



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018 Case Study

Agency Name: FCB Media
Advertiser Name: Fire and Emergency NZ
Gold Beacon Award Category: Best Launch

Igniting Action

Less than a third of New Zealanders have an escape plan in case of a house fire and Fire and Emergency NZ (FENZ) was struggling to improve those figures. By digitally personalising the idea of a house fire and launching a week of intensive coverage, FCB Media doubled its monthly targets for Kiwis creating plans and won Gold in the Best Launch category in the Beacon Awards.

Background

Despite the deadly speed of fire, more than two thirds of New Zealanders aren't prepared with an escape plan. Fire and Emergency (FENZ) has tried for years to overcome this. One of its most measurable initiatives is Home Safety Visits, which are effective but expensive, costing \$250+ per visit, and reaching 1600 homes per month.

A new digital escape planner tool mimicking the home visit process had been developed, but without a fire crew people needed motivation to use it and to develop a plan that could save them and their families in the event of a house fire.

Campaign Objective

Fire and Emergency NZ wanted FCB Media to engage an additional 1,600 households per month to make escape plans via the new digital tool (over and above home visits).

Campaign Overview

The challenge lay in overcoming New Zealanders' view that a house fire couldn't happen to them and provided FCB Media's insight that because most people haven't experienced a house fire, they're apathetic about the idea and underestimate the reality of fire.

The creative idea was a digital experience using 360° footage of a real house fire, challenging people to escape and then connecting to the Escape Planner Tool to drive action when motivation is highest.

To overcome apathy and make the idea of house fire more personally confronting for its audience, FCB Media needed to personalise the creative experience through strategic use of its media partners.

Media Strategy

FCB Media created EscapeMYhouse (EMH), using a personalisation strategy that ran across the entire customer journey, from the invitation to try it, to the experience itself and follow-up reminders to take action.

It personalised the escape using Google StreetView so each person saw their own house on 'digital' fire. More than three million personalised invitations to try the tool were created and tailored for use on Neighbourly, TradeMe and TVNZ. These partnerships included marketing firsts, such as TVNZ registration data pulling people's names into banners, and messaging Neighbourly's entire database.

The agency simultaneously scaled personal experiences in mass media, focusing 92% of its launch budget in one week to build FOMO. This included live unscripted personal reactions from news/current affairs talent to create a bespoke TVC; giving away 5000 sets of VR goggles to heighten reactions; and TVNZ hosting the experience OnDemand as content, promoting it like a show – the first time for an advertiser. A live tracker across all assets also showed numbers of those who had completed EMH.

Finally, those who tried the EMH experience but not the Planner Tool were retargeted with a StreetView image of their own house on fire and a reminder to be ready in case of the real thing.

Results

More than 106,000 people tried a first-hand experience of a house fire at escapeMYhouse.co.nz, in less than four months. FCB Media also doubled its target of engaging an additional 1600 households per month to make an escape plan via the new tool, with an average of 3196 additional households per month.

After launch, 1 in 3 adults were aware of the EMH campaign, and of those, 9 out of 10 visited the EMH experience page, proving the power of FCB Media's personalised invitations.

No other activity was in market directing people to the EMH experience or the planner tool. FCB Media achieved an average cost per escape plan user (including total cost creative/media/EMH production/Escape Planner Tool) that equates to 36% of a home safety visit, allowing FENZ to focus local resources on delivering Home Fire Safety Visits to most at-risk households.