

#SafeAtHome

Issued by [Joe Public](#)

26 Mar 2015

Our creatives were inspired by a story they saw online and as a result were compelled to create the above campaign for POWA for International Women's Day.

<http://www.iol.co.za/the-star/the-home-is-dangerous-for-women-1.1670359#.VPXGO8a-3dk>

The premise is basically that a woman in South Africa is more likely to be killed by her intimate partner than by a stranger. Three women are killed daily by their intimate partners. Alarming statistics. We want to drive awareness of these stats as well as increase awareness of POWA and what they do.

We have shared the attached images across social media over the weekend of International Women's Day with the hashtag #SafeAtHome #POWA with the message:



South African women are more likely to be killed by their intimate partner than by a stranger. We are dedicated to improving the lives of abused women offering them support, shelter, counselling and legal advice. To seek assistance, call 011 642 4345/6 and help make homes safe again. #SafeAtHome

- **SheBeen campaign reimagines women's safety in taverns** 21 May 2024
- **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024
- **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024
- **When love is tough, Love Me Tender** 15 Feb 2024
- **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023



[Joe Public](#)

We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>