

# Our Campaigns

*Public Relations and Digital Campaigns*



## Our Campaigns

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### PR and Digital Campaigns

Increasingly, our media campaigns are supported with digital content, using video, quizzes and animations to reach a wider audience with our messages. During the last year we have partnered with organisations including CFA and the Government's Fire Kills campaign, as well as working with celebrities like property expert Martin Roberts and, reaching out to a younger audience, Fred Sirieix from First Dates and Made In Chelsea's Andy Jordan.

In the last year our campaigns have targeted students, older people and home buyers as well as warning against buying counterfeit electrical goods and stressing the importance of using registered electricians, registering electrical products and responding to recall notices.

### Press Office

We also offer expert comment on topical issues. We contributed to the BBC's Rip Off Britain in an episode that showed the dangers of fake Nutribullet food blenders and one covering product recalls.

Last Christmas, the "must have" present looked to be the hoverboard, until a series of incidents highlighted that there were a number of safety issues with them. Our advice was picked up by national print and broadcast media, including Watchdog.

Product recalls continue to make the news, with high-profile tumble dryer recalls dominating consumer headlines early in 2016. The Charity contributed to national TV, radio and print coverage, with our website proving to be a very popular source of advice. In the first quarter of 2016, we had over 235,000 visits to the product recall pages, accounting for 18% of all website traffic during that period.

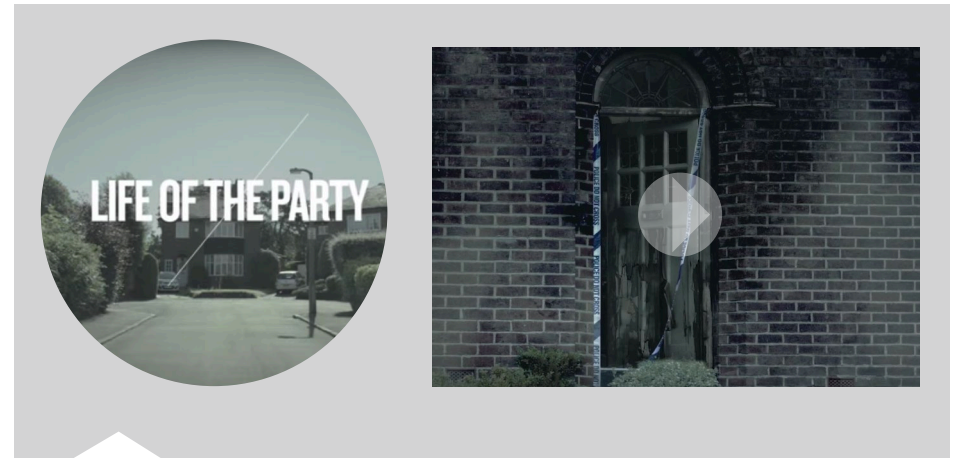
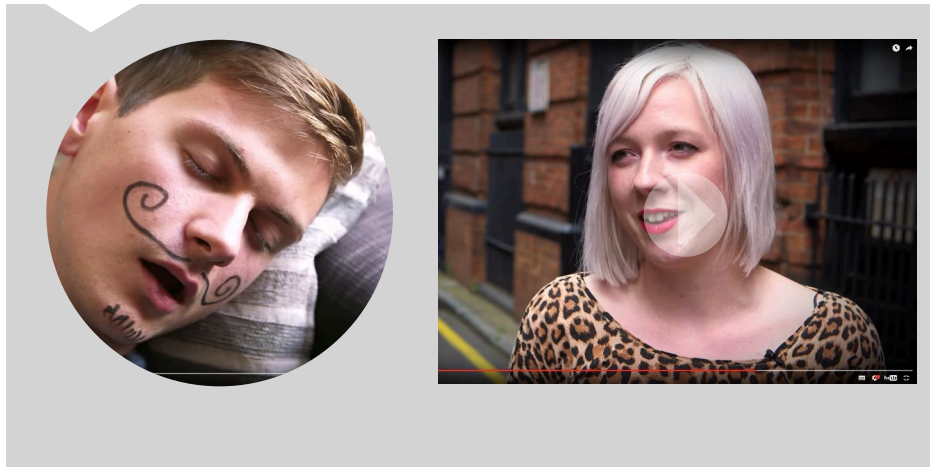
# Campaign Highlights 2015-16

## Dear Student

*August 2015*

We focused our messages for private renters on the student audience. The story was based on research into experiences of private renting, carried out through the National Union of Students, supported by a strong case study and a video featuring Made In Chelsea's Andy Jordan. The campaign achieved outstanding coverage, including BBC Breakfast, London Live, Radio Four's You and Yours, Radio One Newsbeat, The Independent and the Evening Standard, as well as being picked up by The Guardian for inclusion in their regular Students' newsletter. BuzzFeed also ran the story – the perfect channel for its target audience.

[www.electricalsafetyfirst.org.uk/dearstudent](http://www.electricalsafetyfirst.org.uk/dearstudent)



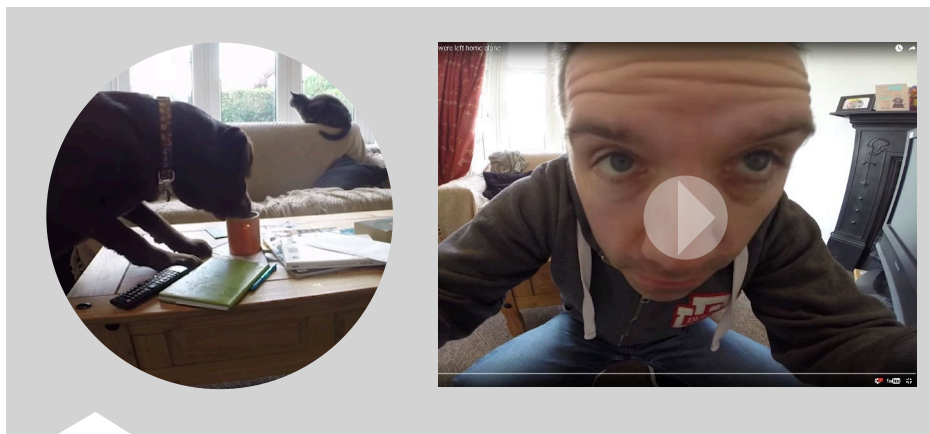
## Press P

*September 2015*

Tackling the lack of awareness of Part P of the Building Regulations, our interactive video followed Dad's decision. With a broken fusebox to fix before a very special birthday, viewers were invited to "Press P" on their keyboard to jump between two different stories – one that showed Dad call a registered electrician to do the work and one showing what happened when he decided to do it himself. The outcome stressed the importance of leaving complex electrical work to the professionals.

[www.pressforparty.com](http://www.pressforparty.com)

# Campaign Highlights 2015-16



## Pets Home Alone

*November 2015*

For Electrical Fire Safety Week, we targeted the nation's pet lovers, using the emotive pull of a pet in danger to warn against leaving chargers unattended, a major fire risk. Our video showed a cat and dog having fun at home after their owner had gone out for the day, taking a serious twist as we see a fire start, caused by a phone that has been left plugged in to charge. Our video was viewed over 320,000 times within a month of its launch, and the campaign had an impressive 36,000 social media interactions, including 11,896 "likes", 18,027 shares and 5,868 comments.

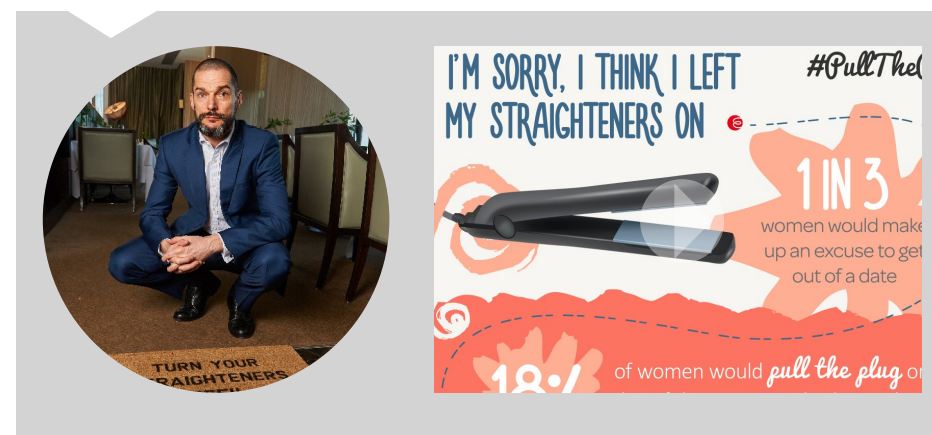
[www.electricalsafetyfirst.org.uk/petshomealone](http://www.electricalsafetyfirst.org.uk/petshomealone)

## Pull the Plug

*March 2016*

We took a different approach to the problem of young adults forgetting to switch off hair straighteners, suggesting that they should "pull the plug" on a dodgy date by using the line "I'm sorry, I think I left my hair straighteners switched on" – a perfect excuse to leave an awkward dinner date and also one that would get the idea of switching electrical beauty products off into people's heads as they prepare for a night out. Our media campaign looked at dating behaviour and experiences with beauty products (46% had panicked that they had left products switched on) and was supported by First Dates star Fred Sirieix. We also engaged vlogger Kiera Rose to share our message with her audience, in a video that received over 25,000 views. Supported by an online quiz to find your dating personality and a series of vox pops in which young women revealed their dating disasters – the campaign aimed to #pulltheplug on beauty burns.

[www.electricalsafetyfirst.org.uk/pulltheplug](http://www.electricalsafetyfirst.org.uk/pulltheplug)



# Campaign Highlights 2015-16

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## DIY Nation

*May 2016*

Ahead of the May Bank Holiday we looked at changing attitudes towards DIY, following the explosion in popularity of creative blogs and sites such as Pinterest, with many younger people in the UK learning DIY skills and taking on projects. But as people are still taking on electrical projects that should be left to the professionals, our campaign reinforced the message that if you have any doubts about electrical DIY tasks, use a registered electrician – to not just save time and money, but also to avoid the risk of a serious electrical accident. The campaign was supported by interior stylist and TV design expert Sophie Robinson who put together some creative DIY tips in a short video. Our Facebook post for the campaign reached over 300,000 people.

[www.electricalsafetyfirst.org.uk/DIYNation](http://www.electricalsafetyfirst.org.uk/DIYNation)





Thank you