

WORKSAFE

*Energy Safety*

# Energy Safety Winter campaign 2018

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*Changing behaviour and attitudes*

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# Our mandate with Energy Safety

**Our challenge:** to create a campaign that reminded all Kiwi's that they need to act safely and responsibly around gas and electricity both at home and in workplaces



# Videos

[Staying safe with Electricity](#)

[Staying safe with gas](#)

## What did we do?

- Used a cat to immediately place you within a home
- Adjusted tone
- Used humour
- Catchy slogans
- Risks based around common situations



# Media mix

- Social media
- Digital ad shells
- Video
- Radio
- Digital displays



## Our latest campaign – Winter 2018

“Really like these ads... they’re modern cute and relevant”

“It was more effective and humorous than I would have previously thought WorkSafe was capable of. Good, effective advertising”

“Everybody loves cats and I thought portraying what you were trying to get across through a cat was genius, and also a cute and funny way of getting serious stuff across.”

- WorkSafe’s web stats
- Results from the agency
- Effectiveness report

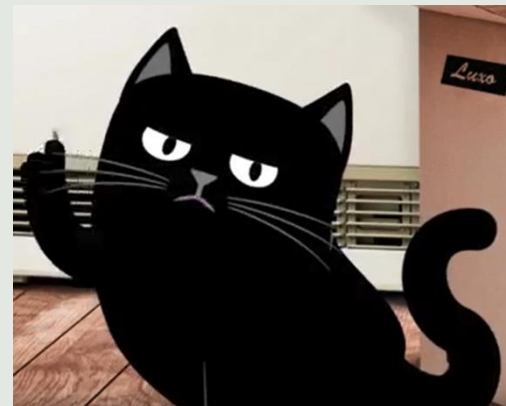
## Web Stats

*On the most basic level we can see we successfully got a lot of people to the campaign pages on the website.  
But that's not the aim.*

37,000 page views

28,000 unique views

450,000 video views on YouTube





# Advertising numbers

*The numbers are impressive.  
But this still doesn't show us how effective we've been*

27,244,068 digital ad impressions  
56,390 digital ad clicks

4,460,062 Facebook ad impressions  
2,228,638 Facebook reach

1,749,541 Instagram impressions  
1,023,294 Instagram reach





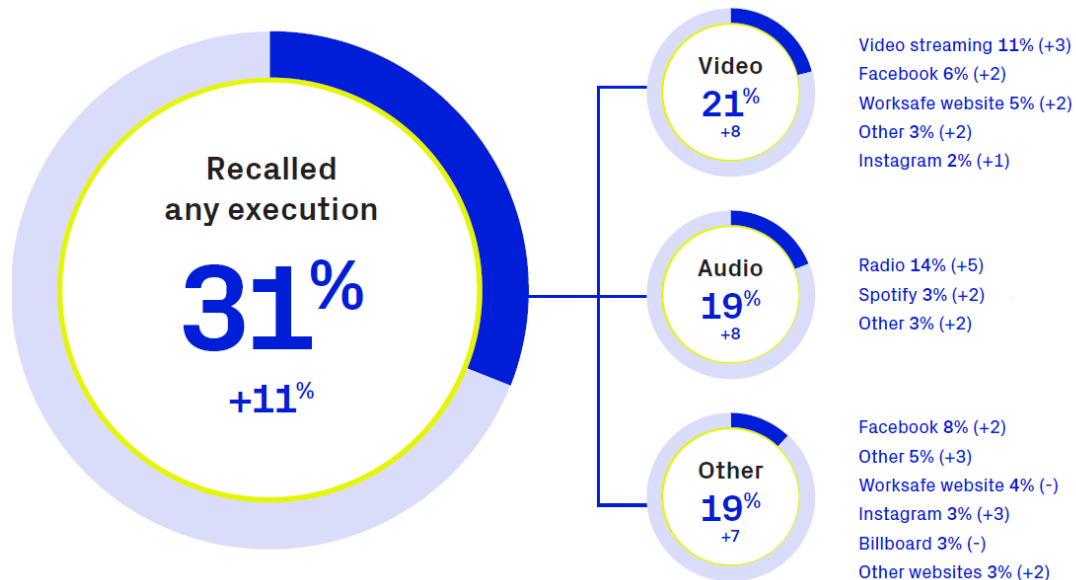
# Effectiveness

*8-10 minute survey of 600 New Zealanders  
Nationally representative on gender, age and region*

- Recall, branding, likeability and effectiveness
- The effect of recall on risk awareness and intended behavioural change.
- The impact of the campaign on attitudes and behaviours around electricity and gas.
- Any learnings from the campaign that can be applied to future work



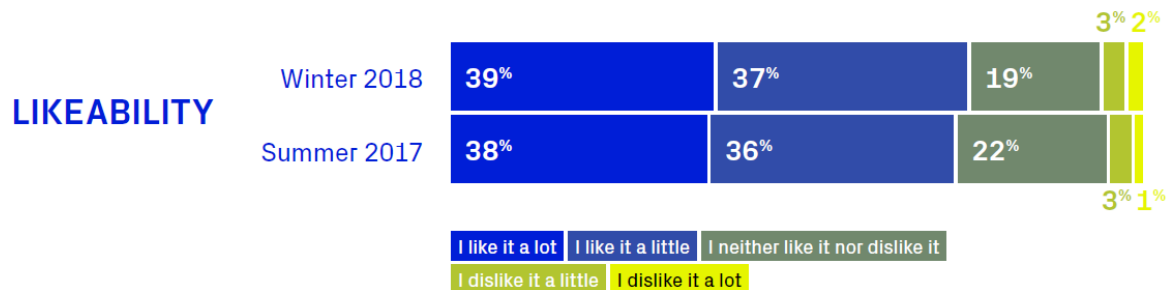
# Recall



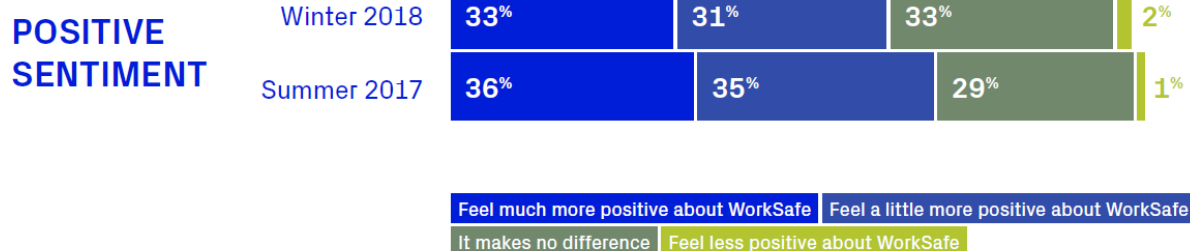
Recall continues to rise – up from 20% in 2017

Video streaming and radio most effective channels

# Likeability and sentiment

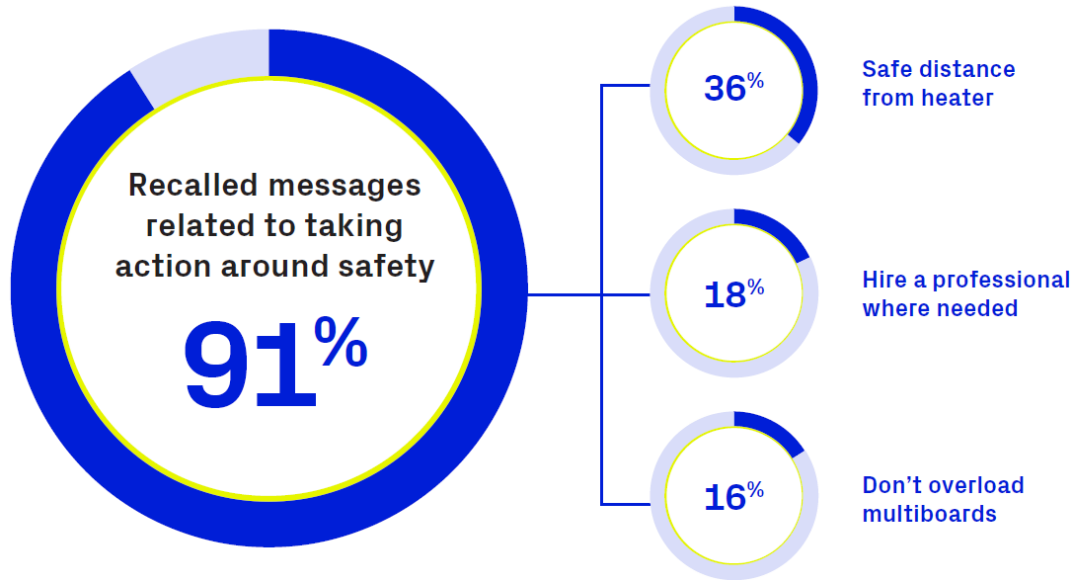


The campaign continues to be popular



It drives positive feelings towards WorkSafe

# Message takeout



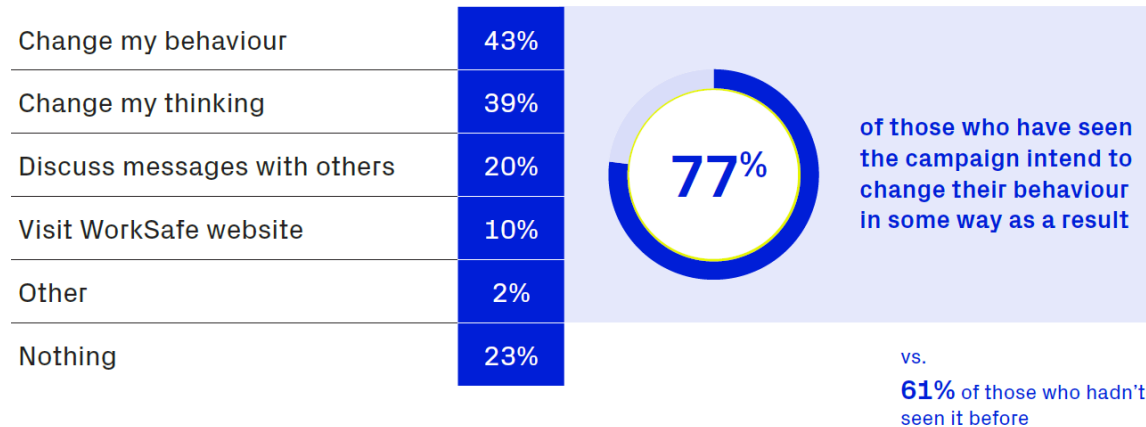
People remember we're talking about safety

Work to do around specific messages and actions

Catchy phrases and common situations do well

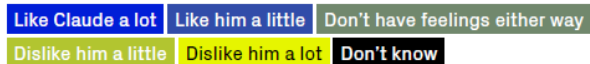
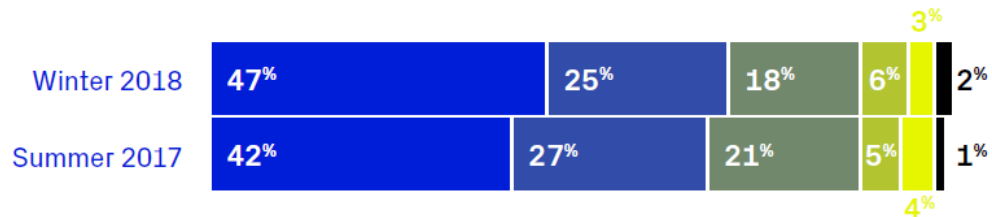
# Have we changed behaviour?

## Intended action



Results look good – there are easy steps people can take

# Where to from here?



Claude has become more popular

We're figuring out what works



Getting you home healthy and safe.  
That's what we're working for.

**WORKSAFE**  
NEW ZEALAND | MAHI HAUNARU  
AOTEAROA