

NZ Fire Service

NEWSPAPERS

With 80% of the 3,200 NZ homes affected by fire every year not having a working smoke alarm, the NZ Fire Service partnered with FCB, a creative agency, to make an eerie point in print.

The partnership came from winning the 'Day of Influence' competition, an initiative by the New Zealand newspaper groups. They invited agencies to develop a campaign to the value of \$300K that illustrated the power of news media in a single day across print and digital platforms.

OBJECTIVE

As stories about fires are frequent in the media, desensitisation from overexposure is a reality for many Kiwis. In order to grab attention and ignite action to purchase smoke alarms an innovative newspaper ad campaign printed with a combination of ash from a local house fire and ink was created.

METHOD

To create the newspaper ads, NZ Fire Service and FCB combined the ash remains of a South Auckland home with ink so that when printed, Kiwis were holding a piece of a local home devastated by fire.

The ad headlined 'You're holding the ashes of this family home' making readers aware they were literally holding the remains of a house fire in their hands.

The ad ran in the printed and online version of New Zealand Herald nationally but was also complimented with local stories that ran in Otago Daily Times, Southland Times, Christchurch Press, Hawke's Bay Today, Bay of Plenty Times, Waikato Times, Taranaki Daily New and the Dominion Post. It was also circulated via other news media websites.

“We wanted to use this fantastic opportunity to demonstrate, through the power of print, the danger of fires. Our aim is to get as many Kiwis as possible to install or check their smoke alarms in their homes on a single day”.

Hilary Barrett, Media Manager at FCB,





You're holding the ashes of the Hifo family home

2,900%
increase in smoke
alarm sales

RESULTS

As this ad gave readers no choice but to be confronted by a tangible experience of the devastation house fires can cause, many quickly understood the impact of not having a working smoke alarm. Smoke alarm sales increased by 2900% in the week following the campaign, driving both online and in-store sales, with some retailers completely selling out of their smoke alarm stock.

The post-campaign tracking results showed 78% of readers who recalled the campaign have already or intended to check that their smoke alarm was working. Further, almost half (45%) have already or intended to talk to others about the importance of fire safety.

As the campaign was also run online, more than 3 million impressions were delivered on nzherald.co.nz, stuff.co.nz and odt.co.nz combined – achieving higher than average engagement and click through rates.

CONCLUSION

Leveraging the tangible qualities of printed newspapers, this innovative campaign met New Zealand Fire Service's education and awareness objectives. It was able to deliver a powerful message right into the hands of Kiwis, inspiring action around having a working smoke alarm to save lives in case of fire. This campaign highlights the power of printed news media to communicate important information with impact, encouraging recall and action.

78%

Made sure their smoke alarm was working

45%

Talked to loved ones about the importance of fire safety



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