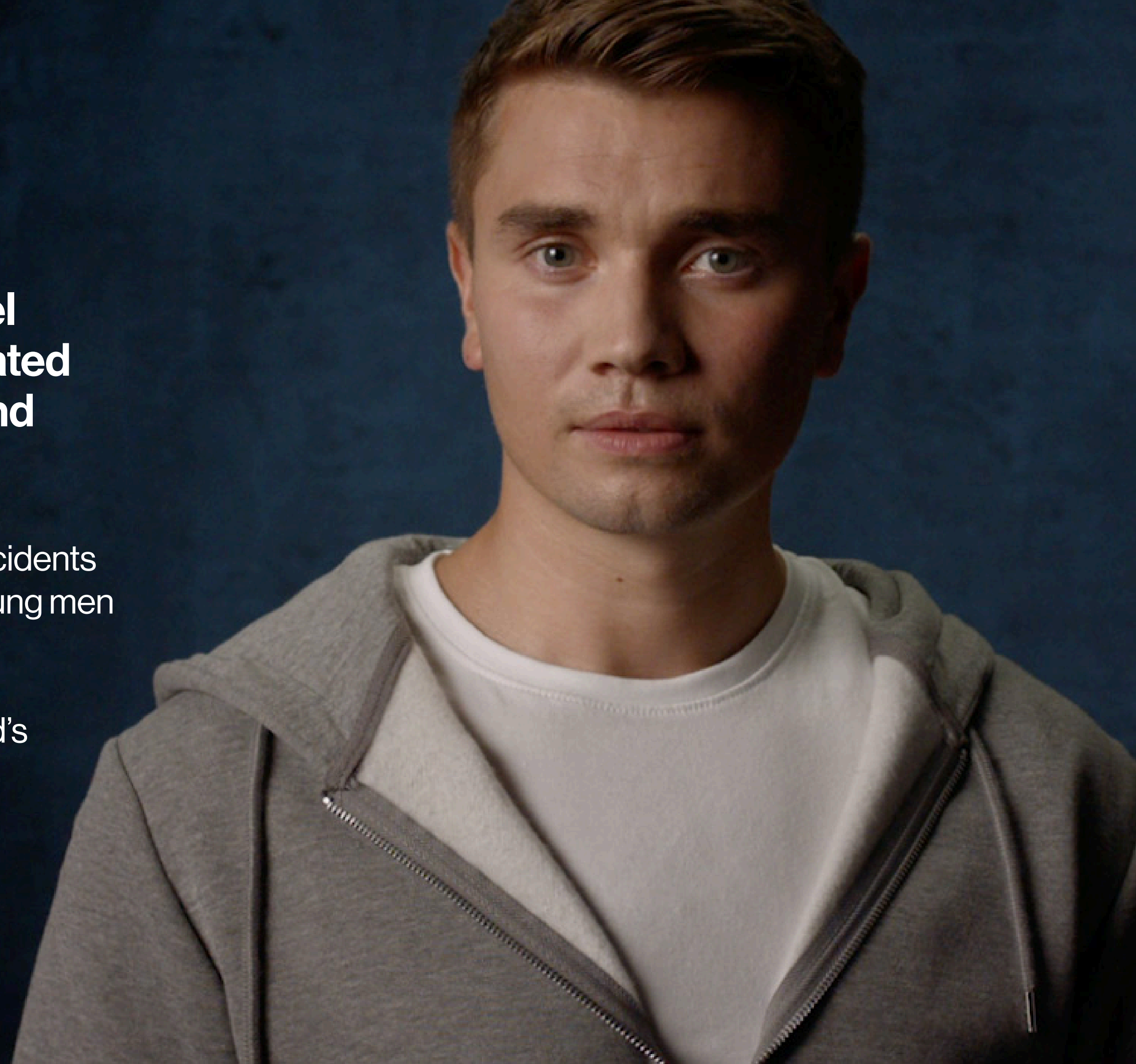


Background

Sexual crimes are at the highest level seen in over 50 years, with an estimated 10,000 incidences of rape in Scotland every year.

A third of victims have experienced “too many incidents to count”. Young women are most at risk, and young men are most likely to offend.

Preventing sexual crime is one of Police Scotland’s highest operational priorities.



Shifting the focus

Previous Police Scotland sexual violence campaigns focused on educating men about consent. However, new evidence suggested the majority of men understand consent but choose to ignore it in some situations.

A fresh approach was needed.



Don't be That Guy
@ThatGuyScotland

Most guys don't look in the mirror & see a problem. But it's staring us in the face. Sexual violence begins long before you think it does. [#DontBeThatGuy](#)



10:00 am · 13 Oct 2021 · Hootsuite Inc.

14.7K Retweets 2,979 Quote Tweets 27K Likes

Campaign objectives

Police Scotland's ambition for this campaign was to reduce incidences of rape and sexual violence towards women.

To do that, it was essential to move away from the previous focus on educating men about consent and instead turn the focus onto the links between overt male sexual entitlement and serious sexual offending. The audience was young Scottish men aged 18–35.

The objective was to start a conversation around male sexual entitlement, the importance of self-reflection and the role men can play in challenging others' behaviour. The call to action was to visit a website exploring consent, developed by Police Scotland.

Don't Be That Guy: Police Scotland launches new campaign to tackle male sexual entitlement

'Don't be that guy': Police Scotland campaign urges men to question their behaviour towards women

The Met Should Take Notes From Police Scotland's New Campaign When It Comes To Tackling Sexual Violence

'Don't be that guy': New anti-sexual violence campaign makes men responsible for women's safety



Understanding the audience

At the heart of the issue is the direct link, established by academic research, between low-level male entitlement and serious sexual offending. Every man convicted of serious sexual offences displays overt sexual entitlement.

Although only a small minority of men are convicted of criminal offences, a pervasive culture of harassment not only makes women feel unsafe, it also gives unspoken permission to those who go on to offend. So it was essential that we spoke directly to those at highest risk, men aged 18-35.

All of them.

Understanding the audience

Patriarchal attitudes are a key component in offender behaviour. Male sexual entitlement is the root cause of most sexual violence.

We needed relatable everyday stories. We used anonymous surveys to gather authentic experiences from women and men.

Rape and sexual violence are the extreme end of a broad spectrum of misogyny. Sexual violence is the result of men's entitlement to women's bodies. Entitlement causes them to assume consent where none is given. But sexual entitlement occurs every day when men assume the right to women's attention.

“Men in bars grabbing me and my friends without their consent.”

“Rape jokes have become the norm, all in the name of ‘banter.’”

“I’ve had someone take a photo up my skirt.”

“My guy friends comment on girls only by their body and appearance.”

Creative strategy

THAT GUY

Script to be delivered by all cast members.

"Ever called a girl doll?"
"Or whistled at her walking down the street?"

"Ever stared at a woman on a bus?"
"Or said to your mate; 'I'd do that!'"

"Ever girl a girl a compliment, like 'nice'.
"And wondered why you didn't get a thank you?"

"Ever slid into a girls DMs?"
"And went ahead and just 'showed her it'?"

"Ever bought a lassie dinner?"
"And felt that meant she owed you something?"

"Ever bought her three shots in a row,
hoping you'd get a shot of her?"
"Then bundled her wasted into a taxi,
and took her back to yours?"

"Ever guilt tripped her?"
"Or pressured her?"
"Or pushed her into it?"
"And then left feeling like a lad?"

BRIEF PAUSE

"Most men don't look in the mirror and see a problem."
"But it's staring us right in the face."

LONG PAUSE

"Sexual violence starts long before you think it does."
"Don't be that guy."

Research indicated **20% of young men** would push back against perceived 'man bashing', so we didn't want to preach, point or blame.

We wanted to start conversations by making men stop and think. Our film had to connect, then surprise and shock and finally prompt action. It was critical the script used specific examples of entitlement behaviours that men would recognise – anything too abstract or coy wouldn't land.

Creative strategy

It was also essential that the campaign proposition was delivered by young men themselves. Peer-to-peer always works best.

We wanted to:

- Spark self-reflection amongst men regarding their own behaviours and attitudes
- Encourage conversations between young men and their peers
- And ultimately be a starting point for long-term cultural shift and behaviour change.

[← Back](#)

Top Stories

Police Scotland launch anti-sexual violence video campaign telling men 'don't be that guy'

The 60-second-video called 'Don't be that guy' is a new campaign launched by Police Scotland to raise awareness of the early ways in which sexual violence begins.



BY CARLA JENKINS

14/10/2021

A new campaign has been launched to tackle **rape**, sexual assault and **harassment** by directly targeting men in Scotland.



Research shows that young men are not open to messaging from perceived figures of authority. We agreed with Police Scotland that the film, campaign social channels and website should not carry Police Scotland branding - in case it was deemed too authoritarian for a frank conversation, a turn-off for the target audience.

The film

Our film demonstrates how ‘harmless’ behaviours, if unchecked, can escalate into something more sinister. Our surveys verified scenarios and informed the language and phrasing used in the script - ensuring it resonated.

Casting and performance coaching was critical. Representation across class and race was important. Background checks and disclosures had to be robust.





The film

A range of young Scottish men speak directly to the viewer, one by one.

“Ever called a girl doll?”

“Or whistled at her walking down the street?”

“Ever stared at a woman on the bus?”

“Or said to your mate ‘I’d do that’?”

The film

As the film progresses, the questions and scenarios begin to escalate.

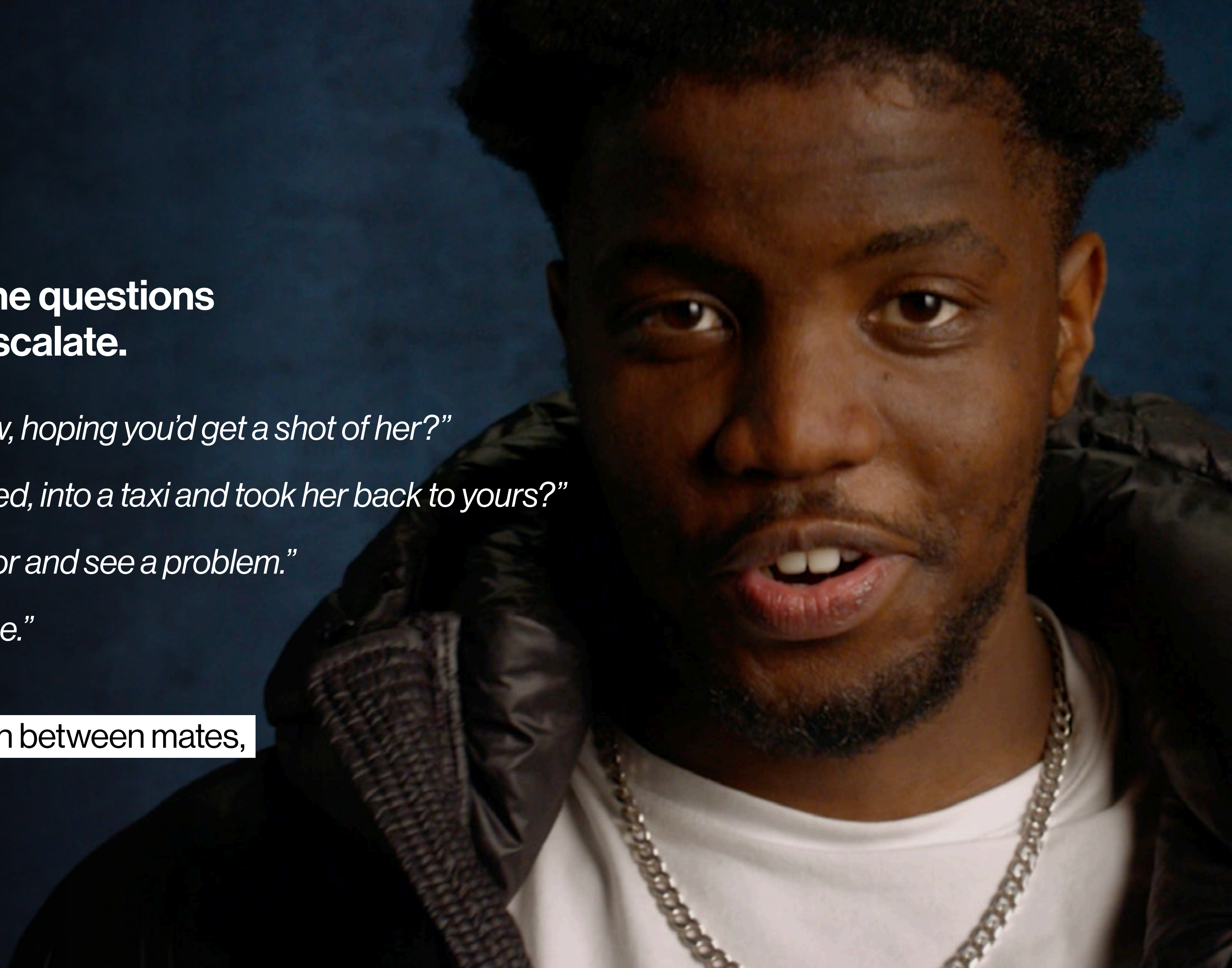
“Ever got her three shots in a row, hoping you’d get a shot of her?”

“Then, what? Bundled her, wasted, into a taxi and took her back to yours?”

“Most men don’t look in the mirror and see a problem.”

“But it’s staring us right in the face.”

**Our film feels like a conversation between mates,
in the hope that it starts some.**





The film

We shot multiple alternative script takes which could be mixed and matched for final sign-off at the edit stage.

The film was edited for deliverables across a wide range of channels, formats and lengths and delivered through social media – launched first on Twitter and YouTube. This is a long-term, ongoing campaign. The film was the launch asset, aimed at sparking the conversation.

Delivery

Paid activity

- £22k digital advertising spend (Twitter, Instagram, TikTok, Facebook, Snapchat, Spotify, YouTube, etc)
- £25k social media influencers spend (11 influencer partnerships)

Earned activity

- Proactive and reactive PR and media relations from Police Scotland

Shared activity

- Police Scotland partnerships
- One-to-one conversations with individuals on social media
- Support from Police Scotland owned social media accounts

Owned activity

- That-guy.co.uk website with 14 items of original content
- New dedicated social media accounts on all major channels





6 million+

views of hero film

180,000+

website visits

34,000+

uses of hashtag

Results

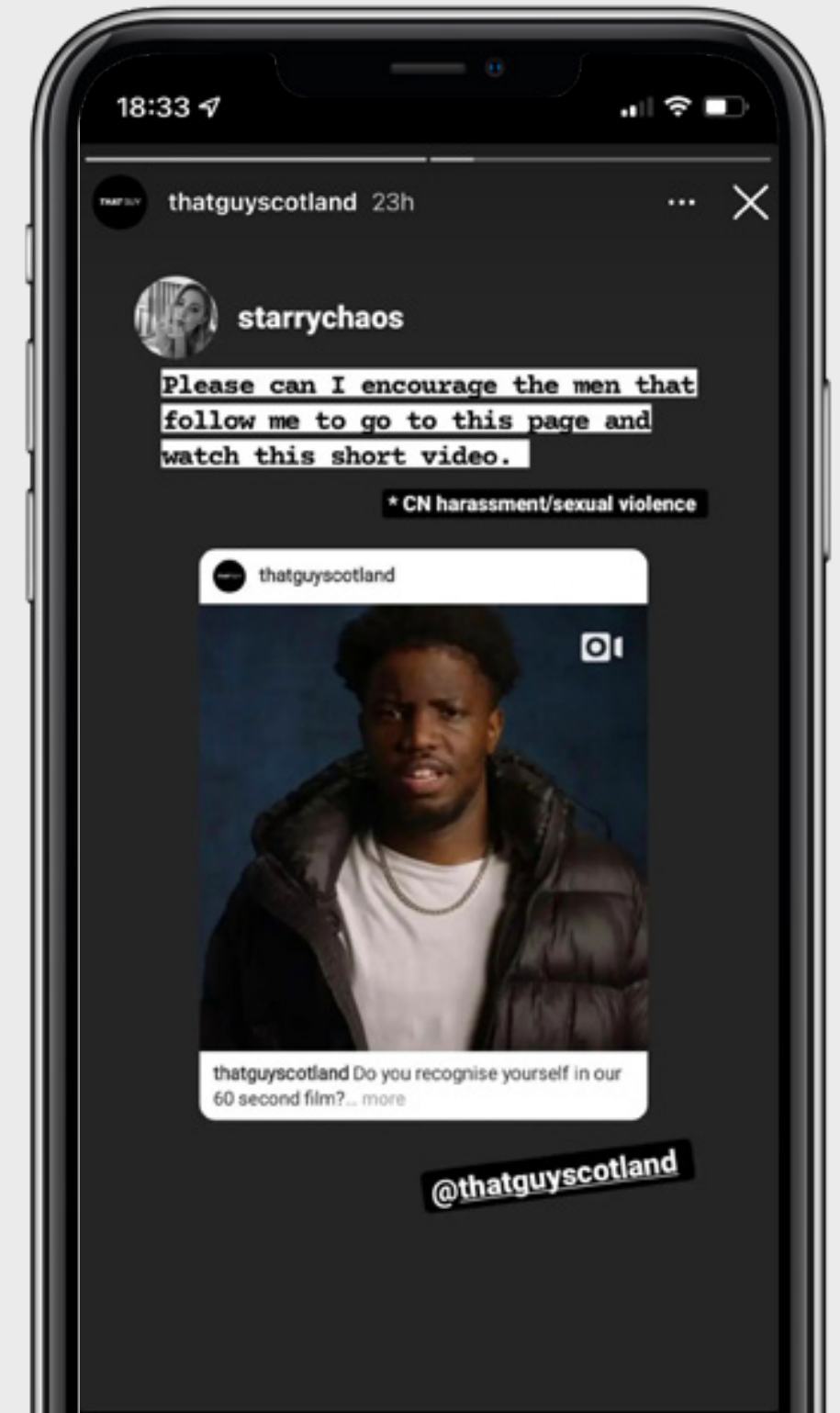
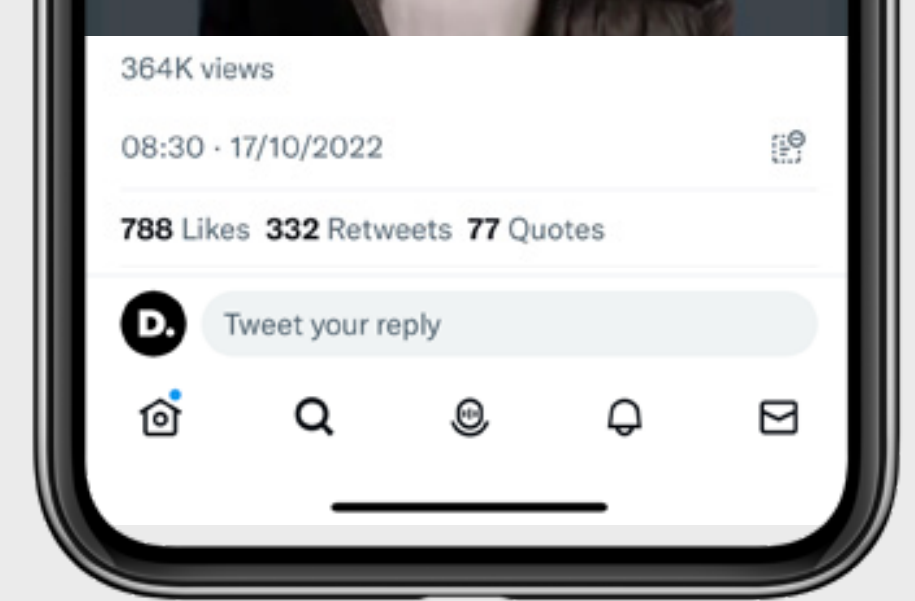
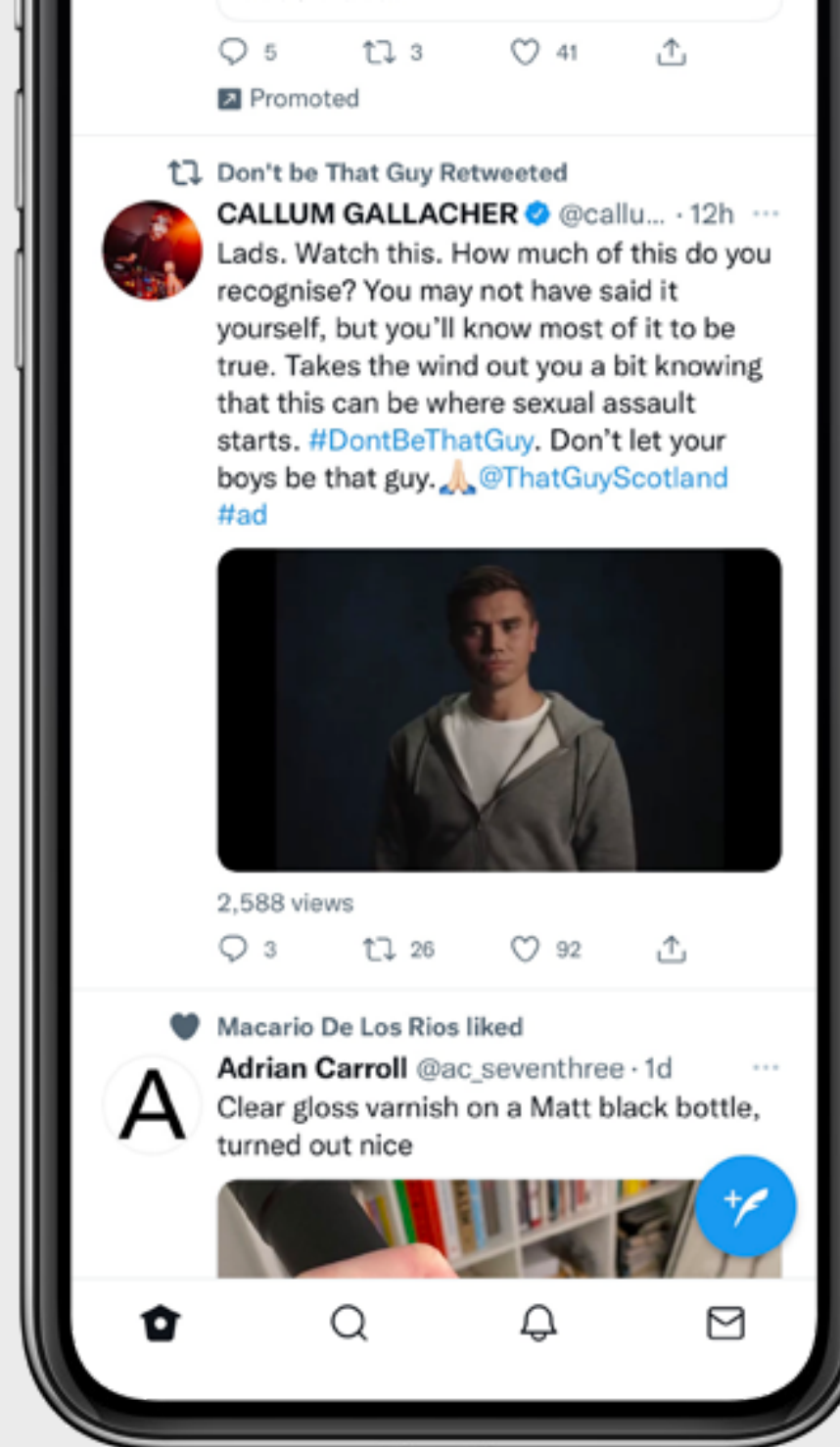
Long-term evaluation against crime and behaviour statistics will be ongoing over the course of several years.

Paid-for ROI

- 4.8 million digital ad impressions
- 32,000 click-throughs to the website

Views

- 6 million+ views of main 60 second campaign film
- 3 million+ views of first campaign tweet alone



Results

Website visits

- **80,000+** unique visitors to campaign website
- Estimated **180,000+** page views

Social media

- **2.3 million+** social media engagements
- Social media engagement averaged **13%**
- **34,000+** original uses of our campaign hashtag
- **#DontBeThatGuy trended #5** on UK Twitter on launch day.

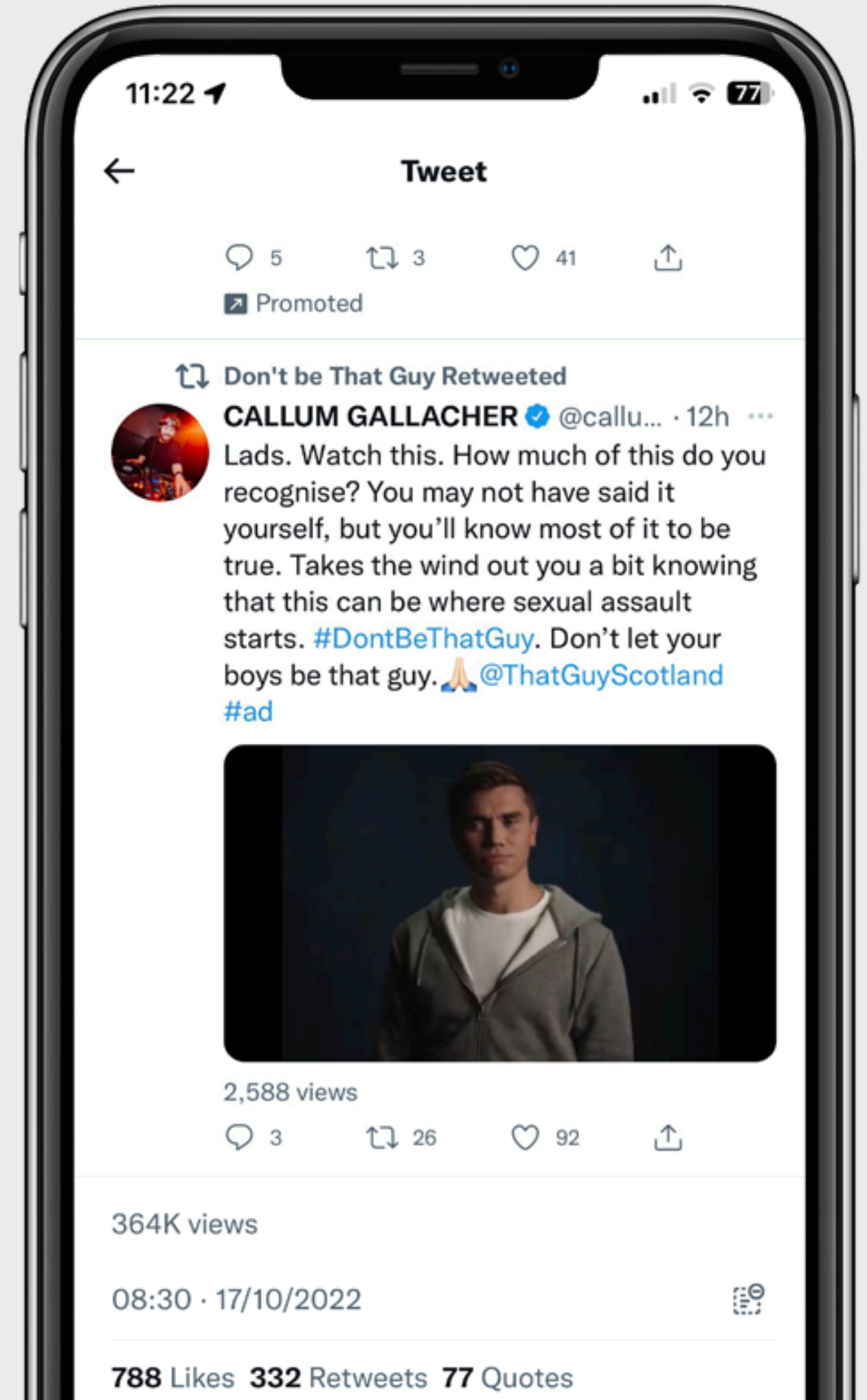
Influencer marketing

- **1.2 million+** impressions
- **166,000+** content views
- **13,000+** content downloads

New partnerships as a result

- Scottish Rugby
- Multiple Scottish colleges and universities

5 · Trending
#DontBeThatGuy



Results

Scotland, UK-wide and international earned media coverage with UK broadcast, features including:

- BBC TV
- ITV
- STV
- Sky News
- GB News
- BBC Radio Five Live
- BBC Radio 2
- BBC Radio Scotland
- LBC



Don't Be That Guy: activists praise campaign tackling sexual violence

“Don't be that guy”: why we need more violence against women campaigns like this one

Don't Be That Guy Police Scotland campaign is long overdue

Nicola Sturgeon praises campaign targeting male sexual entitlement and harassment towards women

Don't Be That Guy: Why the campaign asking men about their responsibility to end violence against women has gone viral

Results

Earned UK print and online news, features and editorials included:

- Guardian
- Mirror
- Times
- Huffington Post
- Independent
- Sun
- Standard
- Daily Mail
- Mail on Sunday
- Sunday Mail
- Daily Record
- Scotsman
- Herald
- National
- Courier
- Press and Journal
- Evening Express
- Yahoo News
- Glamour UK
- Adweek
- The Drum

Results

Earned international coverage across:

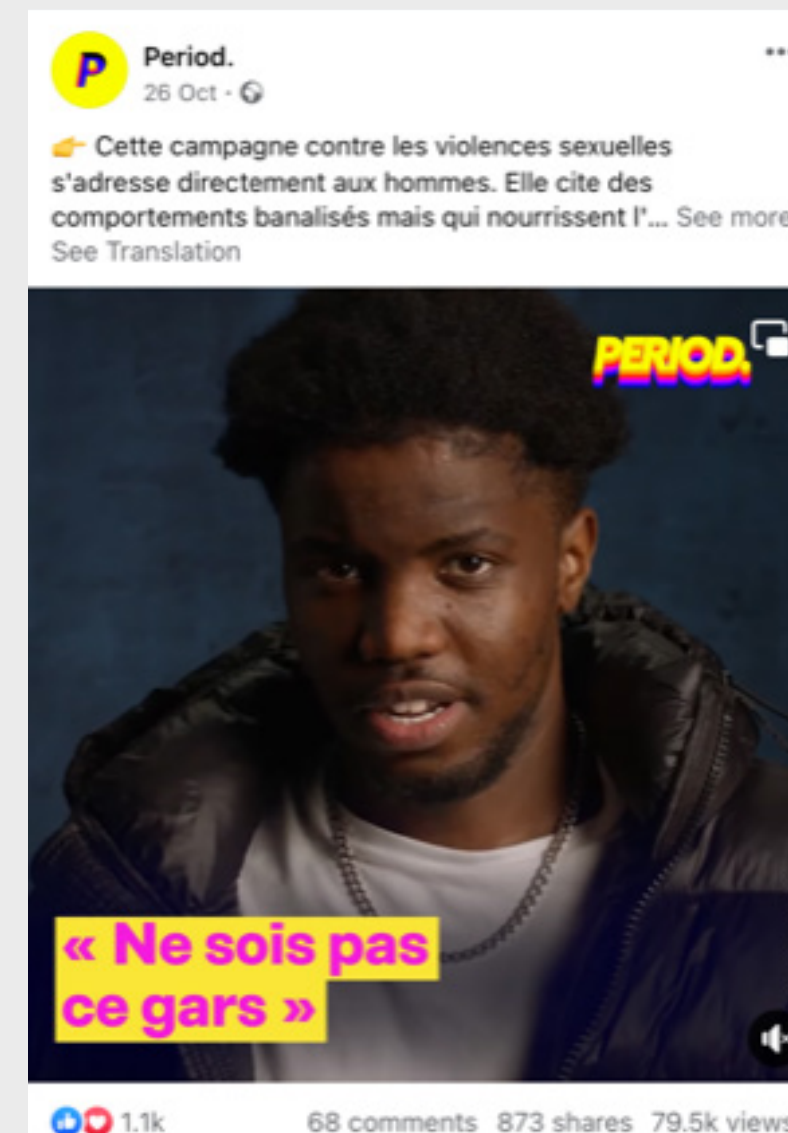
- Huffington Post, Japan
- Diamond Online, Japan
- El Huffpost, Spain
- Indian Express, India
- Republic World, India
- Der Standard, Austria
- S Moda / El Pais, Spain
- Levante-EM, Spain
- La Razon, Spain
- Televisió de Catalunya, Spain
- RT, Spain
- Catraca Livre, Brazil
- Universo Online, Brazil
- 24 Horas, Mexico
- Mademoizelle, France
- Wayka, Peru
- Mashable, USA
- Frau TV, Germany



Results

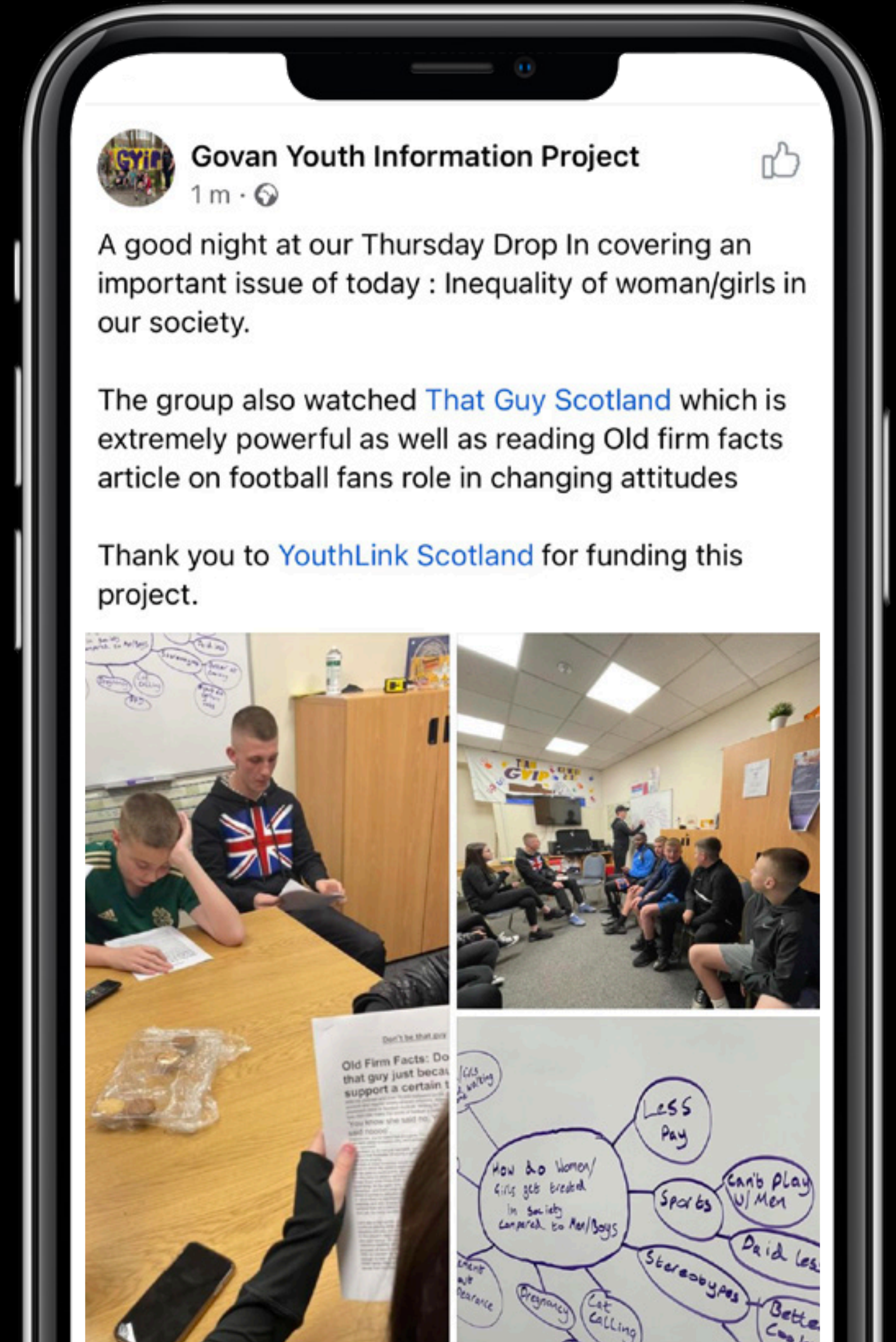
The video and hashtag went viral leading to international interest. Bilingual individuals voluntarily added translations to to the video and republished on social media.

International press picked up on the fan-translated content. One Japanese translated video achieved over 600,000 views and an Australian YouTuber's 10 minute video on the campaign has been viewed 142,000 times.



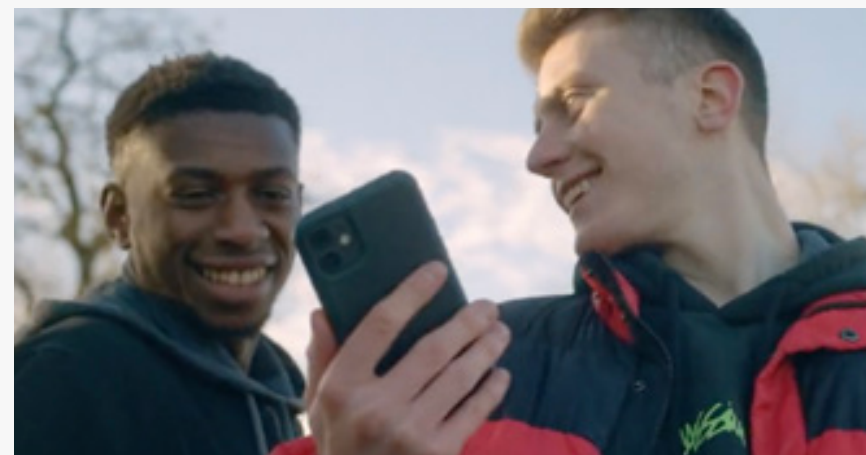
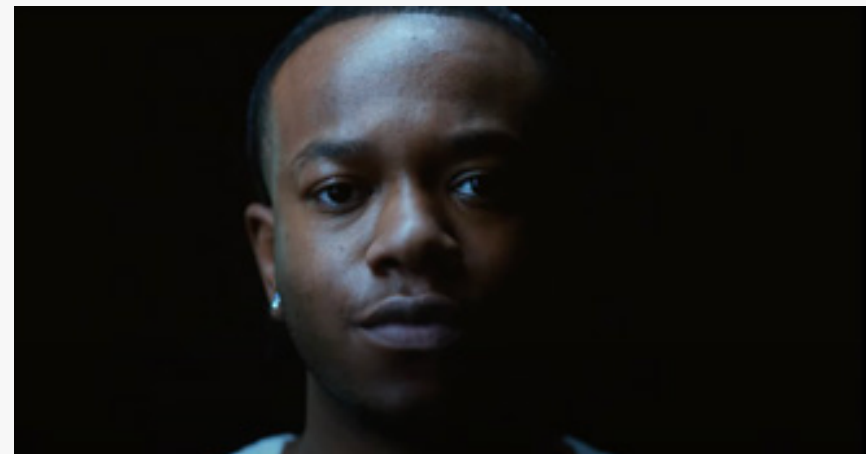
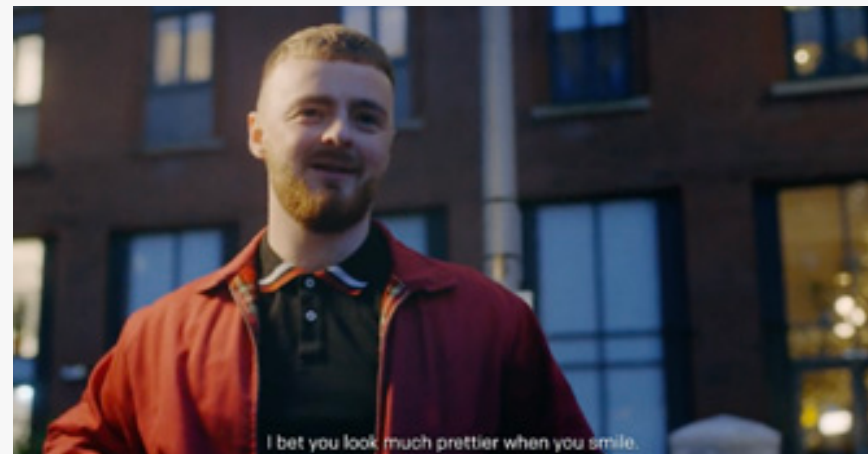
Legacy

At the difficult time, the campaign changed the debate nationally and internationally to focus away from women's safety and towards men's personal responsibility for challenging sexual violence. There was a clear, positive impact on women's confidence in policing in Scotland as a result.



Legacy

Our film and its focus on the misogyny at the root of sexual violence influenced national and international strategies in tackling violence against women and girls.



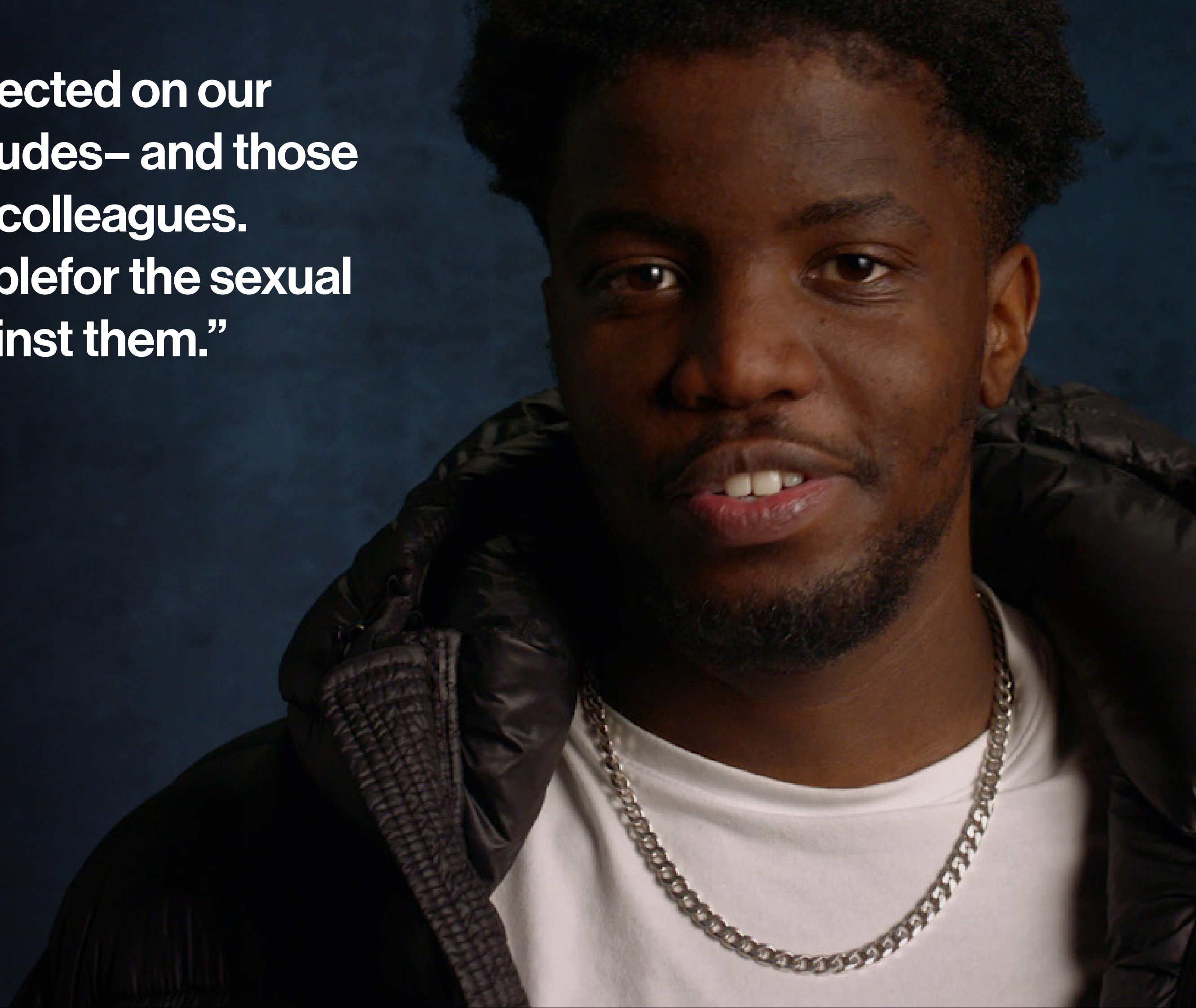
- **The film had a knock-on effect** across the globe, as police forces and women's charities from a number of different countries followed our lead, releasing their own campaigns aimed specifically at men.
- Police Scotland **rewrote its Violence Against Women and Girls strategy** in light of the That Guy campaign.
- **Two non-fiction books** are in development, inspired by the campaign.
- **16 police services** in England, Wales and Northern Ireland, and a further 10 public sector organisations, proactively contacted Police Scotland to discuss the campaign strategy.
- The campaign team delivered training on challenging sexual entitlement to over **100 Scottish professional rugby players**.

“It’s time that we men reflected on our own behaviours and attitudes– and those of our friends, family and colleagues. Women are not responsible for the sexual offences committed against them.”

Malcolm Graham

Deputy Chief Constable

Police Scotland



“The campaign has resulted in Police Scotland, and many other police services around the UK, adjusting their strategies on keeping women and girls safe. While individual safeguarding will always be a priority, emphasis is changing UK-wide and internationally to balance safeguarding with a new focus on male sexual entitlement and encouraging men to take responsibility for their own and their peers’ behaviour.”

Adrian Searle

Communications Strategy Manager

Police Scotland



That Guy

Part 2

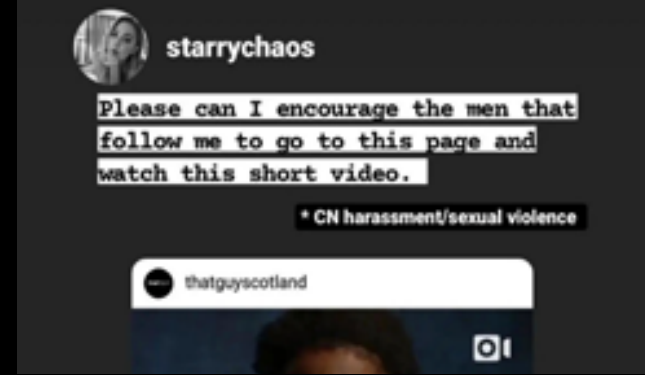


Background

Our first film for the That Guy campaign changed the conversation around serious sexual violence.

Instead of telling women to take precautions, we encouraged men to reflect on their own attitudes and behaviours. To take responsibility for solving the problem.

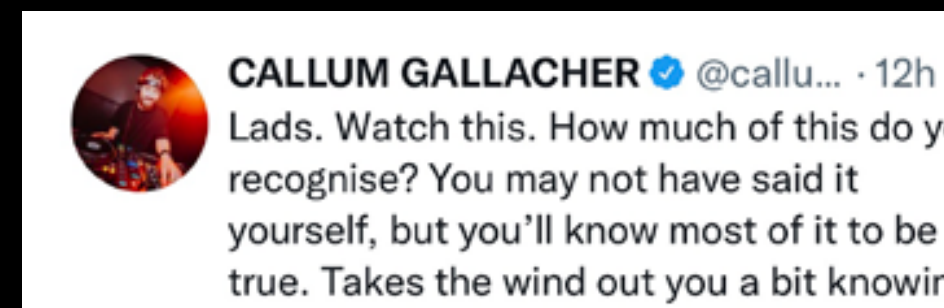
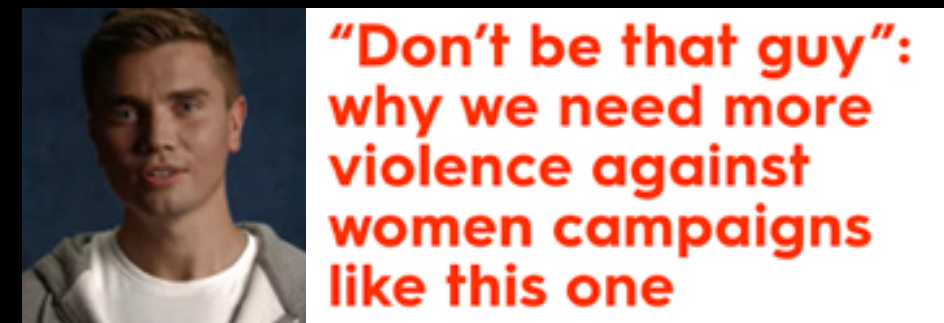
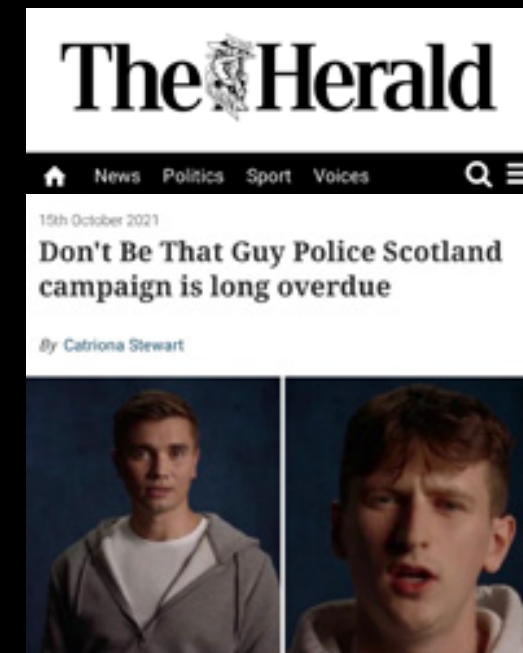
The film reached over six million people worldwide and won 18 national and international awards – including a Star Award.



Nicola Sturgeon praises campaign targeting men on sexual entitlement and harassment towards women

Scotland's First Minister is encouraging all men to watch a new film as part of the campaign and encourage fathers, brothers and friends to do the same.

5 · Trending
#DontBeThatGuy





The 'difficult second album'

That Guy (pt1) successfully changed the conversation.

Police Scotland rewrote their strategy for tackling sexual violence against women and girls. And other forces across the UK looked to them for leadership.

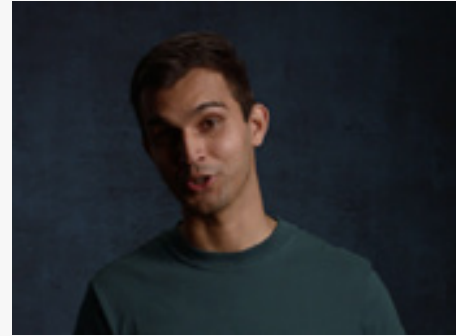
Our second film for the campaign was not an attempt to repeat that success. It was where the real work had to begin:

How do men start to change things?

Can we give them the tools and confidence to make a difference?

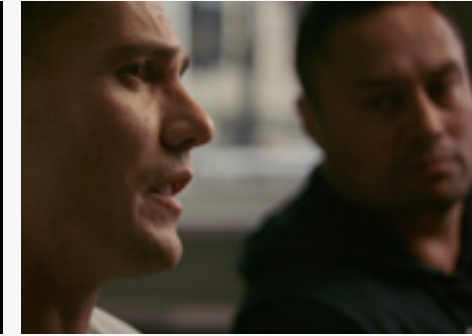
Campaign objectives

One



Capitalise on the runaway success of our first film and ‘scale up’ the message.

Two



Provide a positive way forward for men.* Inspire them to become ‘active bystanders’. To use their voice and make a difference. Because the Police can’t effect societal change on their own.

*Our target audience, again, was young Scottish men aged 18–35.

Campaign objectives

That Guy (pt1) encouraged men to check their own behaviours. This time, we had to encourage men to check the behaviours of their friends.

We've all got 'that mate' who goes too far. What positive action can men take to change those attitudes and behaviours?

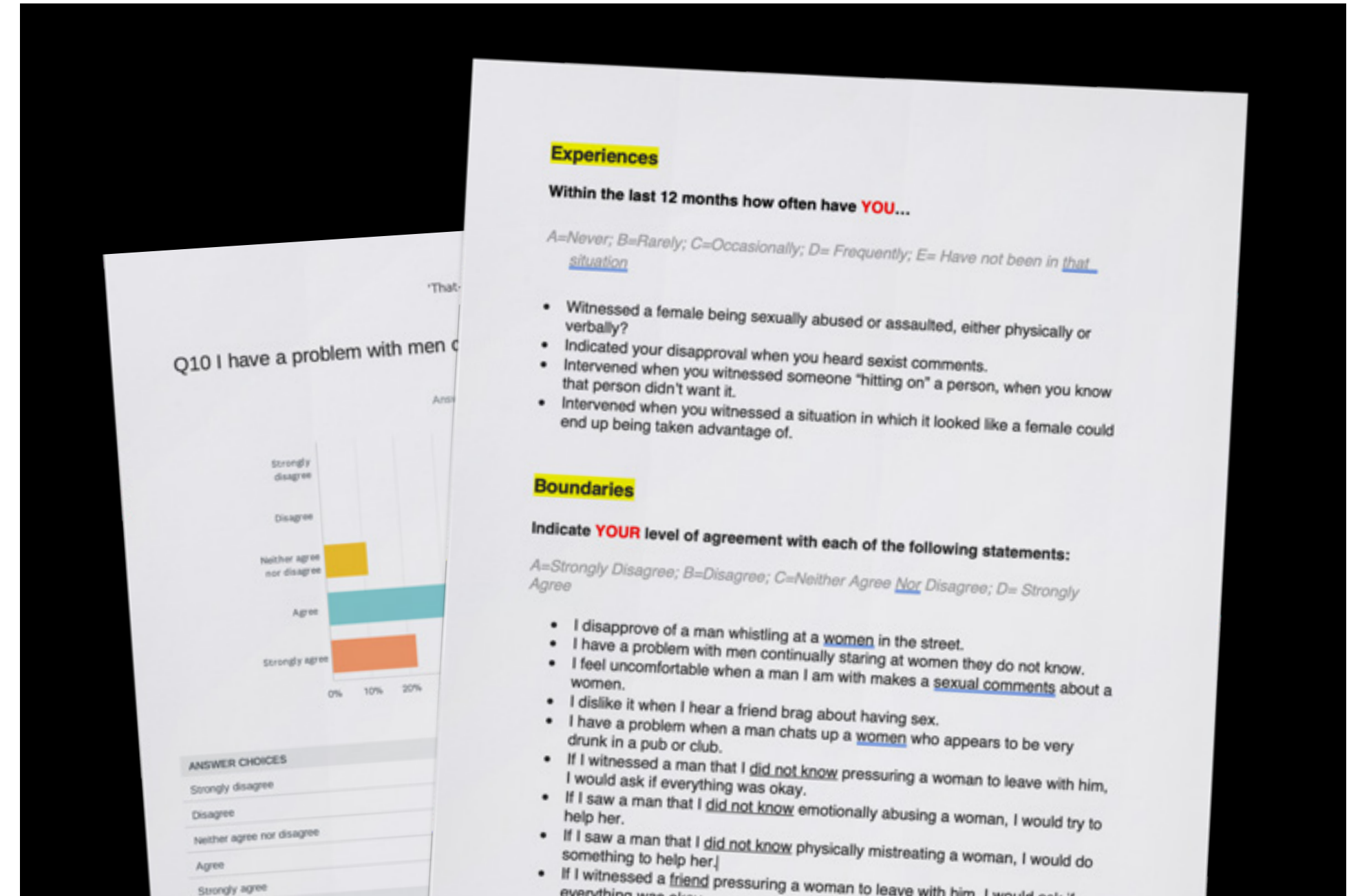
They can speak out.



Research

We conducted qualitative research – workshops and open conversations – with Police recruits, students and young men, to understand how comfortable our target audience were with speaking out in front of their mates.

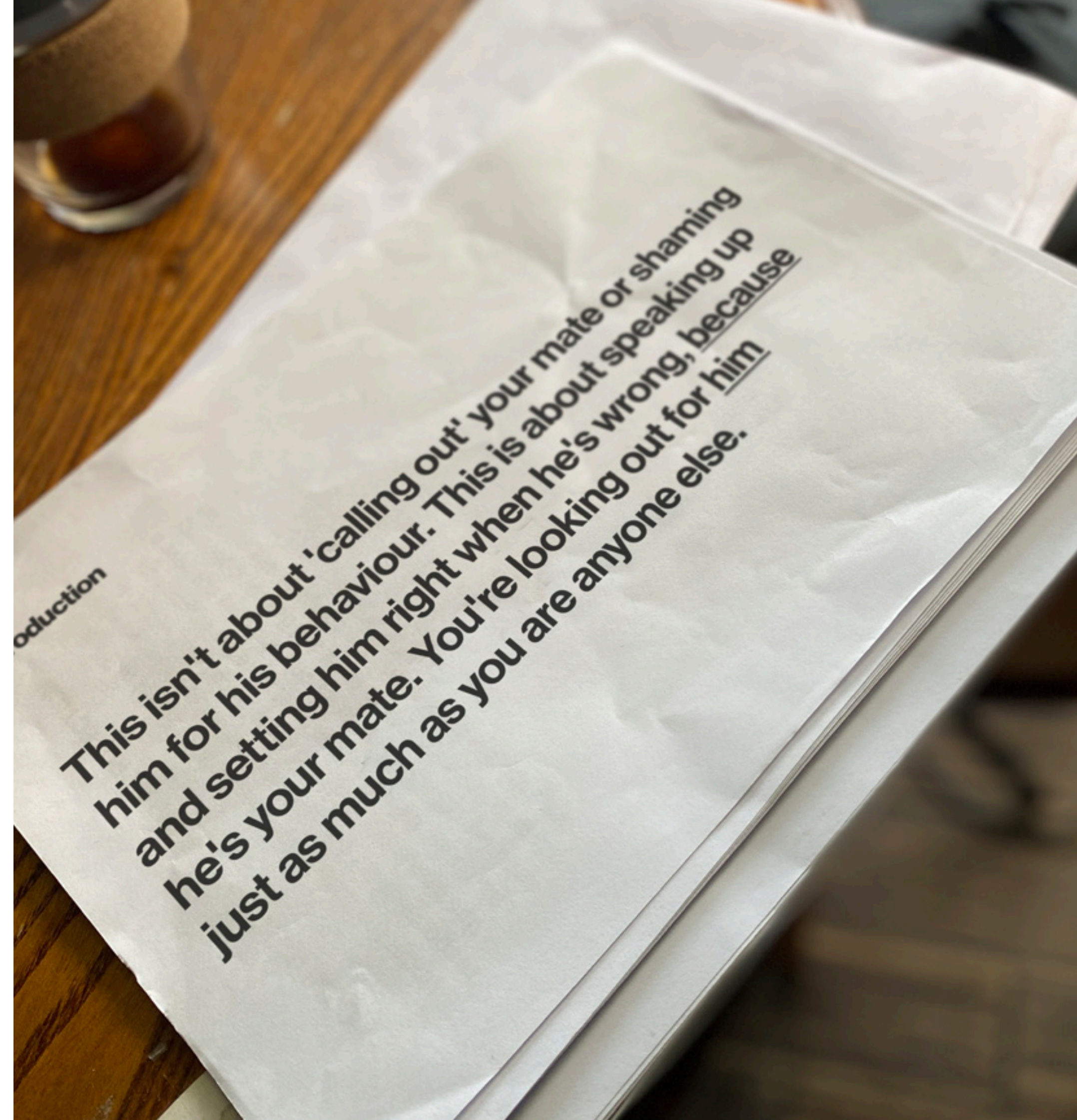
We worked closely with Police Scotland and with Graham Goulden, a leading experts on ‘active bystander’ behaviour change.



Research

We learned that men 'calling out' their peers in front of others could actually be detrimental.

We looked instead at how men could recognise unacceptable behaviours. And how they could then intervene sympathetically, relate, and begin supporting each other to change attitudes.



Campaign strategy

Our campaign message was clear:

Don't be that guy who stands by and says nothing. Have a word. Be a good mate. Help stop the harassment, intimidation and abuse of women. Help stop sexual offending before it even starts.





The concept

We filmed a real-life conversation between four prominent men from the worlds of sport, television and podcasts.

They talked with each other about their own experiences of peer-group misogyny. Times when friends have gone too far. And what they each felt they should do about it in future.

The casting

**We cast real influencers.
Men with high profiles,
at the top end of our target
age demographic.**

The conversation in our film had to be authentic and natural, but also inspirational. We needed grounded leaders, who our audience could look up to.

Crucially, they also had to be men with their own networks and followers. They would be our lead influencers, as well as our stars.



Unscripted

Our stars are not actors.
Their conversation was unscripted.



For this to feel authentic it had to be a real conversation. Our four men had to bring their own lived experience to the film.

We spent time with our stars. Coaching them. Steering the topic of conversation. Bringing them into the right headspace for a frank, open discussion.

Structure

Opening

Set the scene, e.g. every bloke has that 'one mate' who goes too far. Behavioural examples required for context but these need to be brief (don't need to cover same ground as TG1).

The issue

Acknowledge the fact most men won't speak-up in these situations. Question why that is. Question what the difference is between these situations and those where men will 'have a word'.

Teammate mentality

Highlight this isn't about calling your mate out - this is about speaking up *because* he's your mate and you don't want to see him do something he shouldn't. We're all on the same team.

Closing

Make reference to 'that guy', and remind men that speaking up is still an act of friendship. E.g. Don't be 'that guy' who stands-by and watches, be 'that mate' who steps up.

Focussing

Having been given a platform and been made to feel relaxed, our men spoke openly and offered genuine opinions.

We scripted campaign lines for them to deliver at the end of the conversation. And we knitted all of that into a tightly-edited 60-second film.

A five-minute 'extended version' of the film delivers a more profound, in-depth conversation.





1 million +

views of our hero film

The results

Total engagement across That Guy and Police Scotland owned channels:

1,029,775 Views

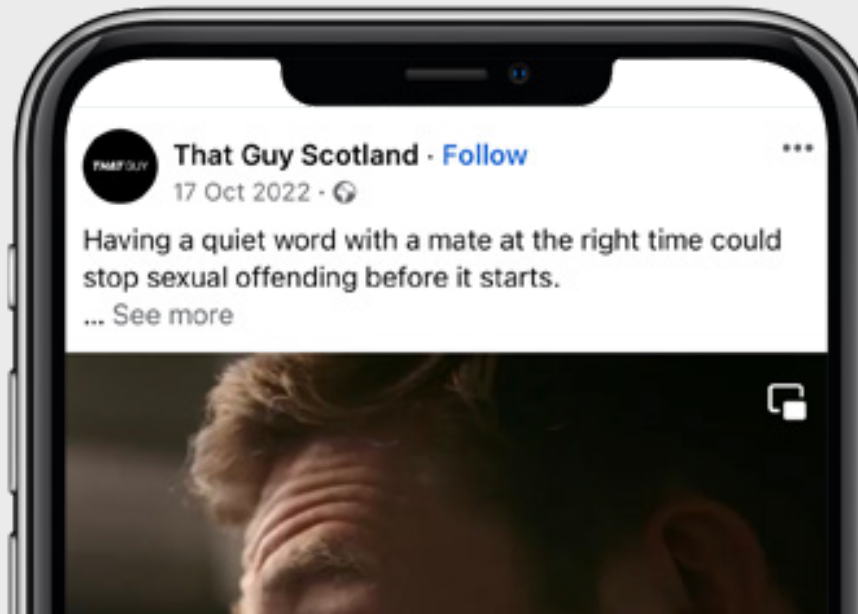
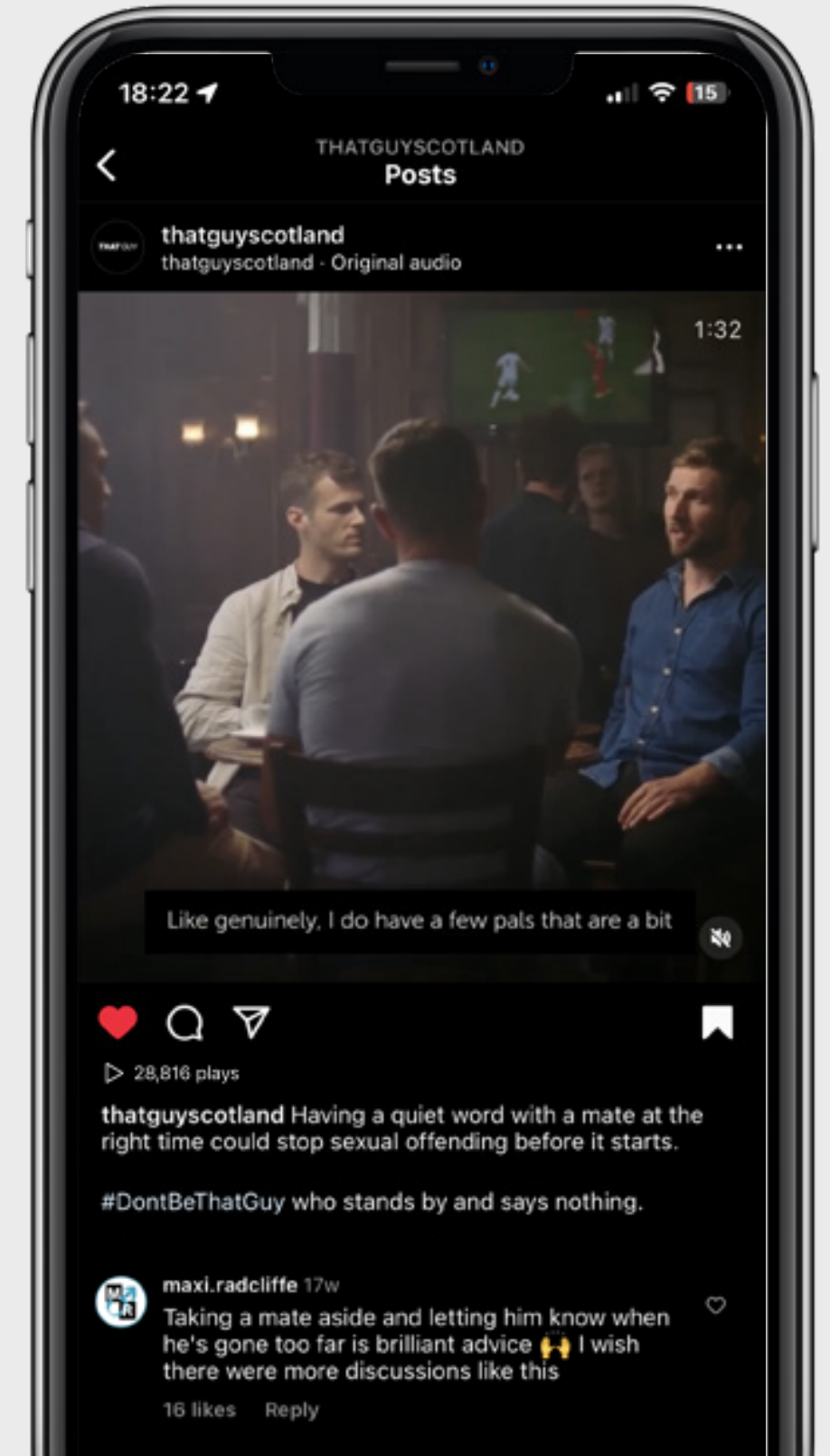
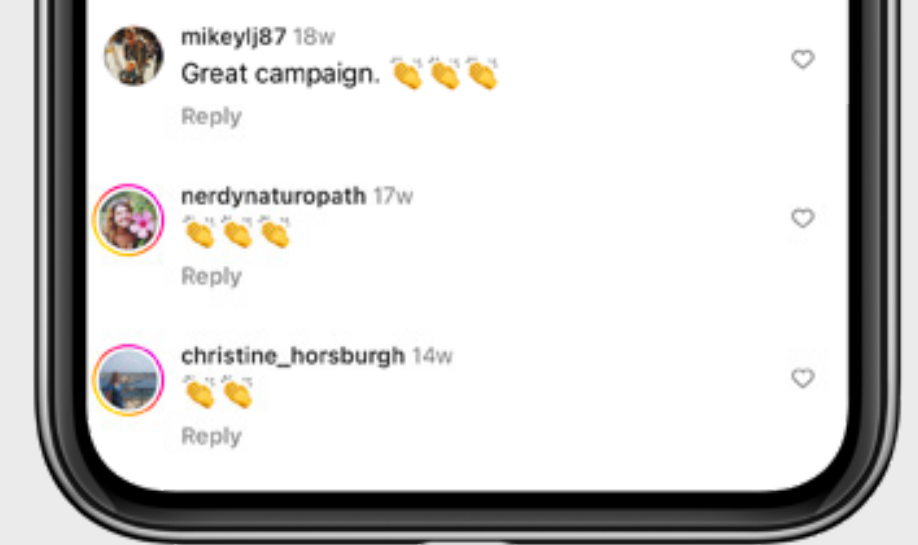
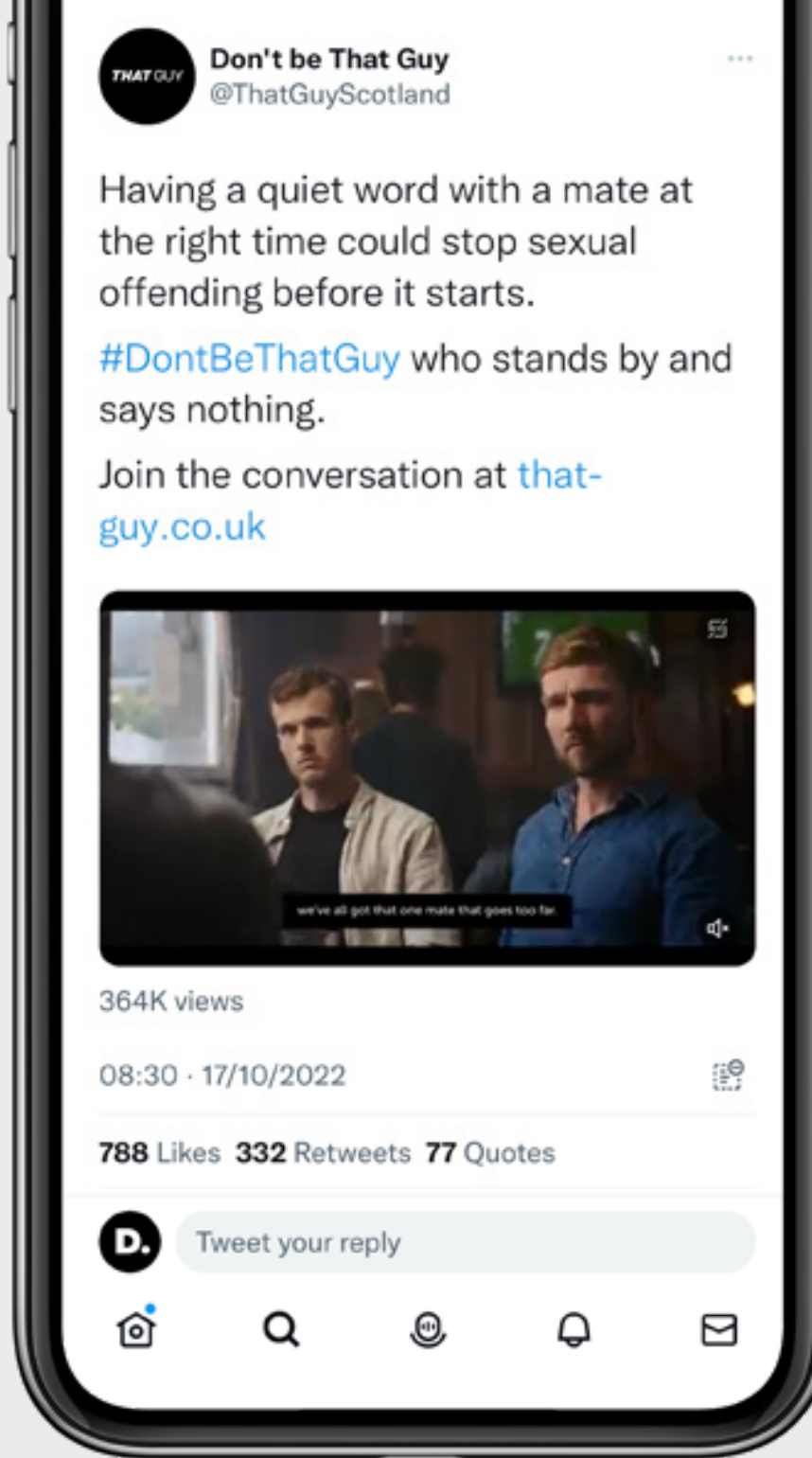
41,225 Engagements

Social media influencer engagement:

170,629 Views

41,627 Engagements

28,145 Podcast downloads



Earned media

The campaign was picked up and supported by leading national media outlets:

Print/online

- BBC Scotland news online
- STV news online
- STV news social media shares
- Daily Record
- The Courier
- The Courier opinion
- Glasgow Evening Times
- The Guardian
- The Herald plus comment
- Metro Scotland
- The National
- The Press and Journal
- The Press and Journal plus editorial
- The Scotsman
- The Sunday Post
- The Times

Broadcast

- BBC Reporting Scotland lunchtime bulletin
- BBC Reporting Scotland evening bulletin
- BBC Radio Scotland Good Morning Scotland
- BBC Scotland The Nine
- STV news evening bulletin
- STV Scotland Tonight



'Don't be that guy': Viral anti-sexual violence video campaign returns



Alistair, you were part of the Police Scotland campaign Don't be That Guy



Police Scotland officers to sexist behaviour in 'That Guy'



Why the man on the street has to take centre stage on sexual violence

Influencer media

The men in our film were our most effective influencers. Real advocates, fully bought in to the campaign and creating original, authentic content.



Callum Gallacher
@callumtweets

Not an easy conversation, sure, but simply put 'you don't have to be the guy who pulls him out in front of all your mates', hits different. A quiet word in your pal's ear when you see the warning signs could be all it takes.

[@thatguyscotland](#) [#DontBeThatGuy](#)

51.5k followers



Jordan Young
@joskyn100

I'm proud to support the [@PoliceScotland](#) campaign [@ThatGuyScotland](#). [#DontBeThatGuy](#) who stands by and says nothing. Join the conversation.



43.1k followers



Jackie McNamara
@jackie_Mc4

Don't be that guy who stands by and says nothing. If you look out for your mate on the pitch, do it off the pitch too. Have a quiet word. Proud to support this one [@thatguyscotland](#) [#DontBeThatGuy](#)

29.5k followers



Alistair Heather
@Historic_Ally

We have real influence over our pals' behaviour: let's use it to help reduce harassment. Women shouldn't have to worry about the things we as men say and do [#DontBeThatGuy](#)

14.5k followers



Sean McDonald
@seanmcdonald01

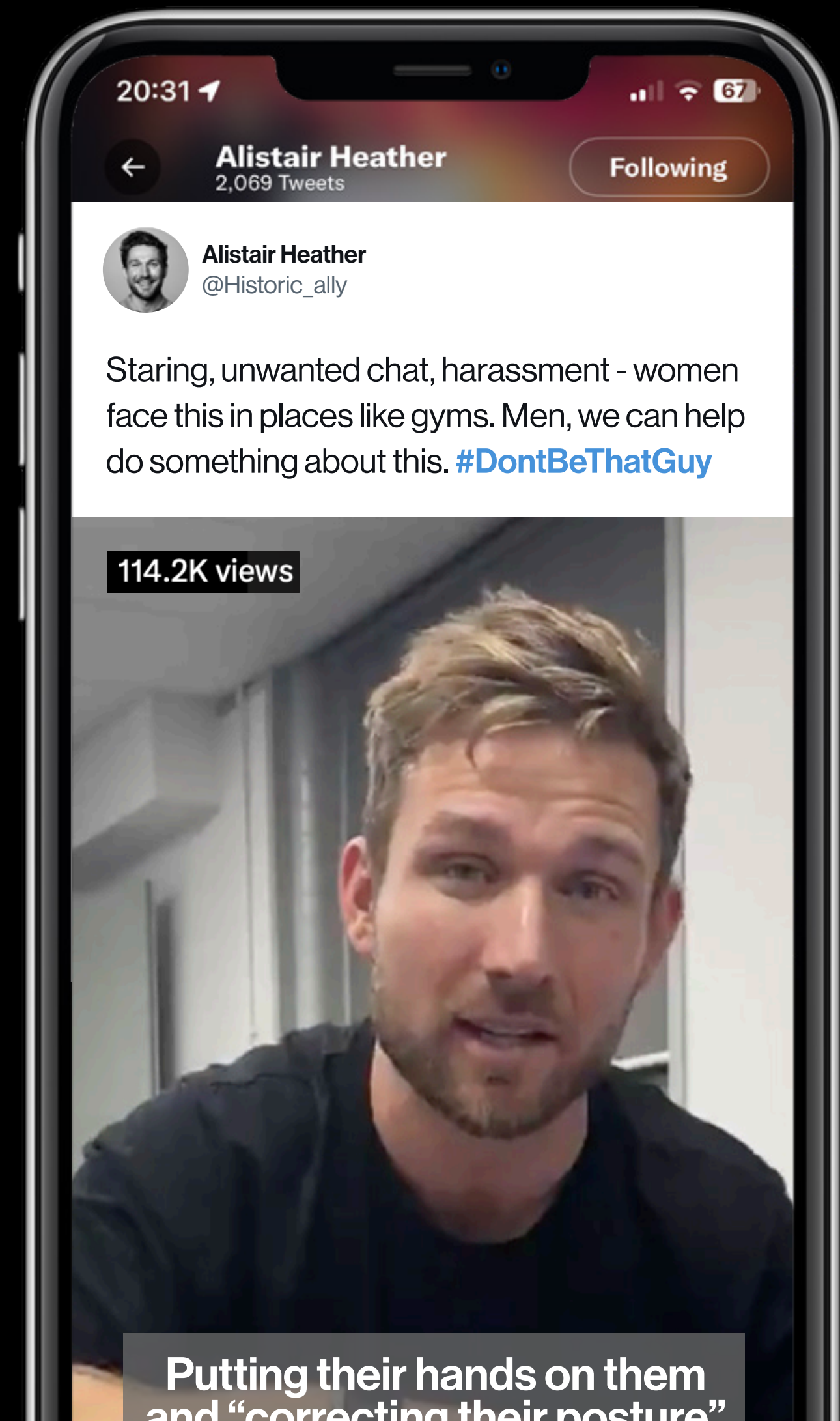
Proud to be part of this campaign. [#DontBeThatGuy](#)



16k followers

Inspired content

One of our stars, writer and presenter, Ally Heather, created his own supporting films focusing on male behaviour in gyms, reaching almost **115k views** on Twitter alone.

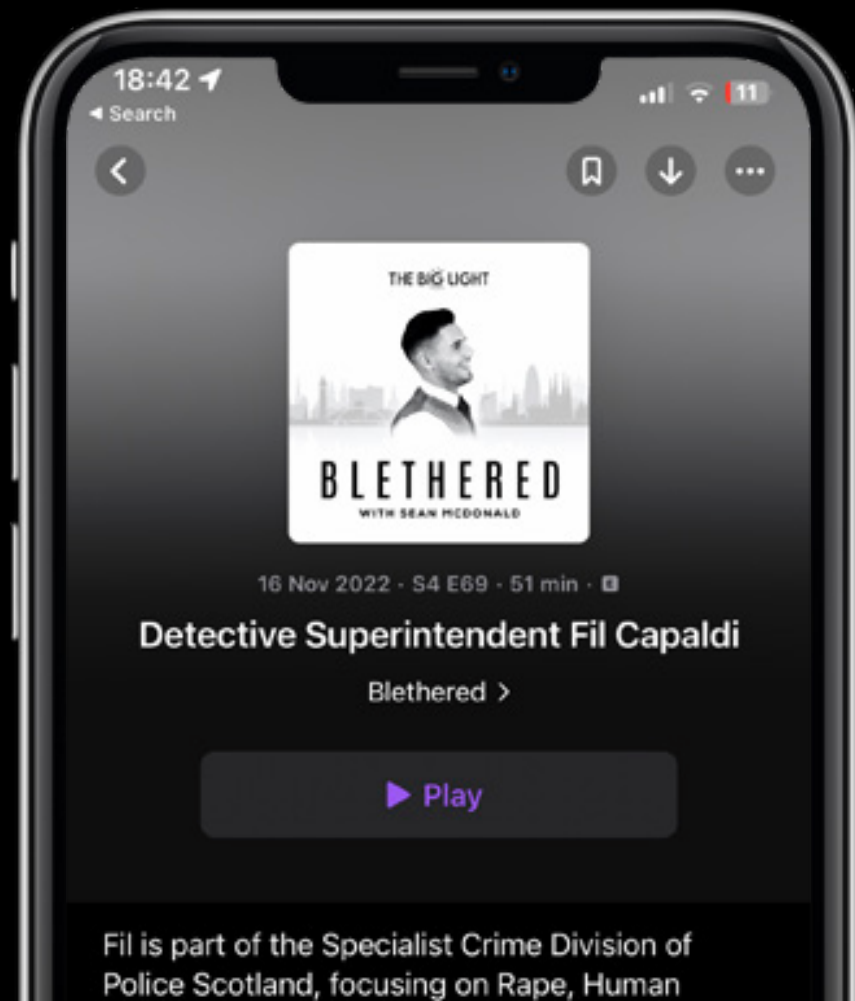


Inspired content



We sparked conversations on high-profile chat shows including Official Scottish Rugby podcast, Old Firm Facts podcast, and Blethered podcast with Sean McDonald.

And musician Luke La Volpe even got his live audience chanting our campaign message.



The conversation

The campaign gained traction organically too, being shared by former Scotland Rugby international Jim Hamilton, footballer Tom Walsh, author Ross Sayers, musicians LF System, and the current World's Strongest Man Tom Stoltman, amongst many others.



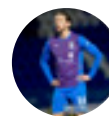
Jim Hamilton
@jimhamilton4

95.9k followers



Tom Stoltman
@stoltman_tom

48.6k followers



Tom Walsh
@tomwalsh_48

15.7k followers



Ross Sayers
@Sayers33

12.4k followers



The conversation

Quality of engagement is ultimately more important than quantity. Our job wasn't to generate clicks, it was to spark conversations.

And we did. We brought the conversation out again among our young male audience, inspiring support and discussion across all social media platforms. Our hashtag, #DontBeThatGuy, was everywhere.



Patrick McPartlin
@p_mcpartlin

There's always more we can do. Talk to your boys. [#DontBeThatGuy](#)

Mozza | Derek
@MozzaPlays

Important campaign this. I think we've all been guilty, as men, of turning a blind eye to certain chat - not in a malicious way - but it can still have an impact.

BarryGoodwin
@100percenttyke



Black wrist o sauron
@Vocare88

Yep, Reddit had a lot of posts about men doing nothing about a friend sexually harassing someone and shrugging it off as "bro code".

Bernie
@DrGTenbergen

Another important step forward from Police Scotland [#DontBeThatGuy](#)

@Derek12763827

If you're not part of the solution, you're part of the problem.
[#DontBeThatGuy](#)

Mikeyj87
@mikeyk87

Well said. More of this.

Maxi Radcliffe
@maxi.radcliffe

Talking a mate aside and letting him know when he's gone too far is brilliant advice 🙌
I wish there were more discussions like [#DontBeThatGuy](#)

David Challen
@David_Challen

Another great one from [@ThatGuyScotland](#) urging men to challenge sexist behaviour.



Nick Kwek
@NickKwek

Women should be able to go about their daily lives without the threat of being sexually harassed or assaulted. Why should it be any



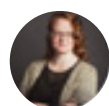
Rape Crisis Scotland
@rapecrisisscot

Men need to step up and hold other men accountable for their attitudes and behaviour towards women. Campaigns like this are a great start [#DontBeThatGuy](#)



Roisin Ingle
@roisiningle

Makes me so happy to see men talking about this. It's game changing. [#DontBeThatGuy](#) and yes, yes for the slow learners at the back [#NotAllMen](#)



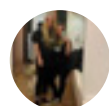
Dr. Gillian Tenbergen
@DrGTenbergen

This is lovely to see. And I'm all here for it. [#DontBeThatGuy](#)



Scottish Women's Aid
@scottishwomensaid

Next phase of the [#DontBeThatGuy](#) campaign from [@PoliceScotland](#). We're on the [@BBCRadioScot](#) just now talking about this!



Kellyann Cameron
@94kellyann

Another blinder 🙌 [#DontBeThatGuy](#)



UHI Inverness
@UHI_Inverness

Whether it's hassling girls in the pub or inappropriate comments, we all have that one mate that goes too far" We are proudly supporting @ThatGuyScotland's campaign to give men the tools to recognise & tackle sexual violence [#DontBeThatGuy](#)



Lou Cromie
@LouCromieASPIRE

If we all speak up and speak out to our friends when we see/hear something wrong, we could put so much right - it's not just sexual offending - it's anything that's morally wrong [#DontBeThatGuy](#) [#dontbeabystander](#)



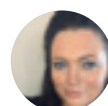
STAMP
@lrcstamp

A great campaign from Police Scotland [#DontBeThatGuy](#)



Jorja McAndrew
@JorjaaM

Nothing changes for women or any victim of male violence unless men join and participate in the conversation - this is awesome. [#DontBeThatGuy](#)



Laura McConnell
@LauraFMcConnell

You don't need to "call out" your mates & humiliate them. You can quietly "call them in" & tell them why you don't feel comfortable - that's what a real friend would do. [#DontBeThatGuy](#)

Building support

Support grew beyond our target audience, as hundreds of women from all over the country gave our film their backing, alongside prominent organisations like Scottish Women's Aid, Rape Crisis Scotland and the Lanarkshire Rape Crisis Centre.





“What’s so refreshing about this is that it’s about involving men, challenging other men’s behaviour - and that is what we need.”

Sandy Brindley
Rape Crisis Scotland

Legacy

Our original That Guy film positioned Police Scotland as the global leaders in Police strategy for reducing violence against women and girls.

Pt2 reinforced their position, with police forces up and down the UK coming to Police Scotland for continued advice and guidance.

Our campaign and insight continues to influence policing strategy across the UK at the highest level. Police Scotland have so far given 78 presentations to other police forces and organisations.





Impact

We took the provocative theory of ‘active bystanders’, applied it to real, achievable behaviour change for young Scottish men, and brought it to national/global attention.

Reducing everyday misogyny is now at the heart of a national conversation about being better men, and better friends.

Contact

stand.agency

info@stand.agency

0141 222 2999

STAND

Agency:	Stand
Managing Director:	Maggie Croft
Account Management:	Lian Thomson
Creative:	David Tolmie
Production Company:	Forest of Black
Director:	Michael Sherrington
DOP:	Steve Cardno
Producer:	Beth Allan
Camera Op:	Leon Brehony
AC:	Keir O'Donnell
HMU:	MV Brown
DIT:	Kieran Howe
Production Assistant:	Josefin Bagge
Sound recordist:	Jonathon McLoone
Mix and dub:	William Aikman