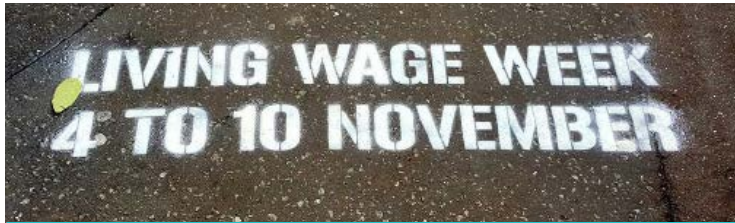


# Getting the public's attention

Using spaces to highlight you pay the real Living Wage proves extremely effective. Below are some examples of what employers have done in the past to raise awareness of the real Living Wage.



## Use the pavements!

Last year, Norwich City Council sprayed their pavements with Living Wage messages, like above. What a great way to get people's attention on the way to work!



## Put up some posters

In the past, the Mayor of London has secured posters across the London Underground during Living Wage Week. Clear Channel and Creature of London ran a joint campaign across UK billboards and digital advertising space.



## Use what you've got.. buses/ATMs

National Express branded one of their buses in the West Midlands with a Living Wage logo for Living Wage Week. (Above)

Whereas Barclays put the logo on their ATMs. (Below)



## Fly the Living Wage flag

Order a flag from us to fly on iconic buildings. In the past Cardiff Castle put up 40 Living Wage flags, and many other council buildings have done the same - shout out to Hackney and Southwark Council.