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FIND THE SILENT KILLER IN YOUR HOME

You can't see it, smell it or taste it. Last year more than 4,000 people in the UK were affected by deadly carbon monoxide.

IMPROVING RESIDENTIAL GAS SAFETY

RELEVANT STAGES

Scope and frame: Current Situation, Contributors and Influencers
Create: Understanding users

STRENGTHS

Behaviour change, Combined methods, Research, Understanding users

PROJECT TITLE

The Silent Killer

CLIENT

Gas Safe Register

DESIGN SUPPLIERS

The Team, London, United Kingdom

CAMPAIGN DURATION

October 2012 – February 2013

USEFUL LINKS

www.effectivedesign.org.uk

SUMMARY

Carbon monoxide affects an estimated 4000 people in the UK every year. Badly fitted and poorly maintained gas appliances can put people at risk of carbon monoxide poisoning, gas leaks, fires and explosions. Gas Safe Register is the official list of gas engineers who are registered to work safely and legally on gas appliances in United Kingdom.

INSIGHT

Research found that 30% of gas consumers put themselves at greater risk by not having their gas appliances checked regularly. There are 2 audiences that are specifically at risk; cost-conscious young families and those renting a property. Of over 1600 homes checked, almost 1 in 5 were unsafe and posed an immediate threat.

APPROACH

The design challenge was a difficult one: how do you make an invisible, odourless and tasteless threat live in the mind of the target audience? The campaign aimed to genuinely intrigue people, prompting them to act and change their behaviour. A 'gas map tool', microsite and movie trailer were developed and audiences were drawn to these by using a mix of online and mobile advertising, home move boxes, direct marketing, local press, PR and event. Focusing the attention of target audiences on the campaign, tapping into their curiosity, made the campaign more impactful. The project also collaborated with gas engineers and local stakeholders.

OUTCOME

The number of cost-conscious young families having their appliances checked increased by 300%, raising the total to 18%. This means that another 53000 homes are now protecting themselves from the impact of unsafe gas appliances. The target of 2145 households protecting themselves through the annual gas safety reminder service was exceeded, reaching a total of 2600 households. The microsite received over 36000 unique visitors and 8500 engineers were reached by the campaign.