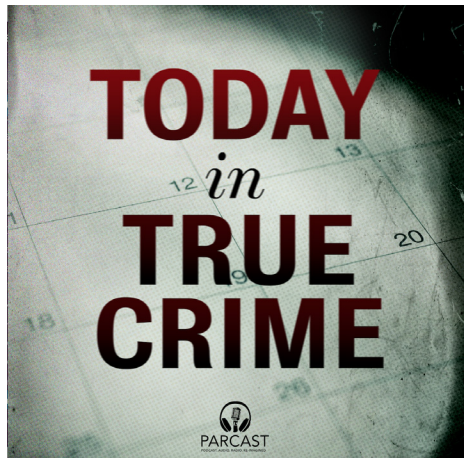
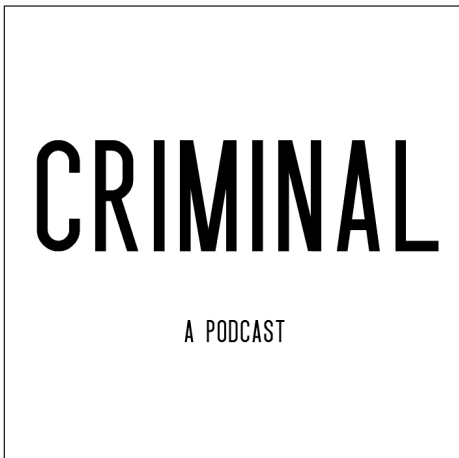
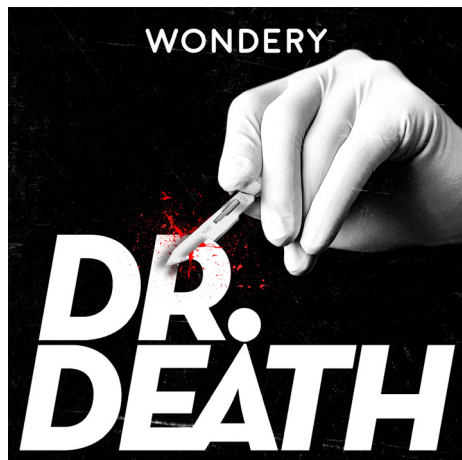
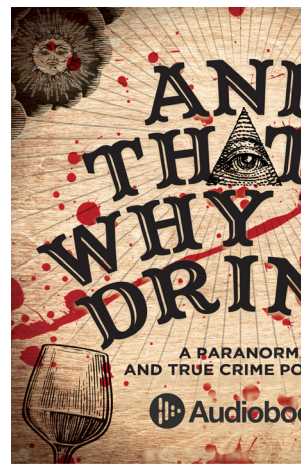
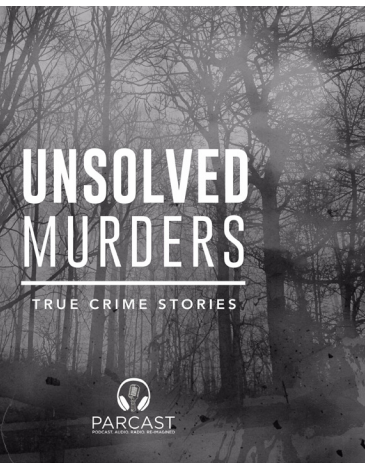
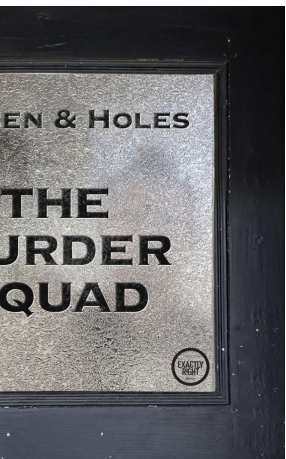


CRACKING THE CASES

The Making of Elusiv





Wait, So You Like ... Murder?

Ok, hear me out. I don't "like" murder, per se. I'm not in support of the act of murder or anything like that. I'm just interested by it all. Don't get me wrong; murder is bad. Like, really bad, but I have always wanted to learn about it.

I can't remember exactly when it started, or at what age, but everyone who is interested in murder has an origin case (you know, the case that captured your attention so much you had to google any podcast, article or documentary about it to get all the details). For me, it was the Golden State Killer case. I listened to podcasts, read the books and articles, which led to more books, podcasts and documentaries about other cases, until my family and friends just assumed I had already watched every murder documentary on Netflix, and they were right.

I'm not sure why true crime interests me so much. Maybe it stems from a desire to know what to do in case I end up in a dangerous position. Maybe it stems from interest in the human mind and how someone could commit crimes like that. Or maybe I'm just crazy, who knows?

True crime has become more and more popular over the last few years. There are tons of podcasts revolving around true crime, and it seems like a new documentary is being released every week. I wanted to create something to stand out in this world of true crime. I wanted something that users could interact with and get involved with. A lot of people who are part of the true crime community want to help where they can, look for clues and see what they can contribute to solving a case. Instead of using these stories only to entertain, I wanted to use them to spread the word about open cases and possibly get more tips.

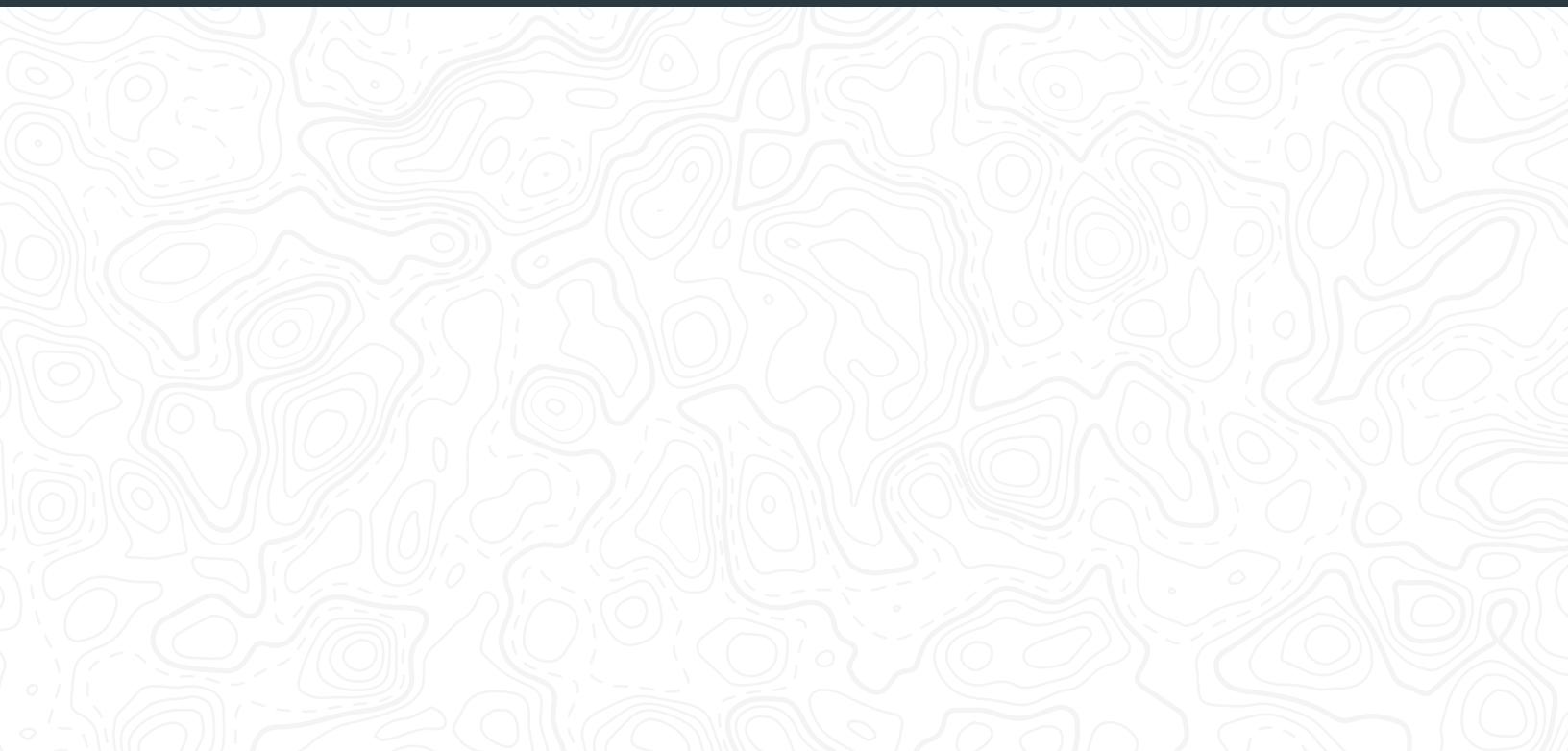
I knew I wanted to make some sort of magazine with pull-out parts, and I wanted to make an app to go with it, but I had a lot of things to decide.

And thus, the case begins.



**YOU CAN BE CRAZY,
JUST BE LIGHT-HEARTED
ABOUT IT.**

GEORGIA HARDSTARK, MY FAVORITE MURDER



Naming the Suspect

Before I could do much of anything else, I had to decide on a name for my product. I started by looking at some of the things that already exist in the true crime world. There are a multitude of podcasts that focus on this topic and their names of these come in a pretty wide variety. Many of them use the words "case," "murder" "crime" or similar terms.

I started by making a word list. I just let my pen go on a piece of paper (yes, a real pen on a real piece of paper... sometimes I think better with my hands over a keyboard) to see what might come out of my brain.

I wanted something that subtly referred to the topic of murder but didn't blatantly say it or make a pun about it. I also wanted to stay away from anything too cheesy.

- Inked
- Blue Print
- Conviction
- Ice
- Ice cold
- frozen
- web
- Tangled
- Caught
- Cold web
- Spider some
- Black widow
- Turanwala
- Point-Blank
- Instinct
- Blue print
- Citizen Sleuth
- Briefed
- Briefcase
- Thin
- Dissip
- Ink
- Shift
- Shift
- Doe
- Wiret
- Warr
- Bre
- Bra
- Cold
- Th
- Pun
- Cold
- File
- File
- Imp
- Suit

Making a Calling Card

From my long list of potential names, I chose a couple to start exploring in Adobe Illustrator. I chose to explore the name Shifted because it is another word for disappearing. I also liked it because it referenced a shift in attention in true crime. Too often the focus of a true crime story is the culprit. I decided here that I wanted to put a little more emphasis on the victims and their families. I wanted to shift the attention away from glorifying a Ted Bundy to honoring a Lynda Ann Healey and giving closure to the families.

With this name, I experimented with case caps versus all caps versus all lowercase. I tested some serif and some sans serif to see which I felt captured the feeling of the brand the most. I also tried distorting the letters of the word to convey the shift. However, overall I felt this seemed too close to that cheesy area of true crime that I wanted to avoid.

I also experimented with the name Point Blank. I liked this because not only did it refer to the vocabulary of a gun (hinting at murder), but it also meant blunt and direct. This was something I wanted my publication to be, not a lot of fluff or storytelling, just the facts.

With this, I experimented with writing out the whole name or using a dot to convey the "point" which I could also incorporate as a design element later on. I also wanted to try stacking the words and found myself leaning towards sans serif type with this direction.

I also explored type tests with the name First Degree. First degree is the most serious category of crime, and I liked that it hinted at murder that way without blatantly saying murder in the title. I liked being able to use the degree sign as a possible design element in later pieces of branding.

I really liked the ligature that was formed between the F and the I with some serif fonts and I recreated a ligature between S and T to create some symmetry in the mark. This is the mark that I chose to continue exploring with.

Shifted

Shifted

Shifted

Shifted

Shifted

Shifted

Shifted

Shifted

Shifted

Shifted

First^o

first^o

First^o 1st^o

first^o

first^o

1st^o

1st^o

1st^o

first^o

first^o

1st^o

*point
blank*

● **blank**

● **blank**

point-blank

**point
blank**

point-blank

First^o

point-blank

first^o

point-blank

● **blank**

first^o

First degree adj.

of the most serious type;
deserving the harshest punishment

A first step in a 360° turn in the true crime sensation

First degree is turning the focus of true crime from the sensationalized serial killers to solving real crimes, that effect real people.

With the popularity of true crime and the facination with serial killers increasing, too often the victim and those close to them are often lost and forgotten in the sensation of a true crime case. If we could take that facination of the public, and use it to solve a series of unsolved or cold cases, we could bring those victims and their families peace and resolution.

We are enlisting those who love true crime podcasts, documentaries, and all things serial killer to help solve with real crimes, with real victims and real families. Because we believe every victim deserves resolution, and every criminal deserves the first degree.

1st^o

Following a Lead

Before I could get too deep into the mindset of creating visuals for the packaging and content, I had to spell out exactly what I wanted the mission of this project to be.

I came up with a rough mission statement and a possible tagline that connected with the definition of First Degree. I wanted to make sure that it was framed in a way that focused on the victims of the crimes being honored and helped. I wanted it to be phrased in a respectful and sophisticated way that was reflected in the sophistication of the serif typeface in the potential logo.

Then I thought about what kind of color scheme I wanted to utilize. After looking at everything that is out there already I noticed there is a lot of red, black and yellow being used on almost everything. I wanted to pick colors that still referenced true crime and murder subjects without blending into everything else in that space.

I chose to work with a cooler color scheme to reference the cold or unsolved cases that would be shown in the publication. I started with picking a light icy blue and chose some blues to complement it. I also wanted to use some tan/brown colors to reference a manila envelope that would often be seen in a police investigation or casefile.



Background Checks

Once I was ready to tackle the packaging for my product, I decided to look at some more inspiration to give me some ideas on the form and layout of elements.

Instead of looking at design that has already been done, I wanted to look at actual elements that are used in an investigation. These real elements are what I wanted to reference in my work to keep it from becoming too cheesy or too much like a fake fun game.

I looked at the shape of different case files and dossiers as well as clue boards. I liked the line elements that came from maps and connecting clues that were often found on these boards.

I noticed there was a lot of bold sans serif type being used on posters and evidence bags. This bold type was something that I thought about incorporating later on in some of the pieces.

Looking at these elements I began getting some ideas on the form I wanted the package of my publication to take.



BIT # 6

POLICE DEPARTMENT HOMICIDE CASE FILE

NAME	LAST FIVE	BOOKING #	DATE	TIME	OFFICER #

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

DEPARTMENT NAME _____ RECEIVED BY _____ DATE _____
01004904

EVIDENCE

(TO BE OPENED BY AUTHORIZED PERSONNEL ONLY)

NOTE
A) DO NOT USE THIS BAG FOR ANY EVIDENCE THAT HAS WET/DAMP BODY FLUIDS ON IT.
B) TO SEAL BAG, PEEL OFF RELEASE LINER, THEN SEAL BAG BY PRESSING DOWN ON GLUE LINE.

CASE NUMBER: _____
 DESCRIPTION OF ENCLOSED EVIDENCE: _____
 SUBMITTING AGENCY: _____
 TELEPHONE NUMBER: _____
 EVIDENCE RECORDED BY: _____ (PRINT NAME)
 VICTIM'S FULL NAME: _____
 SUSPECT'S FULL NAME: _____
 EVIDENCE BAG SEALED BY: _____ (SIGNATURE)
 DATE SEALED: _____ TIME SEALED: _____ AM PM

CHAIN OF CUSTODY

DATE TIME	ITEM NO. QTY.	RELEASED BY: NAME, BADGE NO., SIGN	RECEIVED BY: NAME, BADGE NO., SIGN	REASON FOR CHANGE IN CUSTODY

FOR CRIME LAB PERSONNEL ONLY

CONDITION OF EVIDENCE BAG UPON RECEIPT AT LAB: SEALED OTHER _____
 CRIME LAB CASE NO.: _____
 NOTES: _____

FINAL DISPOSAL ACTION

RETURNED TO OWNER [] DESTROYED [] OTHER _____ DATE _____
 OFFICER _____ SIGNATURE _____
 NO. _____ OF _____ BAGS

CUT BELOW DOTTED LINE TO OPEN

If you dont want me to have this blast you must do two things. Tell every one about the bus bomb with all the details. z I would like to see some nice Zodiac buttons wandering about town. Every one else has these buttons like, ⊕, black power, melvin eats bluber, etc. Well it would cheer me up considerably if I saw a lot of people wa...

This is the Zodiac speaking
I am the murderer of the
taxi...

This is the Zodiac speaking
By the way have you cracked
the last cipher I sent you?
My name is —

A E N ⊕ ⊗ K ⊗ M ⊗ J N A M

I am mildly cevous as to how much money you have on my head now. I hope you do not think that I was the one who wiped out that blue meannie with a bomb at the cop station.

WANTED

SAN FRANCISCO POLICE DEPARTMENT

90-69 WANTED FOR MURDER OCTOBER 18, 1969



...nting our Bulletin 87-69 of October 13, 1969. Additional information has
 ...the above amended drawing of murder suspect known as "ZODIAC".
 ...5 Years, approximately 5'8", Heavy Build, Short Brown Hair, possibly with
 ...Wears Glasses. Armed with 9 mm Automatic.
 ...for comparison: Slugs, Casings, Latents, Handwriting.

ARMSTRONG & TOSCHI
 96314

THOMAS J. CAHILL
 CHIEF OF POLICE

Blue Prints

I wanted my packaging to resemble those manila folders that I saw in a lot of my research, but I also wanted something that would close so that its contents would stay inside.

I looked up a general form for a box to begin with and started tailoring the shape to fit what I was looking for. Overall I wanted the final packaging to fit an 8.5x11 publication, so I worked with dimensions a little bit bigger to allow room for the publication to easily slide in and out.

I wanted the cover of the folder to be reinforced, so I designed it so the paper would be doubled over and secured for extra sturdiness. The edge of the folder I shaped to resemble the shape of a manila folder to hint at the content of the package.

I started playing around with arranging content on the folder. I knew that I wanted to include some rules to working on cases online or at home, to keep the community as a safe and encouraging space. I also played with using a more abbreviated version of the logo as a design element wrapping around different portions of the folder.

Another element I experimented with was texture. I created a texture that was inspired by a topographic map. This texture really got me excited because not only did it resemble a map, which is an important part of case investigations, but it also gave a slight resemblance to a fingerprint.



ling on
crime lover.
ie.

want to make a difference for real
answers about their loved ones.

y victim deserves resolution,
es

st degree.

first°

A first step in a 360° turn
in the true crime sensation

But first, there are some rules

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ep in a 360° turn
crime sensation

first°

But first, there are some rules.

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PEPPER SPRAY FIRST, APOLOGIZE LATER.

GEORGIA HARDSTARK, MY FAVORITE MURDER

Another Lead

After experimenting with the packaging design, I kept feeling like the logo and colors I had chosen weren't quite right.

I took a few days to step away from the design to come back with fresh eyes and it still didn't feel like what I wanted to be making.

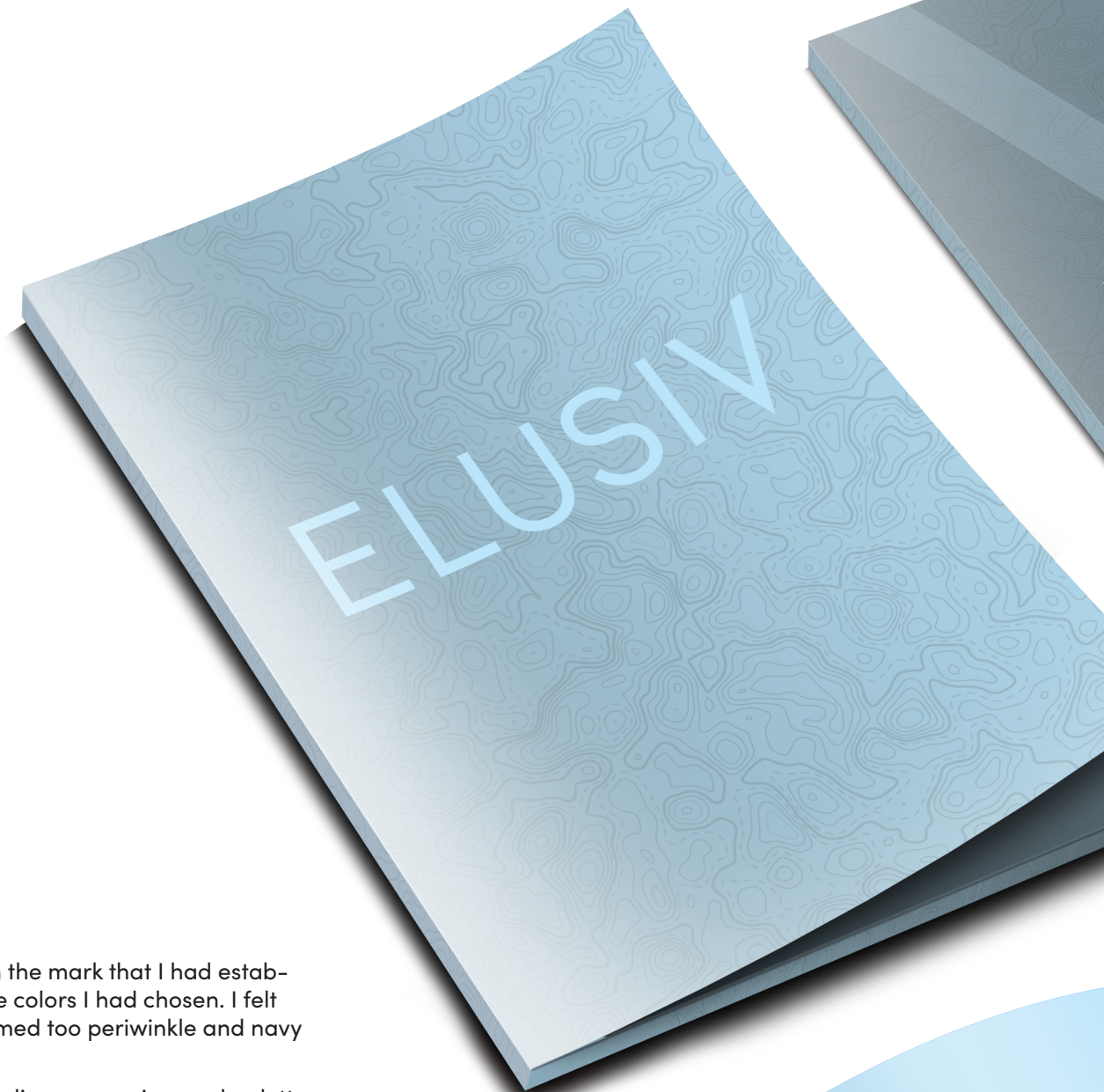
So I decided to essentially restart and go back to making word lists. I listened to more podcasts and kept jotting down words that seemed important or interesting.

One word that stood out to me was elusive. By definition it means difficult to find or catch. This seemed appropriate because I wanted to make this product about finding answers and finding those responsible for crimes.

I moved on to more type tests and landed on a thin sans serif typeface tracked out just a little. I wanted it to be a nod to the "disappearance" aspect of the topic; a thinner more airy look. I also pulled the bottom of the V to a sharp point to subtly reference the point of a knife.

I chose to get rid of the E at the end of elusiv because it gave a sharper and more blunt look to the word, as most of these cases ended rather abruptly at a dead end. The sharpness also accentuated the point of the V.

ELUSIV



Case In Point

Once I felt happier with the mark that I had established, I reevaluated the colors I had chosen. I felt my previous colors seemed too periwinkle and navy rather than icy blue.

I played around with finding a more icy-cool palette that would reference cold cases better than what I had before. The tan and manila colors I was working with seemed a little too fleshy before, so I went back to work to make them more manila and gold.

I kept the pattern I had generated because I really liked the double meaning behind it. I also kept the same general shape of the folder that I was working with because I felt it was a good representative of real case files without being overt.

The gradient came out of experimenting with color. I wanted to try something that I don't do too often in my work. I liked the fact that as the colors shifted in the gradient, the logo became harder to find, as it blended in, it became more elusive in nature.



The Elusive Are About to be Caught.

der?

working with. Don't name names publicly
don't want to be publically accusing people
case. Send all information and tips to the police

bers in Public

justice to their loved ones, do not directly contact family
and do not send them your tips and theories. Losing a loved
difficult and you do not want to overwhelm them with potentially
messages about their loss. Send all information to the police or
Families will appreciate your respecting their space.

one another and support eachother. Don't post private information about
either they are involved in the case, or just other users working towards a solve.
to take credit for submitting a certain tip that might start a break in the case. We
trying to treat eachother, or outdo eachother, we just want to find some answers. We
the same thing, we all need to work together to get there.

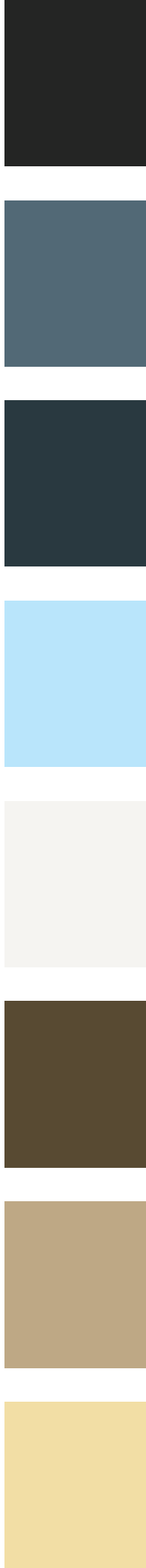


Photo released photo of a man they believe was on the trail around the time of the girls disappearance

February 16, 2017
Search warrant issued at a home on Bicycle Bridge Road, no known arrests made

February 17, 2017
Man in photo officially named a "prime suspect" in murders

February 22, 2017
Audio released from Libby's cell phone from the day of murder

March 16, 2017
Search warrant issued in home of Ron Logan who owns the property where bodies were found - not named a suspect

July 17, 2017
Sketch of suspect released

September 28, 2017
Indiana State Police contacted about similarities with case against Daniel Nations - Nations declared "person of interest"

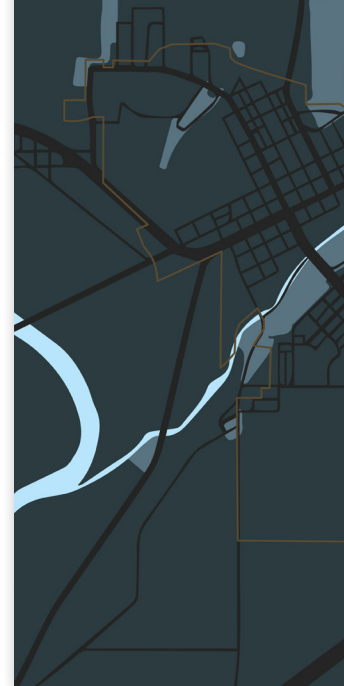
September 29, 2017
Detectives interview Nations and collect evidence to try and connect with Delphi

February 13, 2018
Press conference held marking one year since Abby and Libby went missing. More than 30,000 tips came in over, still no suspect

February 13, 2019
Press conference held marking two years since the disappearance. Investigators remind the public the case is not cold

April 22, 2019
New composite sketch of the suspect, longer audio clip, and video of suspect walking released during press conference

2020
Police still looking for Abby and Libby's killer



Organizing the Evidence

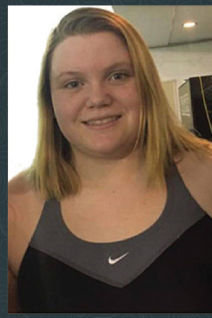
When deciding what actually was going to be put in the folder I wanted to make sure everything created would aid the user by informing them of some aspect of the case.

I didn't want all of the pieces in any one uniform shape. They all needed to seem like they went together in relative size, but I wanted the viewer to almost feel surprised by every new piece that they pulled out of the folder. To me it also resembled a case file in that not everything is exactly neat, organized and all the same size. Sometimes there are photographs pinned to the folder or note pages tossed in. The variations in size seemed to reference a file.

An important aspect of the contents was to have a separate piece just to recognize the victims of the crime. This was very important because the brand itself is centered around helping the families of these victims find answers. I didn't want their names to just briefly appear in the case description to be forgotten as the reader reads on I wanted them to have their own space to be represented and honored as the people they were.

"She could make anybody's bad day better within minutes"

Carrie Germain



December 27, 2002 - February 14, 2017

Libby was an 8th grade student at Delphi Community Middle School.

Libby enjoyed playing volleyball, softball, soccer and swimming. She was also a band member and enjoyed preparing for the Academic Bowl in her High Ability class. She loved painting, doing crafts and going on vacations.

She loved Peter Pan, Stitch and Twenty-One Pilots. Along with her parents, Libby is survived by her sisters, Kala Germain and Glenna Myers.

LIBERTY GERMAIN

"She was just an awesome kid to be around"

Clif Williams

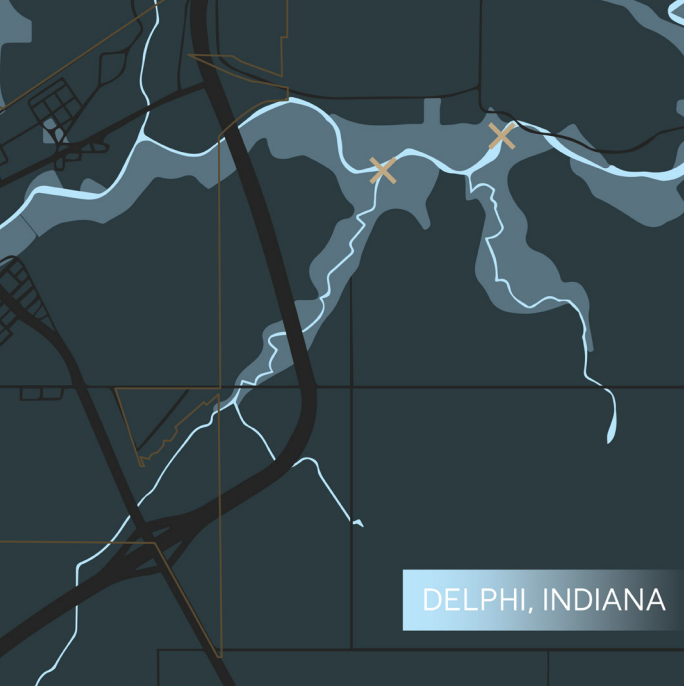


June 23, 2003 - February 14, 2017

Abby was an 8th grader at Delphi Community Middle School, where she played saxophone in the band, and was on the volleyball team. She had attended several area churches in Delphi with her family.

She was an avid reader, and had a big reading counts number in her classroom at class. She was proud of

ABIGAIL WILLIAM



Named after
Delphi, Greece

Land donated by
William Wilson

Seat of government for
Carroll County

Located in the valley framed by the Wabash River and Deer Creek

Indiana's first "state highway" was laid out in
1826

along the Wabash River from the National Road at Terre Haute to Fort Wayne, and it guided settlers to this area.

The Wabash and Erie Canal was completed from Fort Wayne to Delphi in
1840

The canal connected Delphi with Toledo by 1843, opening the area to commerce with the east. By 1853 the canal was completed to Evansville, with ports along the Ohio all the way to New Orleans.

Who's Who in Delphi

Robert T. Ives
Carroll County Prosecutor

Douglas G. Carter
Indiana State Police Superintendent

Captain Dave Bernstein
Chief Public Information Officer for the Indiana State Police

Shane Evans
Mayor

Kim Riley
Indiana State Police Sgt

Brook L. McCain
Chief of Police

April 2020

DOWN THE HILL

The Del Phi Murders

ELUSIV



Information quickly emerged suggesting that the girls' murders weren't break attacks. It was likely the girls realized they were in danger.

During the press conference announcing the identities of the bodies, the Indiana State Police released a photo of a man seen walking along the trail of the same area as Libby and Abby. The image appears to show a white male with his hands in his pockets, his wearing a blue jacket, jeans, and a hat. He is either wearing a long brown shirt or some sort of fanny pack. A composite photo was created using the photo.



The police provided no details about what the preliminary evidence contained, nor how it directly related to the man in the photo.

In mid-March, police executed a second search warrant, this time at the home and property of Ron Logan, 77. This is wild information, as the girls' bodies were found on the property.

nearly everybody in town knew who they were. Then, on the afternoon of February 16, following subpoenas on both girls, the State Police and the Carroll County Sheriff's Department held a news conference announcing that the girls were Courtney German and Abigail Williams. And, they said, the cause of death in both cases was ruled a homicide.

The Photo
Information quickly emerged suggesting that the girls' murders weren't break attacks. It was likely the girls realized they were in danger.

During the press conference announcing the identities of the bodies, the Indiana State Police released a photo of a man seen walking along the trail of the same area as Libby and Abby. The image appears to show a white male with his hands in his pockets, his wearing a blue jacket, jeans, and a hat. He is either wearing a long brown shirt or some sort of fanny pack. A composite photo was created using the photo.

Step and imagine that for just a second. You're all alone in the woods and you're being followed by a sheep. You're 13 or 14 years old. You only hope that you'll be able to help describe what happened to you, but you're old enough to realize you might be about to meet your end. What a horrifying situation to be in.

Police said they wanted to speak to the man in the photo, but stopped short of calling him a suspect.

Investigation Begins
On February 16, police executed a search warrant of a home on Bicycle Bridge Road in connection with the deaths. The warrant was based on a tip that came in, but no arrests were made. The police said that nobody at the home was being considered as a suspect in the crimes.

By the 19th, police had changed their tune on the man in the photo, and were calling him "the main suspect" in the murders.

The police provided no details about what the preliminary evidence contained, nor how it directly related to the man in the photo.

In mid-March, police executed a second search warrant, this time at the home and property of Ron Logan, 77. This is wild information, as the girls' bodies were found on the property.

Logan had been arrested earlier that week on unrelated charges. As it turned out he was on probation for a 2014 conviction for operating while intoxicated and was found to be a habitual traffic offender. Fox 59 reported his arrest was for violating his probation by driving to a county dump site on the same day Abby and Libby were murdered. Logan was also spotted at a local restaurant drinking alcohol, another violation of his probation.

However, as flaky as all that sounds, police said he was not a suspect in the murders. In January 2018, Logan was released on home detention.

As you can imagine, in a town as small as Delphi, everyone became suspicious of each other. The idea that a cold-blooded child killer might be walking down their street, pumping gas at the local gas station, or living next door becomes a terrifying and all-encompassing thought - so much so that Carroll County Prosecutor Robert T. Ives specifically warned Delphi residents not to "harass, bother or accuse anyone," particularly those living at the Logan home.

Delphi became a fearful, suspicious little town, and understandably so. But this town's community also came together to do what they could to help the search and the girls' families. On February 22, authorities announced a \$45,000 reward for information leading to an arrest in the killings. That same day, police also released a short audio clip believed to have been recorded by Libby of a man saying "down the hill."

The following day, the office of U.S. Representative Todd Boozman donated \$8,000, bringing the reward total to \$53,000. A couple of days later, that amount swelled to \$100,000.

In early March, retired investigator Catherine Porter Fox McAbes and Jim Inagy donated an outstanding \$97,000 to the reward fund, bringing the total to \$250,000.



Photos posted on Libby's Snapchat story of the bridge end of Abby on the bridge a few hours before they got missing.

3 | Elusiv

Photo found on Libby's story of a man walking on the bridge around the same time the girls may have gone missing.

The Delphi Murders

WELCOME TO ELUSIV

The Elusive Are About to be Caught.

So often cases across America are left unsolved because of the amount of cases with lack of man-power.

We're calling on you, the true crime lover, the crime junkie who watches documentaries on a Saturday night before bed. We're calling you to make a difference for real families looking for real answers about their loved ones.

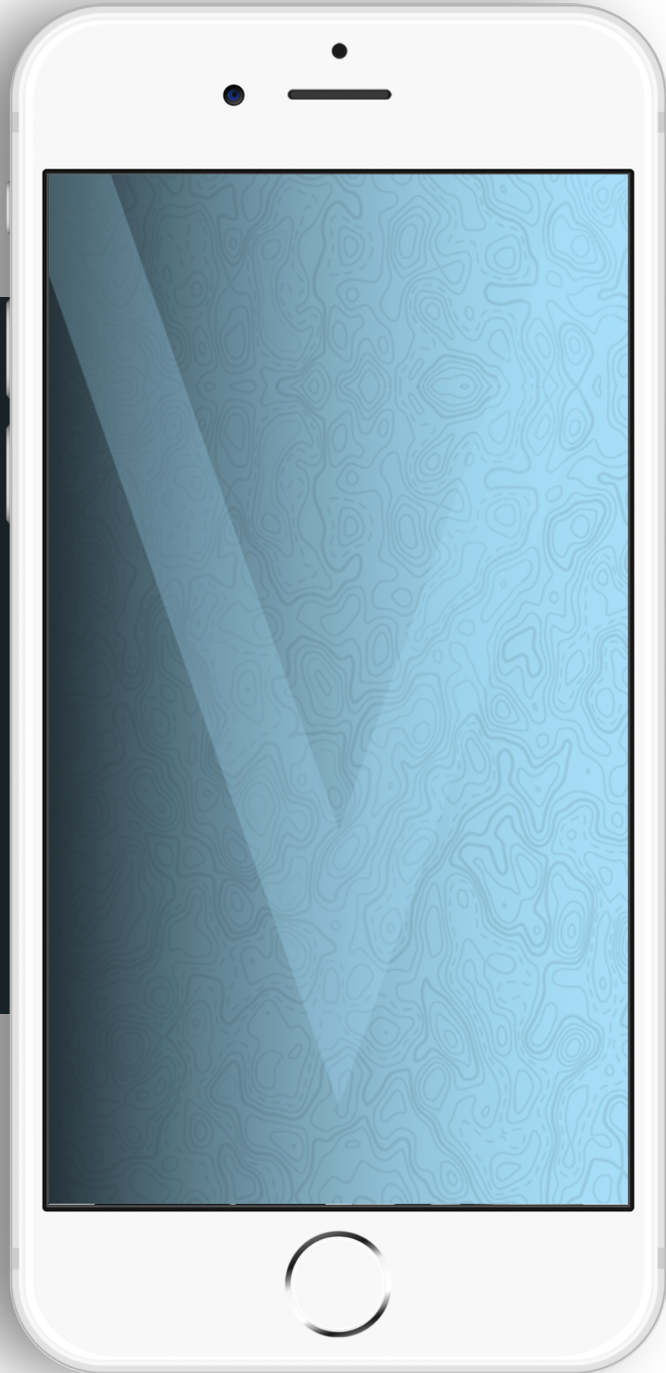
TAKE MATTERS INTO YOUR OWN HANDS

Download the Elusiv app to connect, submit tips, and connect with other users.



**LET'S USE OUR POWERS OF
ANXIETY FOR GOOD
AND NOT EVIL.**

KAREN KILGARIFF, MY FAVORITE MURDER



Making of the App

The app was created to be a partner to the print material. It is meant to enhance the experience of the user and to involve them with the case in a way that couldn't be replicated by a regular magazine subscription.

When deciding what content to include on the app I thought about what might enhance the user experience rather than just repeating what was included in the magazine in a digital space.

I wanted both pieces to seemly be able to hold their own alone, but to be enhanced by each other. The interactivity portion is one of the most important parts because it separates this product from many others on the market.

To be included in App

- More detailed / interactive map
- profile page
- Home page / open cases
- Direct message / group messages
- case portal
- resources / other podcasting
- timeline
- updates
- Note book / notes
- Story highlights?

Outlining the Case

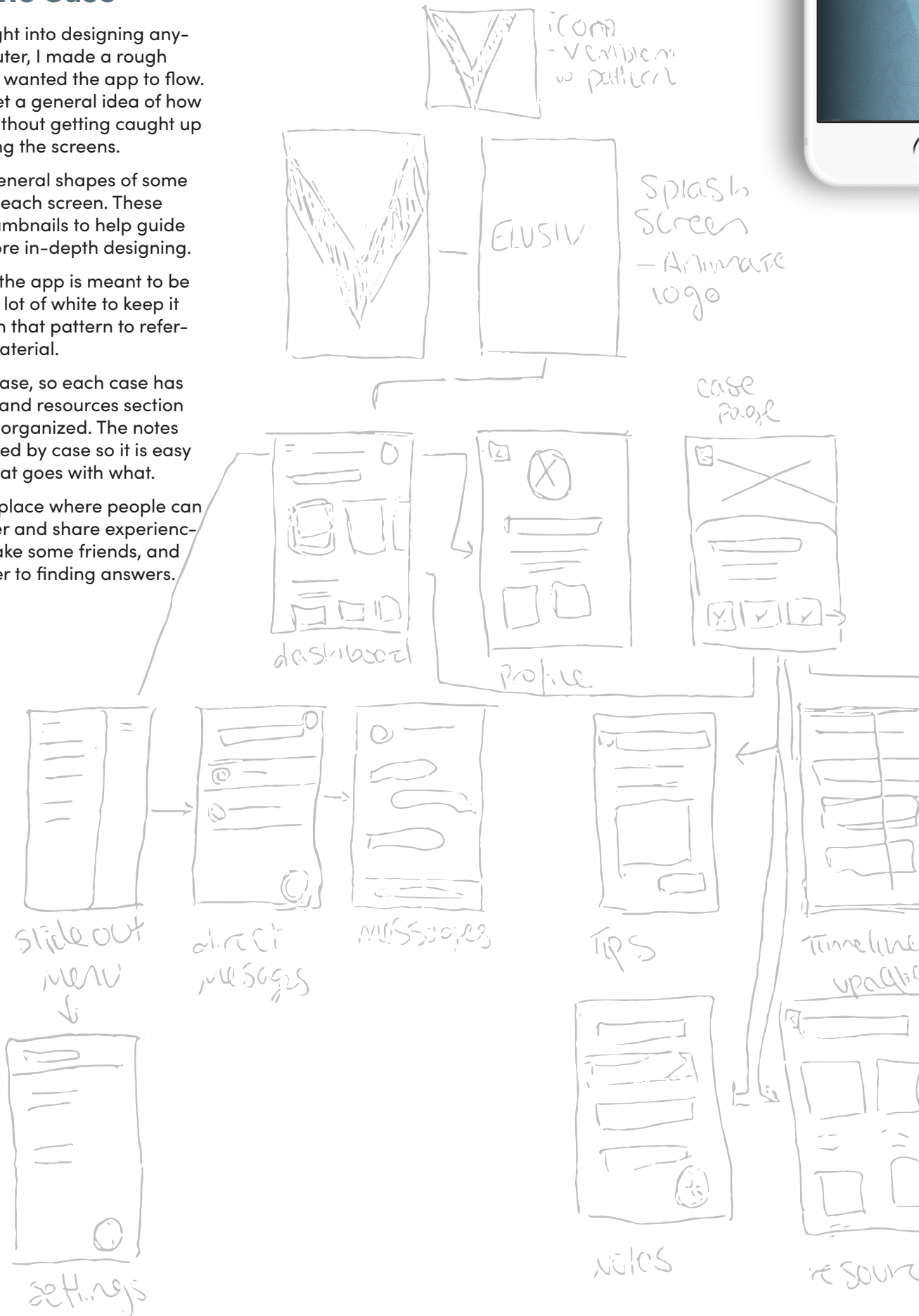
Before I jumped right into designing anything on the computer, I made a rough wireframe of how I wanted the app to flow. This way, I could get a general idea of how it would all work without getting caught up in actually designing the screens.

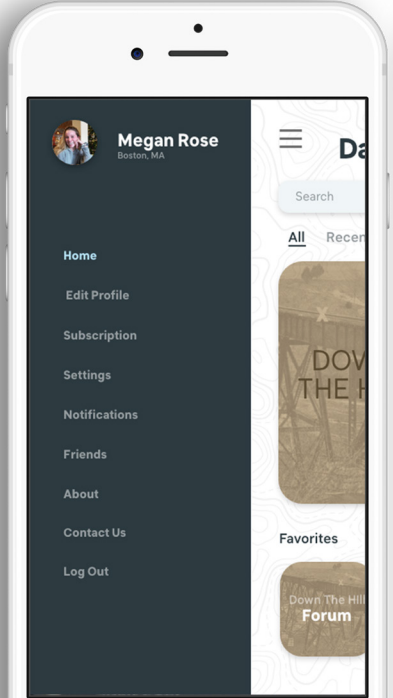
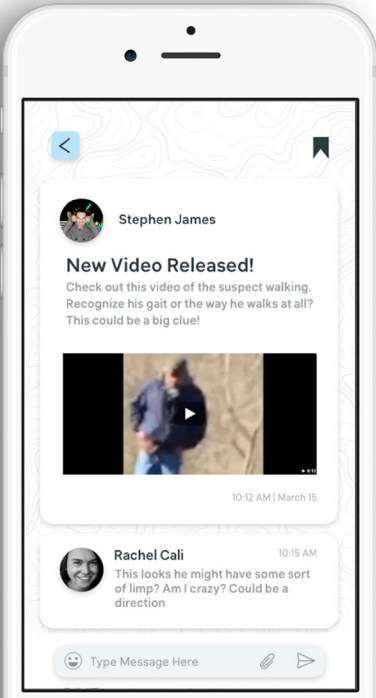
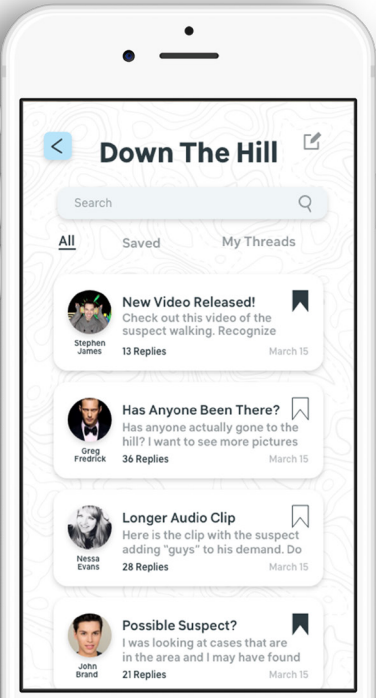
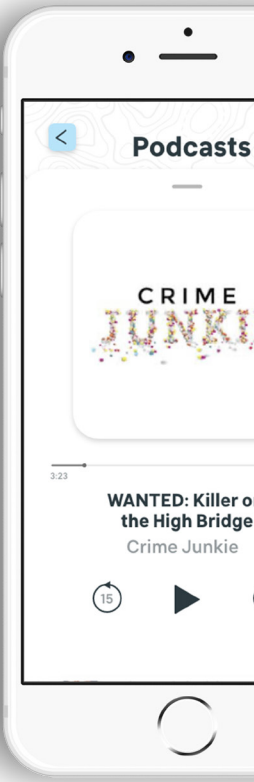
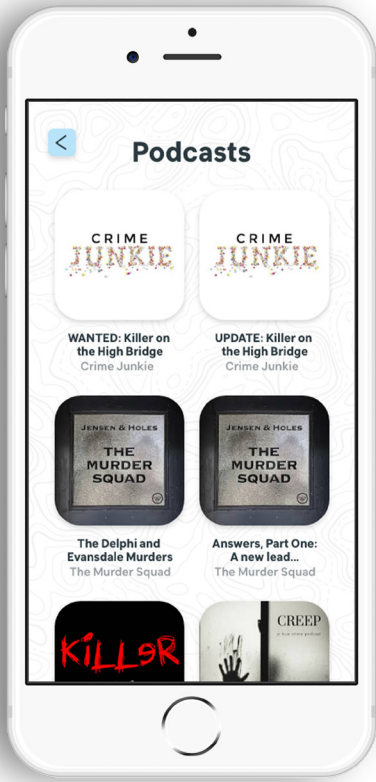
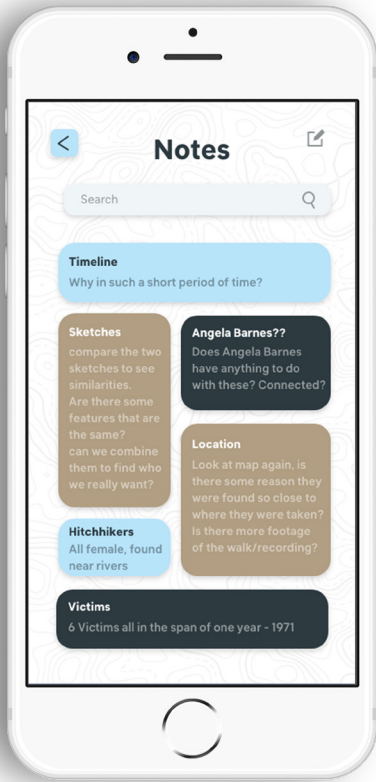
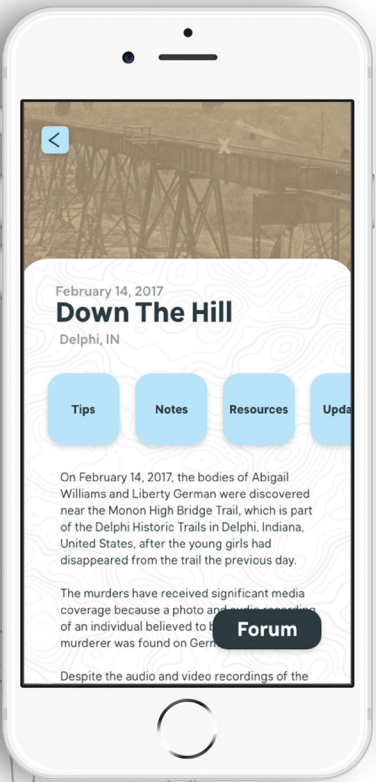
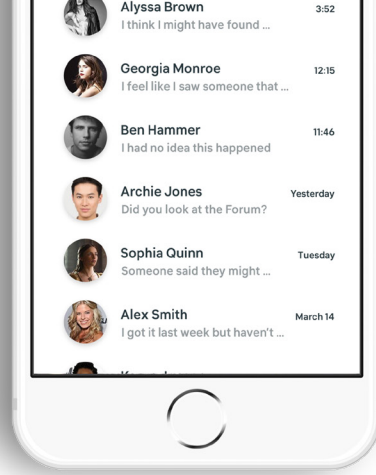
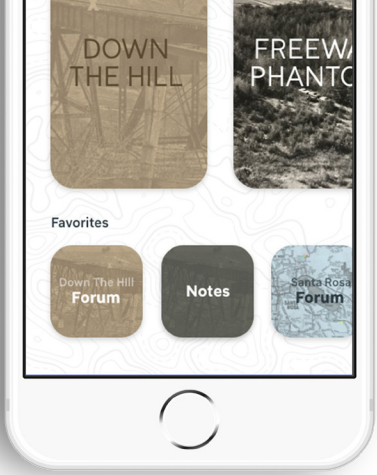
I blocked out the general shapes of some of the elements on each screen. These served like little thumbnails to help guide me through the more in-depth designing.

The overall look of the app is meant to be very sleek. I used a lot of white to keep it clean, while tying in that pattern to reference the printed material.

It is separated by case, so each case has its own forum, tips and resources section to keep everything organized. The notes section is color coded by case so it is easy to keep track of what goes with what.

I wanted it to be a place where people can really work together and share experiences, maybe even make some friends, and ultimately get closer to finding answers.

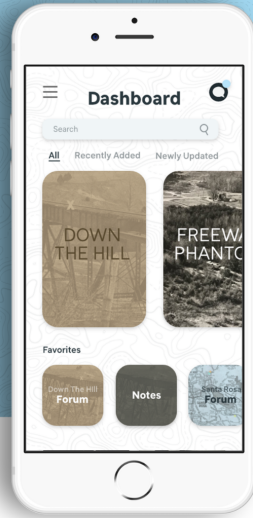




The Elusive Are About to be Caught.

Take matters into your own hands

Enter your mobile number **Send Link**



We're calling you to make a difference for real families looking for real answers about their loved ones.

Real cases. Real People. Real Solves.



Each month we send out all we know about an open or cold case in hopes of finding the right tips to lead us to an answer.

The more detectives, the more tips, the closer we get to solving a crime.



Read the case



Connect with other users



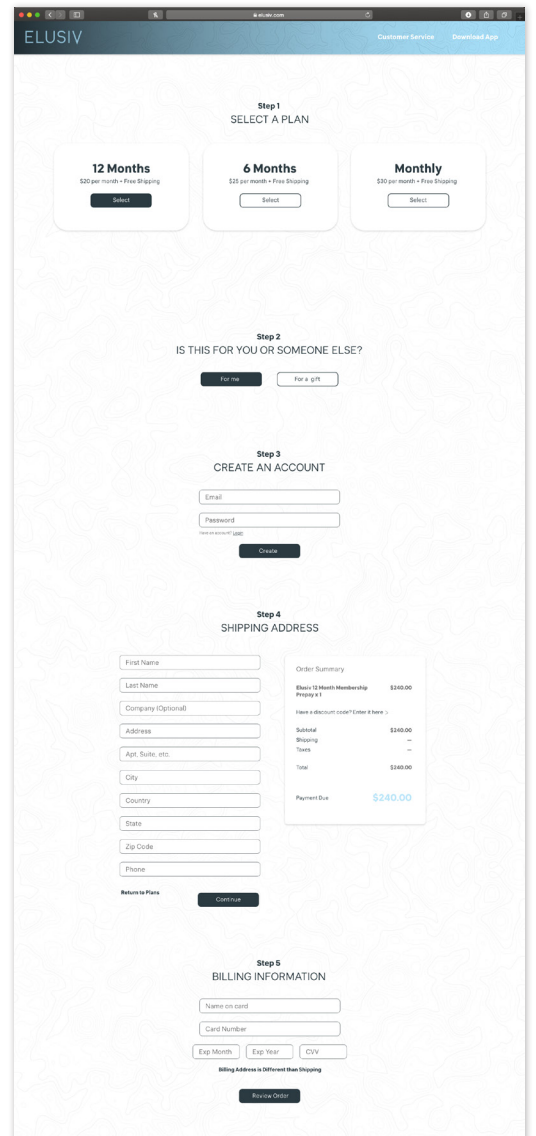
Find the clues

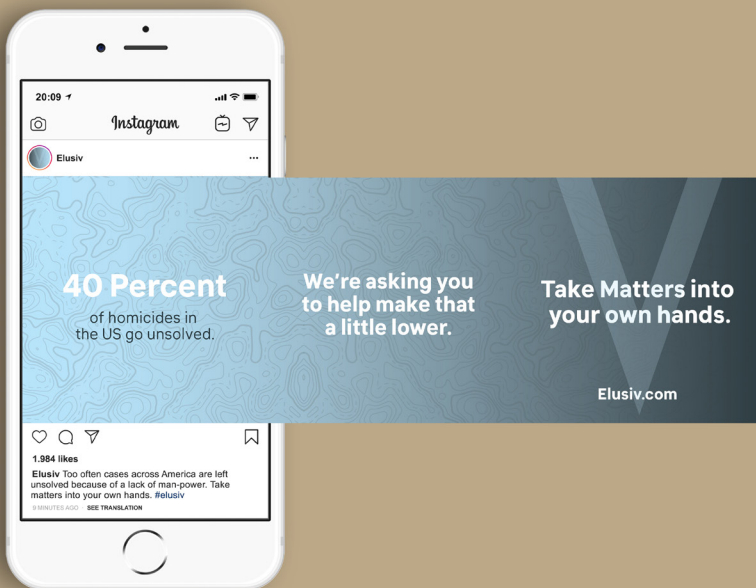
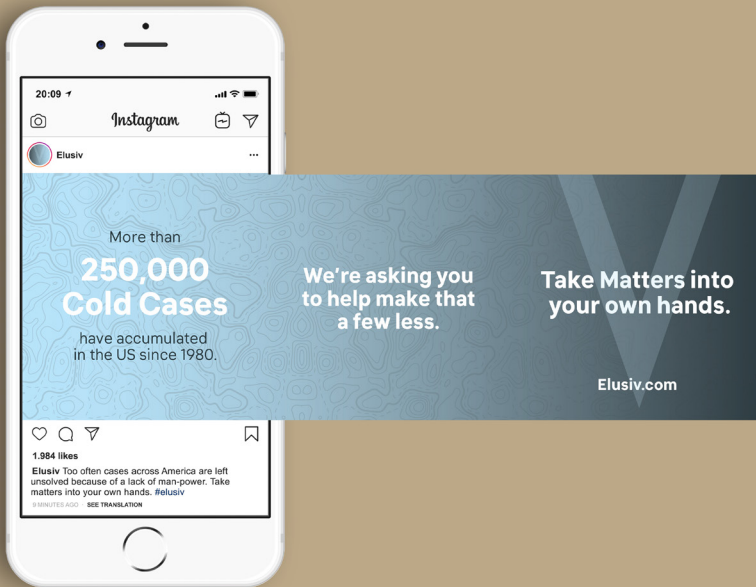
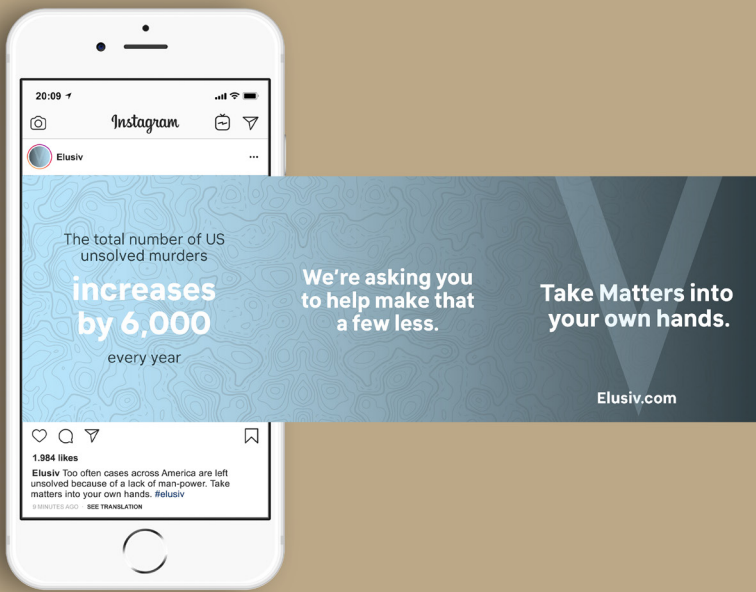
Download App **Subscribe to Elusiv**

So, What's Missing?

To fill in some gaps about the product I created a landing page to show what the point-of-purchase for this product might look like. I wanted the landing page to be very simple and easy to navigate. I didn't want too much going on besides a general description of the product, how to subscribe, and how to get the app.

I wanted the point-of-purchase section to reflect the app in design as well. I tried to make it very simple and clean so it would be easy to walk through the steps.





Making it Social

Adding a social element to this branding system was another chance to enforce the values of the brand. Because a lot of the copy throughout the brand is focused around the real aspect of the product, I wanted to take that a bit further and use real facts in the social campaign.

I decided to use a series of statistics to show just how many open and unsolved cases are found in America today, and how that number is always growing because of the lack of manpower in our police systems.

By doing this, I wanted to bring attention to how much of a difference can be made by users who contribute to solving these crimes. This is a big problem in America today and it just keeps growing. However, we can help the people who have been affected if we all work together.

N

DON'T F**K WITH CATS

HUNTING AN INTERNET KILLER



Case Closed

The nature of Elusiv in general does point to a level of entertainment for users, but it has the potential to serve more benefits than just this.

It has the potential to create and foster a community of people with similar passions and interests; a safe space where people can discuss and theorize with each other. More than this, it has the potential to really make a difference in true crime cases.

More often entertainment and social media platforms have been aiding police in solving various crimes. From the documentary on Netflix "Don't F**K With Cats" (a great one, highly recommend), in which a group of amateur internet sleuths brought killer Luka Magnotta to justice, to podcasts like "Murder Squad" (also highly recommend) which is

framed as interactive so that listeners can help solve the cases that are discussed. "Murder Squad" just recently began and has already helped to solve the 40-year-old case of the murder of Helene Pruszynski in Colorado.

The goal of Elusiv is to follow in the footsteps of these true crime productions to help find answers to some of the thousands of unsolved cases in America by giving the case a wider audience. The more eyes on the case, the more potential tips and leads can come in that may result in solving the crime.

Elusiv is about creating a community, but most of all it is about coming together to find real answers for real families and to help bring justice to those who have been taken unfairly.

Rolling Stone [Subscribe](#)

HERE'S WHERE TO SHOP ONLINE FOR CLOTH FACE MASKS

HOME > CULTURE > CULTURE NEWS JANUARY 14, 2020 2:51PM ET

True Crime Podcast Leads to Arrest in 40-Year-Old Cold Case

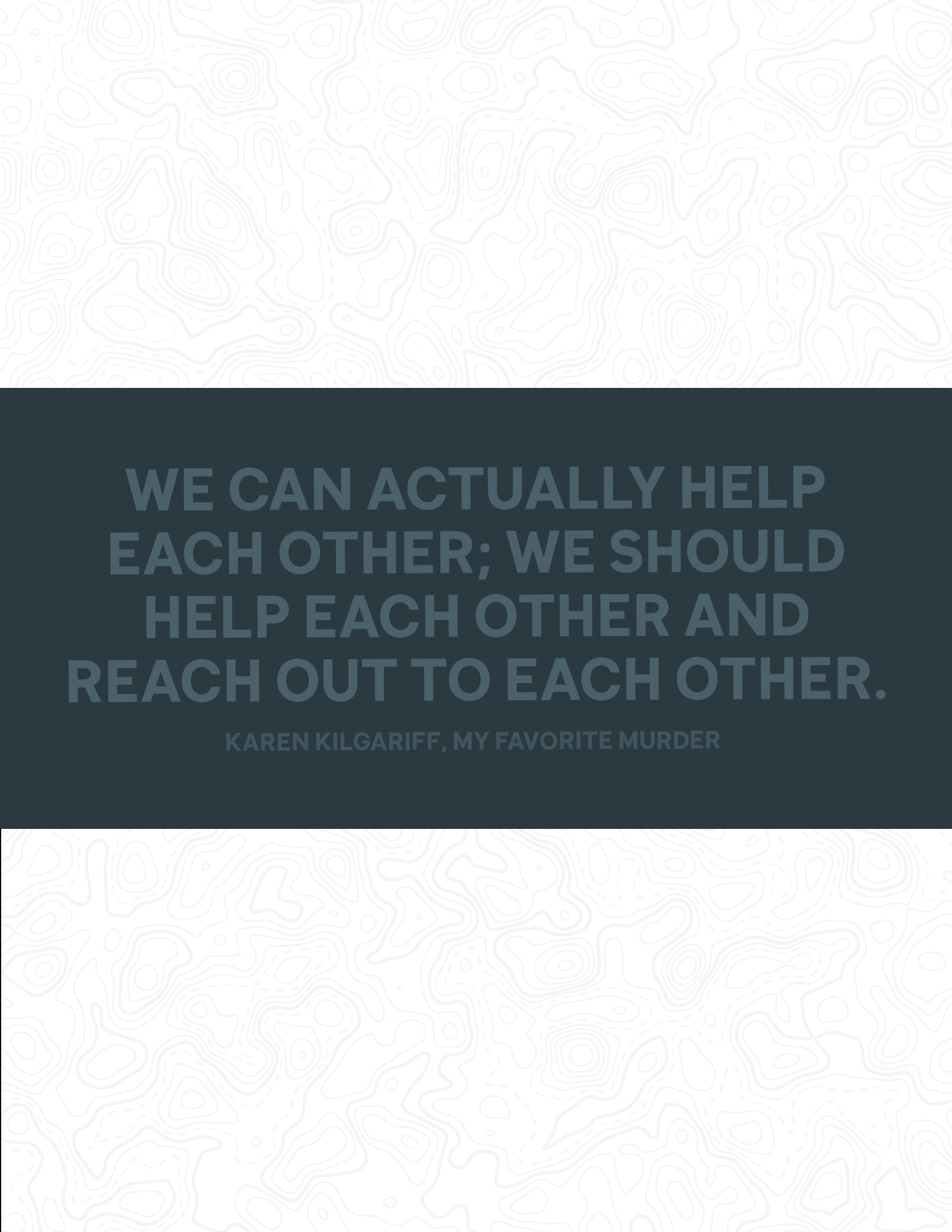
The Murder Squad' scores their first arrest thanks to a listener's DNA

By **BRENNA EHRlich & ANDREA MARKS**

JENSEN & HOLES

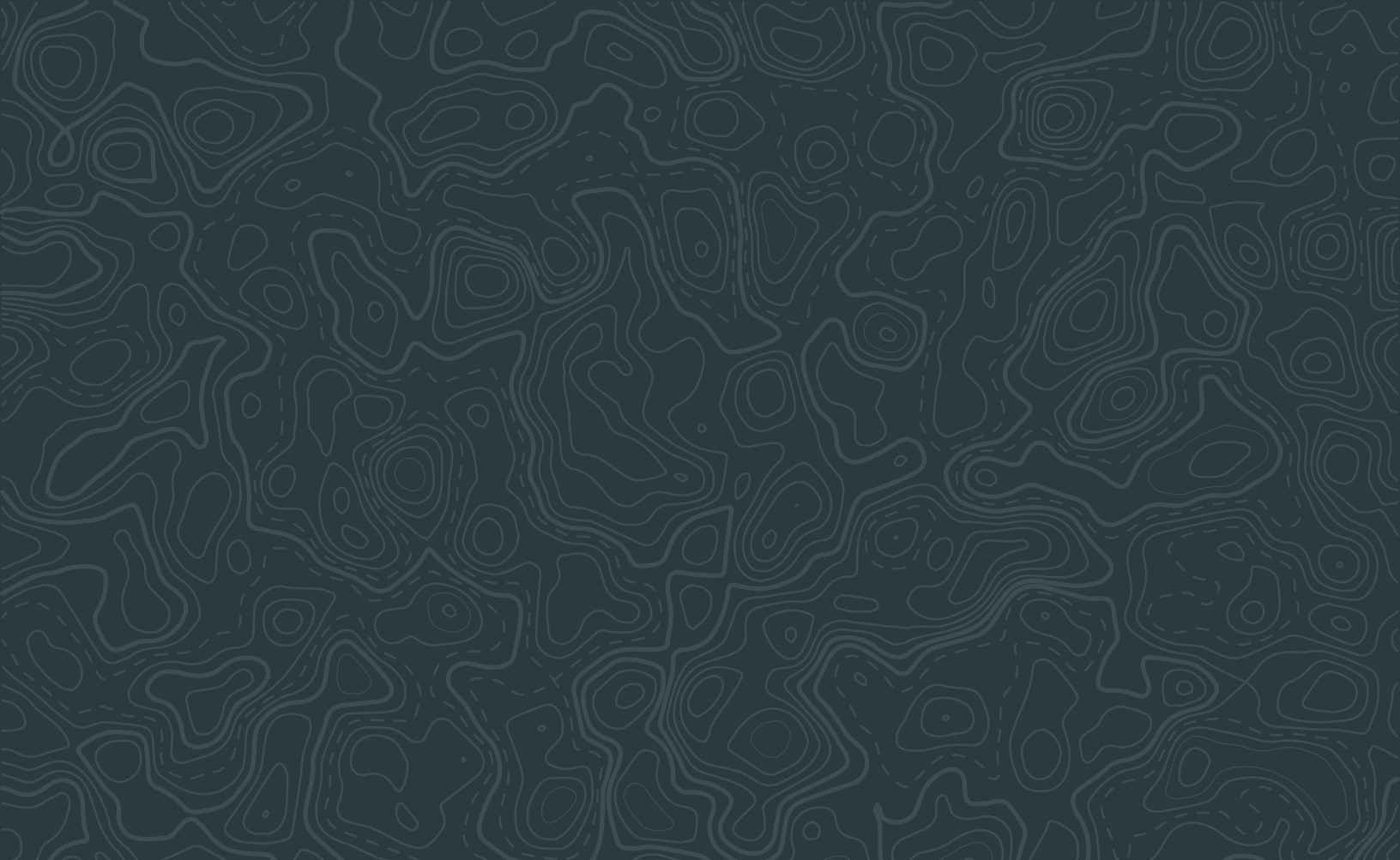
THE MURDER SQUAD

Solving murders with YOU



**WE CAN ACTUALLY HELP
EACH OTHER; WE SHOULD
HELP EACH OTHER AND
REACH OUT TO EACH OTHER.**

KAREN KILGARIFF, MY FAVORITE MURDER



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