

IS THERE A SILENT KILLER IN YOUR HOME?

Category
Design for Safety 14.0.4

Client Company
Gas Safe Register

Design Consultancy
TheTeam

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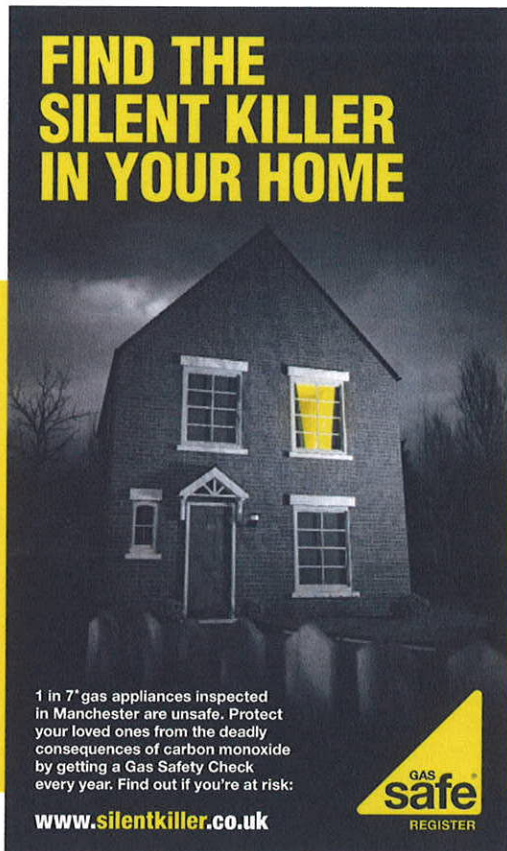
theTeam.



Executive summary

This is a story of behaviour change: of a campaign to persuade people to act to avoid the devastating effects of unsafe gas work.

The Silent Killer was a design solution to engage and motivate long-term behaviour change. The campaign ran in the North West of England between October 2012 and February 2013. It was the first time Gas Safe Register had aimed to persuade people to change their behaviour rather than simply raise awareness of the dangers of unsafe gas work. Insight, gathered from their own inspectors, highlighted as many as 1 in 5 gas installations in this area were 'unsafe'.



300% INCREASE

IN JUST FIVE MONTHS GAS SAFE ACHIEVED A STAGGERING THREEFOLD INCREASE IN THE NUMBER OF HIGHER RISK HOUSEHOLDS HAVING ANNUAL GAS SAFETY CHECKS. 26,700 PRE-CAMPAIGN ROSE TO 80,150, THAT'S A TOTAL OF 53,450 HOUSEHOLDS. THE NATIONAL AVERAGE WAS JUST 7%.

It was the first time Gas Safe Register had aimed to persuade people to change their behaviour rather than simply raise awareness of the dangers of unsafe gas work.

Thorough audience segmentation revealed high-risk groups and highlighted best methods and channels to engage and affect behaviour change. We targeted two higher risk audiences of families – 'Dismissive Sceptics', and students – 'Ostriches'.

The design solution comprised a campaign brand "The Silent Killer" that was deployed using a mix of online, local press, outdoor advertising, events activities and even a spoof horror movie trailer steering consumers towards a campaign microsite motivating them to book an annual gas safety check or sign-up to an annual reminder.

With 1 in 5 inspections in the North West revealing unsafe gas work, this equated to over 10,600 households that may have been at immediate potential risk.

The success of the campaign has helped to shape Gas Safe Register's future work, with a nationwide roll-out planned to commence in August this year.

Project overview



From its inception, the main focus of Gas Safe Register has been on improving and maintaining gas safety, and protecting people from unsafe gas work.

Much of Gas Safe's campaign activity therefore, has hitherto been aimed at raising awareness of the Gas Safe Register and the potential risks of unsafe gas work and carbon monoxide (CO) poisoning.

SUCCESS WAS DEFINED BY A REAL CHANGE IN BEHAVIOUR

GAS SAFE REGISTER, A SCHEME OPERATED ON BEHALF OF THE HEALTH AND SAFETY EXECUTIVE (HSE) BRIEFED THE TEAM TO DEVELOP A DESIGN SOLUTION THAT WOULD SHIFT CAMPAIGN ACTIVITY TO A BEHAVIOUR MODEL IN WHICH SUCCESS WAS DEFINED BY A CHANGE IN BEHAVIOUR.

1 Identify the audience types based on their attitudes and behaviours to gas safety.

2 Identify the behaviour that was considered the most conducive to change, in order to reduce risk and fatalities.

3 Create the design solution to reach higher risk audiences.

4 Define the behavioural change marketing and operational plan.

5 Activate the behavioural change plan.

Motivate people to book an annual gas safety check or service. Gas Safe Register's vision is for every household nationally to do this.

While this has made people more aware of the risks, not everyone goes on to act upon this information.

The solution, comprising the creation of a campaign brand, visual identity and campaign assets, would need to:

- Motivate people to book an annual gas safety check or service. Gas Safe Register's vision is for every household nationally to do this.
- To target and convince notoriously hard-to-reach and high-risk households in the North West of England to protect themselves through behavioural change. Only 6% of Dismissive Sceptic households in the North West of England said they had an annual gas safety check or service before the campaign launched. The ambition was to endeavour doubling this figure in just five months.
- Capture the attention of industry and stakeholders to create scale and momentum to help affect the behaviour change. Association of major stakeholders with the design solution would be crucial to success.
- Grow awareness of the potentially devastating effects of CO poisoning, fires and explosions, something few people still consider when it comes to home safety, targeting at least 13,000 unique visits to the campaign microsite and 2,145 sign-ups to an annual gas safety reminder service.

Description

Those who conduct an annual gas safety checks in the North West:



DISMISSIVE SCEPTICS

TYPICALLY COST-CONSCIOUS YOUNG FAMILIES DISMISSIVE OF THE DANGERS OF GAS. ONLY 6% OF THIS GROUP IN THE NORTH WEST SAID THEY HAVE AN ANNUAL GAS SAFETY CHECK OR SERVICE BEFORE THE CAMPAIGN WAS LAUNCHED.

Gas Safe Register replaced CORGI as the official industry registration scheme in April 2009. Since then it has dedicated itself to promoting the highest standards of gas work and to “keeping people safe from unsafe gas work”.

However, it became clear that there was a need to promote behaviour change along with raised awareness. In 2012 The Team was challenged to develop a behaviour change campaign targeting specific audiences, identified through research, aimed at getting them to book an annual gas safety check of their appliances and installations.

30% of gas consumers are putting themselves at greater risk by not having their gas appliances checked regularly.

Extensive research conducted on behalf of Gas Safe Register into people's attitudes to gas safety and how that affects their behaviour found that 30% of gas consumers are putting themselves at greater risk by not having their gas appliances checked regularly.

Specifically, the analysis identified two audiences at higher risk than the population as a whole. These are:

- Dismissive Sceptics – typically cost-conscious young families dismissive of the dangers of gas. Only 6% of this group in the North West said they have an annual gas safety check or service before the campaign was launched.
- Ostriches – generally younger people including students, who mostly rent their homes and for whom gas safety is simply not a priority. Only around half of these have an annual gas safety check.

The campaign aimed to highlight to these groups the dangers of gas appliances that haven't been checked by a registered gas business, and point out risks in their local area.

The act of committing to an annual gas safety check is the strongest indicator of people actively protecting themselves from the perils of unsafe gas work, and of long-term behaviour change.

Ostriches, a high proportion of whom are students in rented accommodation, would be encouraged to formally check the gas safety records of their rental property with their landlords. This would have the effect of improving landlord behaviour for the long term.

Overview of market

In the target region of the North West, Gas Safe Register checked the safety of gas appliances in 1,616 homes. Nearly one in five (17%) were unsafe and posed an immediate threat. This could have resulted in gas explosions, fires, escapes or CO poisoning, if left unchecked.

Too many people fail to take the simple steps necessary to have their gas appliances checked. Sure, smoke and CO detectors alert people in the event of a threat (and have had a significant impact on reducing the number of lives lost as a result) but prevention, rather than detectors, is the first line of defence in tackling unsafe gas works and faulty or dangerous appliances.

While Gas Safe Register has worked hard to increase awareness through high-profile campaigns including Gas Safety Week – as well as weaving the dangers of CO into the storylines of some of the highest rated TV programmes in the country, including Coronation Street – more change was needed. The means to bring this about would come in the shape of a high-profile and concerted campaign effort to assert Gas Safe Register's role in helping change the behaviour of people towards gas safety for good.

North West

Nearly 1/5 of gas appliances were unsafe.



1 IN 10 HOMES

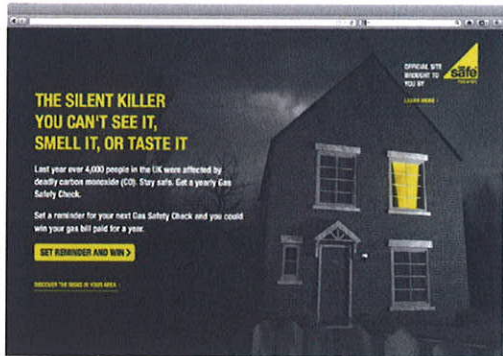
INVESTIGATED WERE LEFT IN A DANGEROUS CONDITION BY 'COWBOYS'

Gas Safe also targeted illegal gas fitters preying on North West residents and putting lives in danger. Of the 94 illegal gas jobs investigated since October 2012, more than one in ten (11%) homes investigated were left in a dangerous condition, by 'cowboys', and the gas was shut off immediately. Gas Safe's own Unsafe Situations data (investigations uncovering appliances or works that could cause immediate death, injury or damage to property) revealed that from June 2011 to July 2012, 640 (8%) of North West homes out of 8,004 checked were unsafe. Those inspections also revealed danger hot spots across the North West.



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|----------------------------------------------------------------|-----------------|
| PROJECT LAUNCH DATE | 12 OCTOBER 2012 |
| SIZE OF DESIGN BUDGET DESIGN CONCEPT AND CREATIVE ASSETS | £36,918 |
| WEBSITE, REMINDER SERVICE AND GAS MAP APPLICATION TOOL | £98,000 |
| SILENT KILLER MOVIE | £23,770 |
| TOTAL | £158,688 |

Outline of design solution



Campaign microsite

The design challenge was not a simple one. How were we going to get into the heads of a cynical and complacent audience set, and then convince them to do something about it? A design solution was needed that would provoke people's consciousness of the threat in their own homes. Something that would motivate them to question their own complacency and behaviour.

HOW DO YOU MAKE AN INVISIBLE, ODOURLESS AND TASTELESS THREAT LIVE IN THE MIND OF THE TARGET AUDIENCE?

The decision to focus on the threat of CO as the communications hook for gas safety as a whole was deliberate and considered. But how do you make an invisible, odourless and tasteless threat live in the mind of the target audience?

The Silent Killer campaign brand was born from a number of fundamental design considerations, which included:

- Genuinely intriguing people, thereby prompting them to act
- A concept that would bring the danger of CO into the personal world of the target audiences and challenge their behaviours towards it
- A platform that would work effectively and memorably across all channels without losing immediacy and relevance
- Ensuring high visibility and stand out
- Having the potential to become iconic in its own right.

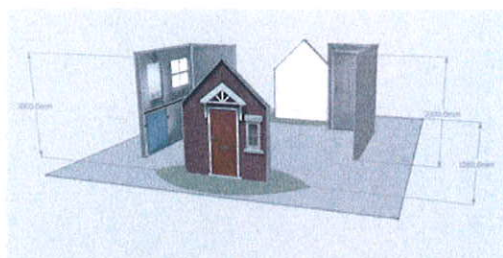


'The Silent Killer' film stills

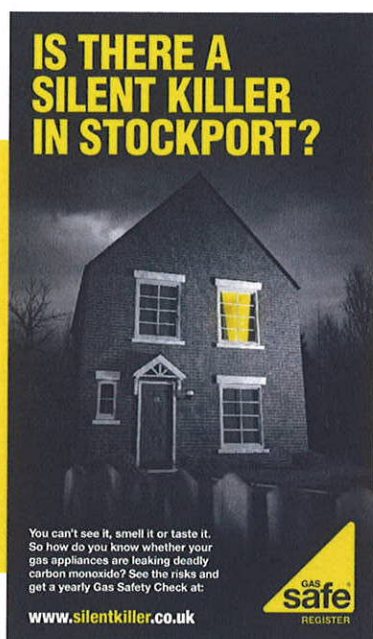


Gas Map Tool

Outline of design solution



An experiential Gas Safe house was deployed in shopping centres that allowed people to discover the signs of poor gas appliance maintenance in their own homes



Targeted local press advertising

The Silent Killer Movie trailer was explicitly designed to 'behave' as a real movie release trailer but in this case delivering vital information so that people could identify the tell-tale signs of the presence of CO. With the trailer restricted to the North West, there were more than 62,000 viewings on YouTube alone in the five months of activity.

Using the single-minded, emotive idea of the Silent Killer enabled The Team to create a 'suspense thriller theme' that worked across all creative assets.

This included a bespoke microsite and Gas Map Tool, trade engagement collateral and Silent Killer movie trailer. Audiences were drawn to these assets using a sophisticated mix of online and mobile advertising, home move boxes, direct marketing, local press, stakeholder "activation", outdoor, PR and Events. Intelligent targeting drawing on insight from the segmentation study meant a high proportion of target audiences would be alerted to the presence of the Silent Killer. Tapping into their curiosity and creating an intriguing and fresh way to capture their attention, every aspect of the design solution was built to motivate swift action and behaviour change made all the more impactful with the engagement of gas engineers and stakeholders in the region.

INTELLIGENT TARGETING DRAWING ON INSIGHT FROM THE SEGMENTATION STUDY MEANT A HIGH PROPORTION OF TARGET AUDIENCES WOULD BE ALERTED TO THE PRESENCE OF THE SILENT KILLER.

Every design asset was carefully crafted from this central idea.

The Gas Map Tool, available online and on mobile, allowed people to search and see the effects of the Silent Killer on their own neighbourhoods and postcodes.

The Silent Killer is an enduring solution that has found a way into the hearts and minds of a complacent and dismissive audience. A design solution for the benefit of society at large.

A mock-up set of the Silent Killer house in the Arndale Centre in Manchester also provided people with information and the facility to sign up to an annual gas safety check reminder service.

Summary of results

BEHAVIOUR CHANGE IN ACTION

Number of Dismissive Sceptic households in the North West having their gas appliances checked increases 300% during Silent Killer campaign.

A regular quantitative survey conducted on behalf of Gas Safe Register recorded the numbers of Dismissive Sceptic households that, before and during the Silent Killer campaign, stated they had had their gas appliances checked for safety.

The results have been astonishing. In the period June – September 2012, just 6% of Dismissive Sceptic households in the North West of England claimed they had had their gas appliances checked.

**JUST 6% CHECKING BEFORE
INCREASED TO 18% AFTER**

The Silent Killer banners and MPU



4,000 VICTIMS. ONE SILENT KILLER.

Carbon monoxide can attack when you least expect it. Find the killer at: www.silentkiller.co.uk

[f /theSilentKiller](https://www.facebook.com/theSilentKiller)



Bus supside advert



The Silent Killer table wrap

During the period December – March 2013, this proportion increased a staggering threefold to 18%, demonstrating a dramatic change in consumer behaviour. This equates to an additional 53,424 Dismissive Sceptic households in the North West protecting themselves from the devastating impact of unsafe gas work and appliances.

All the more impressive is that this was not a trend recorded across other UK regions, which remained relatively flat.

Over the same period, across all regions, the proportion of Dismissive Sceptic households having their gas appliances checked increased from 17.5% to 21%, just 3.5 percentage points increase.

One in every 5 inspections carried out by Gas Safe Register inspectors each year in the North West identifies unsafe gas works or unsafe appliances. If this rate is applied to the 53,424 additional households in the North West undertaking gas safety checks, that would be over 10,600 households that were potentially at immediate risk of harm.

Summary of results

ANNUAL GAS SAFETY CHECK REMINDER SERVICE

In the five months of the Silent Killer campaign, the stretch target of 2,145 households protecting themselves through the annual gas safety reminder service was exceeded despite the known difficulties of converting a highly sceptical and complacent target audience.



Gas Map Tool interactive map

**SILENTKILLER.CO.UK
PROVIDED DIRECT ACCESS
TO THE GAS MAP TOOL AND
ANNUAL GAS SAFETY
REMINDER SERVICE.**



Mobile landing page

A further 2,600 households sign up to an annual gas safety check reminder service.

For a newly established service, this level of sign-ups represented a significant improvement in consumer behaviour, delivering against Gas Safe's mission to keep people safe from unsafe gas work.

Silentkiller.co.uk provided direct access to the Gas Map Tool and annual gas safety reminder service.

The range of services and organisations that are affected by the consequences of unsafe gas works are wide reaching. These can include the reputation of the industry at large being damaged by "cowboy" activity, unnecessary drain on emergency services resources and failure to protect vulnerable groups of society. The Silent Killer approach reached out to industry and stakeholders as a vital component of the campaign.

Summary of results

THE SILENT KILLER: YOU CAN'T SEE IT, SMELL IT, OR TASTE IT

Last year over 4,000 people in the UK were affected by deadly carbon monoxide (CO). Stay safe. Get a yearly Gas Safety Check.

Set a reminder for your next Gas Safety Check and you could win your gas bill paid for a year.

[SET REMINDER AND WIN >](#)

[DISCOVER THE RISKS IN YOUR AREA >](#)

OFFICIAL SITE
BROUGHT TO
YOU BY



[LEARN MORE >](#)

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By using this site, you agree we can set and use cookies. For more details of these cookies and how to disable them, see our privacy and cookie policy.

36,366

UNIQUE VISITORS

MORE THAN 30,000 UNIQUE VISITORS TO THE WEBSITE WERE RECORDED OVER THE FIVE-MONTH CAMPAIGN PERIOD, THREE TIMES THE TARGET LEVEL SET, EDUCATING 6,000 HOUSEHOLDS EVERY MONTH OF THE CAMPAIGN WITH GUIDANCE TO PROTECT THEMSELVES FROM UNSAFE GAS WORK.

Summary of results

STAKEHOLDER ENGAGEMENT

8,500 registered engineers in the North West of England were reached by the Silent Killer campaign. And in addition to this a range of influential stakeholders in the region actively contributed to the campaign using their own channels to reach the target audiences. These included, amongst others:

The National Landlords Association presented to landlords in the region and provided free advertising space in the National Landlords magazine reaching 21,000 members each month.

Liverpool Council presented to landlords to communicate the risks to their tenants.

Enterprise Housing Group educated householders of the risks of the Silent Killer while installing gas meters.

BHE (gas and heating services) supported the campaign through their website home page and leaflet distribution.

This response was testament to the high levels of interest the Silent Killer design solution had generated to engage industry and stakeholder groups as an integral part of the mix in affecting behaviour change amongst high-risk households.

The Silent Killer campaign has attracted considerable interest and accolades from a wide range of influential stakeholders and bodies including the fire and rescue services, government, charities and the industry. This has showed how wide-ranging groups of society have benefited.



10,000

LEAFLETS DISTRIBUTED

100,000

SEE BRANDED FIRE ENGINES

MERSEYSIDE AND ROCHDALE FIRE SERVICES DISTRIBUTED SOME 10,000 DUAL-BRANDED LEAFLETS TO HOUSEHOLDS AND BRANDED SIX OF THEIR FIRE ENGINES WITH THE SILENT KILLER DESIGN. IT IS ESTIMATED THIS WAS SEEN BY AT LEAST 100,000 PEOPLE IN THE REGION.

Summary of results

STAKEHOLDERS AND INDUSTRY HAVE THEIR SAY

“We were delighted to support the Gas Safe Register Silent Killer campaign in the North West and as such were able to utilise six fire engines to host the campaign messages throughout this period. We have also created a single ‘community of practice’ for carbon monoxide within the CFOA network so we are able to communicate and share best practice not just in the North West region but also nationally. This partnership working has broadened and improved the community engagement of Merseyside Fire and Rescue Service.”

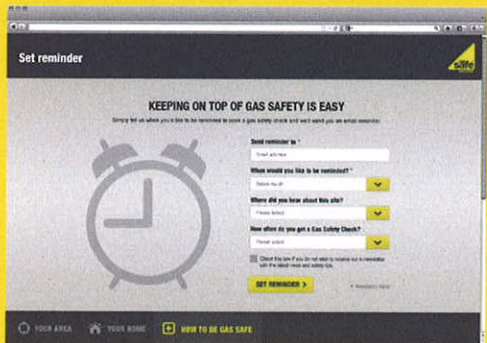
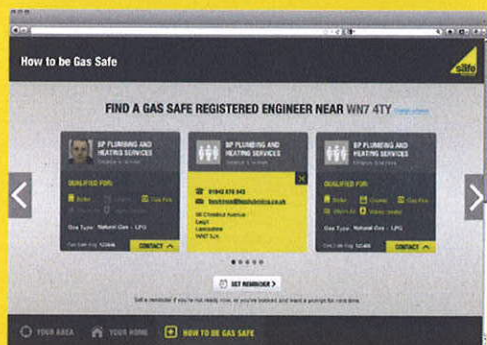
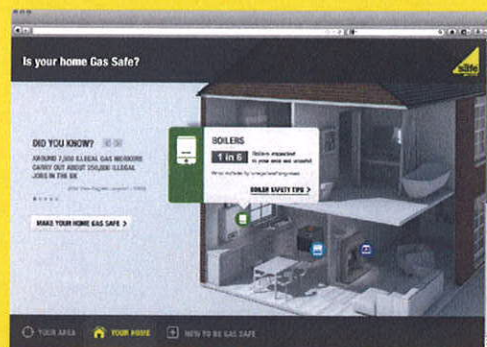
– Gary Oakford, Group Manager, Merseyside Fire and Rescue Service

“They (Gas Safe Register) have been raising awareness of gas safety and going further in employing new approaches to changing behaviour. Their research identifies the different categories of consumer that gas engineers come into contact with and how they should be engaged with.”

– Barry Sheerman MP, co-chair of the All Party Parliamentary Carbon Monoxide Group

“BHE Services (Bolton) Ltd are wholeheartedly behind this vital campaign initiated by Gas Safe Register whose campaign in turn supports the Company motto “Gas Safety – Our Priority” “The Dying to Keep Warm charitable organisation is aimed to safeguard vulnerable people from the risks of the cold, gas leaks, fires and carbon monoxide poisoning. I think raising awareness with the Behaviour Campaign especially to Health and Social Care professionals is essential to protecting the most vulnerable section of our society. Please keep up the good work.”

– BHE Services (Bolton) Ltd



People are able to explore a map and an interactive house showing facts and statistics on their area

Other influencing factors

Millions of Coronation Street fans saw popular character Fiz Brown, played by Jennie McAlpine, 28, suffer from deadly CO poisoning, caused by a faulty boiler.



NOW TO A NATIONAL ROLL-OUT

As a direct result of the campaign's success in changing people's behaviour towards gas safety, the Health & Safety Executive, a co-sponsor of the campaign, has supported a roll-out of activity nationally from August 2013.

Gas Safe Register data today shows that 70% of households that use gas appliances are currently having an annual gas safety check or service. This leaves nearly 6.5 million homes nationally at potential risk of unsafe gas appliances.

Specifically for the Dismissive Sceptic audience, national data shows that only 21% of these households undertake an annual gas safety check or service. This level grew just 3.5 percentage points over the same period that the North West campaign saw a 15-point increase. It is estimated that there are 3.18 million Dismissive Sceptic households nationally.

If the results of the North West campaign are replicated nationally, the result would be an additional 477,000 households protecting themselves from unsafe gas work and appliances.

Gas Safe Register is currently in the planning phase for setting targets for a national roll-out. However, it is safe to say that many thousands of households would continue to put themselves at direct and immediate risk of injury or death without the intervention of the Silent Killer design solution.

THE SILENT KILLER ATTACKS CORONATION STREET'S FIZ

Carbon monoxide (CO) is known as the Silent Killer because you can't see, taste or smell it. During the campaign period, Gas Safe Register teamed up with ITV to raise awareness of the Silent Killer and stop people from having illegal gas work carried out in their homes.

THE SILENT KILLER ATTACKS CORONATION STREET'S FIZ

Campaign microsite, banner ads and Twitter results



**TOTAL
CAMPAIGN
REACH OF
OVER 42.5
MILLION**

**50,000 VISITS
TO GAS SAFE
"CORRIE
MICROSITE"**

**1.5 MILLION
FACEBOOK
AND TWITTER
USERS
REACHED**

Research resources

Office of National Statistics 2011 Census Data for household numbers in the UK and North West region.

Gas Safe Register Inspections data 2012, 2013.

Gas Safe Register Quantitative KPI1 Quarterly Survey conducted by Accent Research 2012, 2013.

Quantitative Segmentation Study conducted by Wise Cat Research 2012.

“Being Gas Safe” qualitative focus groups (x6) conducted by Wise Cat Research (informing quantitative segmentation study and design direction).

Google Analytics – channel and website performance metrics.

