



# ENTRY FORM

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<b>ENTRY ID</b>	<b>187-B08</b>
<b>ENTRY TITLE</b>	<b>Amazingly fast behavioural change - You're Cooked. Recipes to Avoid Disaster.</b>
<b>CLIENT</b>	<b>Fire and Emergency New Zealand</b>
<b>PRODUCT</b>	<b>Government and non-profit</b>
<b>FIRST MEDIA APPEARANCE DATE</b>	<b>28 November 2022</b>
<b>CATEGORY</b>	B08. Short-Term Success
<b>CATEGORY DESCRIPTION</b>	This category is for short-term impact campaigns that are designed to work within a 6-month period. This could be a day, a week or a number of months. Judges will still be looking for proof around the business challenge, where the insight and strategy came from, the great execution and how it delivered excellent results that met the short-term objectives.

**WORD COUNT: 2458**

01.

**CASE SUMMARY [0%]**

Please write a brief summary of the case study and results not exceeding 90 words.

We didn't expect to enter 'You're Cooked' in Short Term Success - fire safety held zero interest for our young 'Disengaged' audience, and behavioural change usually takes time.

This virtual cookbook of safe, simple recipes, cleverly amplified by a late-night mobile test kitchen activation, produced content so engaging it achieved a CPV of just \$0.05, against the TikTok benchmark of \$4.80 - \$44.80.

The perceived risk of cooking whilst inebriated rose immediately, swiftly leading to hugely significant reductions in unattended cooking behaviours – results that will almost certainly save lives.

02.

**WHAT WAS THE CHALLENGE AND WHAT WERE THE OBJECTIVES? (15%)**

What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign?

Fire and Emergency New Zealand's principal objectives are to reduce the incidence of unwanted fires, protect and preserve life, and prevent (or limit) injury, and damage to property. Reducing the likelihood of unwanted fires is a top priority.

Fire and Emergency's fire safety communications strategy targets multiple audiences, covering a range of initiatives such as Escape Planning, Smoke Alarms and Home Fire Hazards. Hard-hitting campaigns utilising scare tactics have proven effective in educating the majority of New Zealanders (more than 70% of the population) on the extreme danger of fire and how quickly it can spread.

Yet despite years of safety campaigns, the young segment known as the 'Disengaged', which comprises approximately 20% of the population, stubbornly resists recognising fire safety as a serious issue, partly because this cohort don't want to be told what to do, and 'switch-off' to stressful messages.

The number one cause of house fires in New Zealand is unattended cooking; 1 in 4 house fires start in the kitchen, with unattended cooking the most common cause of injury from house fires. Half of fatal house fires involve alcohol or drugs.

**Where there's smoke**

While most New Zealanders appreciate unattended cooking is high risk, the Disengaged segment regard it as **considerably less risky - and do it more often**. The strategic challenge was to engage this young, difficult, yet potentially high impact segment to reinforce the risk of leaving frying food/cooking unattended.

Clearly scare tactics did not work with this audience. The creative challenge was to frame cooking fire safety with a positive approach, to make it relatable, and the safe behaviour necessary to prevent fires from happening as easy to adopt, and requiring no extra effort or 'admin'.

We set the short-term objective to:

- Increase the **Disengaged's perceived risk** of cooking while drunk or high from 68% to 73% (+5p.p.)

Ambitiously, we aimed to see an immediate behaviour shift during the two month campaign (December 2022 – Jan 2023), with this impact sustained beyond the campaign period:

- Decrease **Disengaged behaviour** of leaving frying food unattended from 34% to 31% (-3p.p.)
- Decrease **Disengaged behaviour** of leaving stovetop cooking unattended from 51% to 46% (-5p.p.).

## 03.

### WHAT WAS THE STRATEGIC THINKING THAT INSPIRED YOUR BIG IDEA? (15%)

What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set?

The decision to focus solely on the Disengaged mindset was important to unlocking the creative solution. More likely to live in a big city, flatting in a rental, the Disengaged don't think a house fire will happen to them, and even if it did, they don't feel they have too much to lose. They take a relaxed approach to most things in life, living in the 'here and now' with little consideration for potential impacts/consequences of behaviour, or potential adverse events. They are quite reactive, and will respond when something becomes an issue, with few preventative strategies in place.

Given the nature of this mindset it's unsurprising previous 'big scary' fire safety stories had been a turn off, and we realised we would be more successful if we **talked about behaviours rather than risks and consequences.**

#### Into the fire

Unattended cooking was too broad a behaviour to address with this group. A key action to prevent unattended cooking fires is to 'Never drink and fry/ never get high and fry'. We knew the Disengaged could relate to a big night out drinking and getting hungry when they got home.

It's not our job to tell people to stop drinking or smoking, but it is our job to stop them engaging in dangerous distracted cooking afterwards. But our audience weren't going to listen if we just told them to stop cooking while they're drunk or high.

To get the Disengaged to pay attention and engage we realised we had to **bring fire safety Into their world**, without judgement or intimidation - meet them on their territory, and speak to them in their language.

Crucially, we had to acknowledge that our audience will biologically want to cook up a feed at the end of a big night out – their very present hunger would override most future risks. We delved deeper into our audience's current behaviour, and alongside the experts at Fire and Emergency, we realised in this case the fire risk could be narrowed right down, to the stovetop. By **helping the Disengaged to satisfy their hunger safely**, we could positively affect cooking behaviours, and subliminally reinforce the risk of leaving frying food/cooking unattended.

## 04. WHAT WAS YOUR BIG IDEA [10%]

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the broadest sense, ie. ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline.

Offer an easy, relatable, and much safer alternative to late night frying, providing an authentic 'way in' to educate the Disengaged about their current (risky) behaviour.

## 05. WHAT WAS THE CREATIVE EXECUTION AND HOW DID IT BRING THE BIG IDEA TO LIFE? [15%]

Describe the creative work that delivered the big but short-term idea.

### You're Cooked

A collection of recipes that don't require an oven or stovetop, brought together in a cook (both physical and online), entitled 'You're Cooked - Recipes To Cook If You're Drunk or High'. This 135-page cookbook presents a selection of dishes easy (and safe) enough to cook while you're ... cooked. With nine chapters ranging from 'You're Toasted' through to 'You're Done', it's packed with humorous one-liners, and appetising visuals that portray the aftermath of a big night out. Tonally, it speaks directly to the Disengaged life-stage, cleverly peppered with fire safety cues that bear scarce resemblance to the serious tone one expects from Fire and Emergency.

The 'cookbook' serves as the foundation piece of the campaign. Key images were lifted from its pages to serve as digital and OOH executions that together with the line '**If you're cooked stay off the stove**' ensured a strongly consistent message and take-out.

### Stoking the fire

To involve the audience, and prove the effectiveness of our fire-safe recipes, we created a mobile test kitchen. On a big night out in the city, this test kitchen became the 'You're Cooked' film set, as we put drunk people to the test and showed them how they can forget about the stove for their late-night feed. These real-life 'under-the-influence chefs' learnt safe ways to satisfy their late-night hunger cravings without burning the house down, again reinforced by the line 'If you're cooked, stay off the stove'.

In effect we produced our own version of a reality cooking show, with real-life punters starring in a suite of can't-look-away video content primed for sharing on TikTok, wider social and paid SVOD. We addressed the Disengaged audience's inherent disinterest in fire safety by enabling them to picture themselves and their friends in the late night scenario, greatly increasing personal relevance.

Realism and humour were used to make fire safety relevant, fun and enjoyable whilst imparting skills to prevent fires from happening - all delicately balanced to ensure the campaign was not perceived to endorse drugs or alcohol.

Rather than telling the Disengaged not to do something, we tapped into something they were going to do anyway, and gave them an alternative, safe behaviour that was just as good.

## 06. WHAT WAS THE COMMUNICATIONS STRATEGY? [10%]

Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.

Is there a more intimidating audience to plan a communications strategy for than one labelled 'Disengaged'?

Knowing the wallpaper of traditional government messaging, we chose to deliver this potentially life-saving message through media formats chosen to build relevance.

### **You're not you when you're cooked.**

Assuming accidental house fires occur when our audience are 'under the influence', we could not rely on them to remember or apply safety messaging they may have been exposed to when sober, given alcohol and drugs disrupt decision-making and rational thought. This increased the level of difficulty, as in effect we had two separate audiences depending on their state of intoxication. This insight led us to create two streams of activity, with differing communication tasks based on the same desired outcome.

We planned media around two key moments:

- Pre-cooked: in the planning stages of a night out
- Cooked: under the influence with a case of the munchies

Our strategy was to meet our audience in the moment(s) of truth and offer them alternatives to keep them safe and satisfied. We broke this down into two tasks: First, when they are sober and receptive to logical messaging, the tactic was to play into their passion points. Second, when they are under the influence, to divert their decision making process by proposing tasty solutions that don't require them to use the stove.

### **Engaging in 'Pre-cooked moments'**

With an audience engrossed in over 3 hours per day on social media, we combined two time-tested TikTok categories; cooking and comedy. Our test kitchen video content was the hero here, to encourage pre-planning of meal solutions and direct people to the virtual 'You're Cooked' cookbook.

With the festival season looming, we partnered with Ticketmaster, using their 3rd party data to identify festival goers and encourage them to pre-load (the healthy kind) before a big night out across mobile display, YouTube, and social.

To tie it all together, we ran a series of targeted out-of-home executions in bottles stores and near key flatting and summer holiday hotspots, encouraging the audience to grab food supplies while they're picking up their beer and party favours.

### **Providing Solutions in 'Cooked moments'**

Social was again key, however this time we included Tinder, and ran activity from early evening until the early morning, speaking to our audience while they were 'sliding into DM's'.

Tapping into their need for beats, we created 'Cooked' playlists targeting parties and early morning kick-ons, when fry-ups were becoming most tempting.

By targeting high traffic pubs and venues with out-of-home, we served up appealing Cooked recipe content to trigger them to think about safer options when it came time for their late night feed.

Our hero mobile test kitchen in the Auckland CBD invited real-life punters to experience the 'You're Cooked' cookbook's culinary delights while on a big night out, cleverly capturing authentic content to amplify across social channels.

List all supplementary consumer communications touch points used in this campaign (the touchpoints that were not central to the campaign).

University orientation 'O Week' activations, where our people engaged directly with the target audience across the motu, offering goodie bags with ingredients to make one of the recipes.

07.

#### WHAT WAS THE \$ SPEND? [0%]

Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

Media Spend (if applicable):

████████████████████

Outline the media spend in relation to competition and versus last year:

███

Creative Production Spend:

████████████████████

08.

#### WHAT OTHER MARKETING EFFORTS WERE USED IN CONJUNCTION WITH THIS CAMPAIGN? [0%]

List all other marketing or communications programmes not considered part of this campaign, that may have also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

None.

## 09. WHAT WERE THE RESULTS? [35%]

Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director. They will be awarding points on the following basis:

- \_ Overall achievement against objectives. Clear proof that objectives established in earlier sections have been achieved. Judges will be seeking quantified results. Demonstration of ROI is helpful. [20%]
- \_ Convincing proof that the results were a direct consequence of your campaign, the inarguable evidence. [15%]

**Please Note:** All results must be sourced to be judged; any unsourced results will not be taken into consideration.

### Engaged the Disengaged

Traditional Fire and Emergency fire safety campaigns had failed to connect with the Disengaged audience, thus our initial focus was on campaign visibility and high quality engagement, creating a new standard of results:

- 14,000,000+ impressions
- 3000+ social reactions
- 1500+ social shares
- 35,000+ 'You're Cooked' digital cookbook views
- 49.87% completion rate for 30" YouTube (well beyond 42% platform benchmark)
- 650,000+ video views on TikTok

The **average video view time per person was 6.26" against TikTok's benchmark range of 2.95" - 5.23"**, illustrating the outstanding engagement achieved.

This result is crystallised by a **CPV of just \$0.05 cents against TikTok's benchmark of \$4.80 - \$44.80**, an almost incredible result!

Source: Media Agency Data

With earned coverage across the likes of Stuff, LadBible and the DailyMail, and the full hero 'test kitchen' video played within the 6 o'clock news, our content-first approach resulted in visibility far exceeding the available media spend.

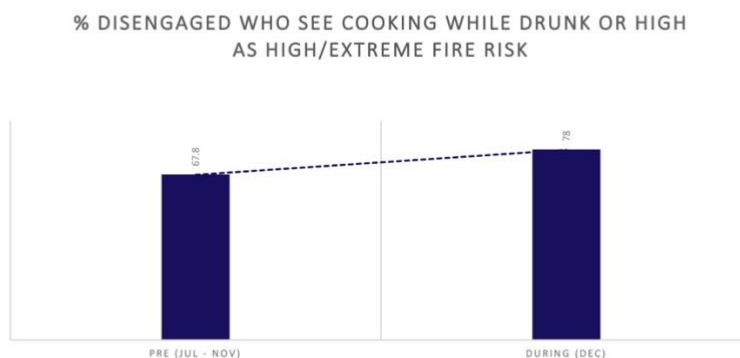
### Increase in perceived risk

The short-term campaign objective focused on heightening the young audience's perceived risk of cooking while drunk or high, the relatable behaviour the strategy set out to leverage to reduce the incidence of unattended cooking fires among the Disengaged.

- We aimed to raise their perceived risk of cooking while drunk or high from 68% to 73% (+5p.p.)

The campaign's impact was **Immediate** – Kantar Public tracking showed the number of **Disengaged agreeing there is a high or extreme risk of cooking while drunk or high jumped from 68% to 78% within 4 weeks - more than double the target, while all other segments stayed the same.** (Chart 1 attached).

## Chart 1: Perceived fire risk of cooking while drunk or high among the Disengaged



Source: Fire and Emergency Tracking Survey, conducted by Kantar Public, among nationally representative sample of N = 500 per month.

### Changed behaviour

Behavioural change is generally more difficult to achieve, and the Disengaged is a notoriously hard to shift audience. While we were looking for short-term immediate shifts, we had a longer-term goal to sustain these shifts post-campaign:

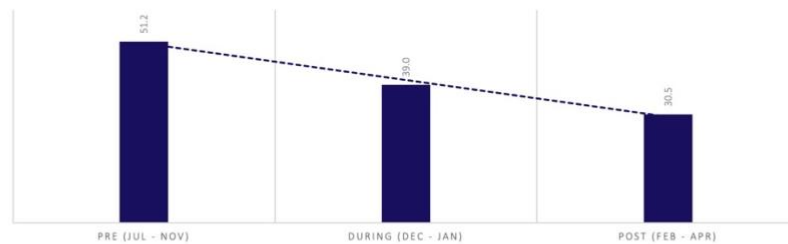
- Decrease Disengaged behaviour of leaving stovetop cooking unattended from 51% to 46% (-5p.p.)
- Decrease Disengaged behaviour of leaving frying food unattended from 34% to 31% (-3p.p.)

The campaign impact was dramatic – in the five months since launch, Kantar Public tracking results show **swift and significant reductions in unattended cooking amongst our Disengaged segment**, far exceeding the targets set:

- Leaving stovetop cooking unattended **decreased from 51% to 39%** by the end of the campaign period, **dropping to 30.5% by April 2023** (3 months post-campaign) – a huge shift of **21pp**, **smashing the 5pp target** and exceeding all expectations for behavioural change. (Chart 2 attached).

## Chart 2: Claimed behaviour of leaving stovetop cooking unattended among the Disengaged

% DISENGAGED WHO LEFT A POT ON THE STOVE UNATTENDED LAST MONTH



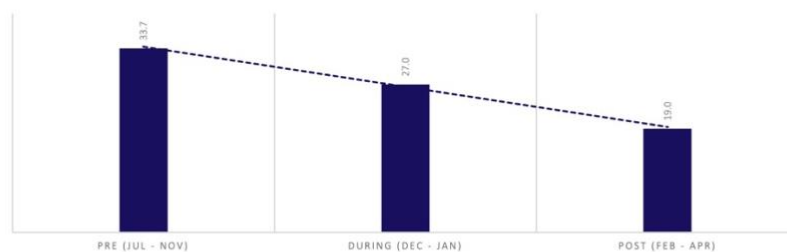
Source: Fire and Emergency Tracking Survey, conducted by Kantar Public, among nationally representative sample of N = 500 per month.

This result was 4 x better than we had hoped to achieve.

- Leaving frying food unattended **dropped from 34% to 27%** by the end of the campaign period, **dropping to 19% by April 2023** (3 months post-campaign) – a massive drop of **15pp (or a shift of more than 40%) vs the 3pp target**. (Chart 3 attached).

## Chart 3: Claimed behaviour of leaving frying food unattended among the Disengaged

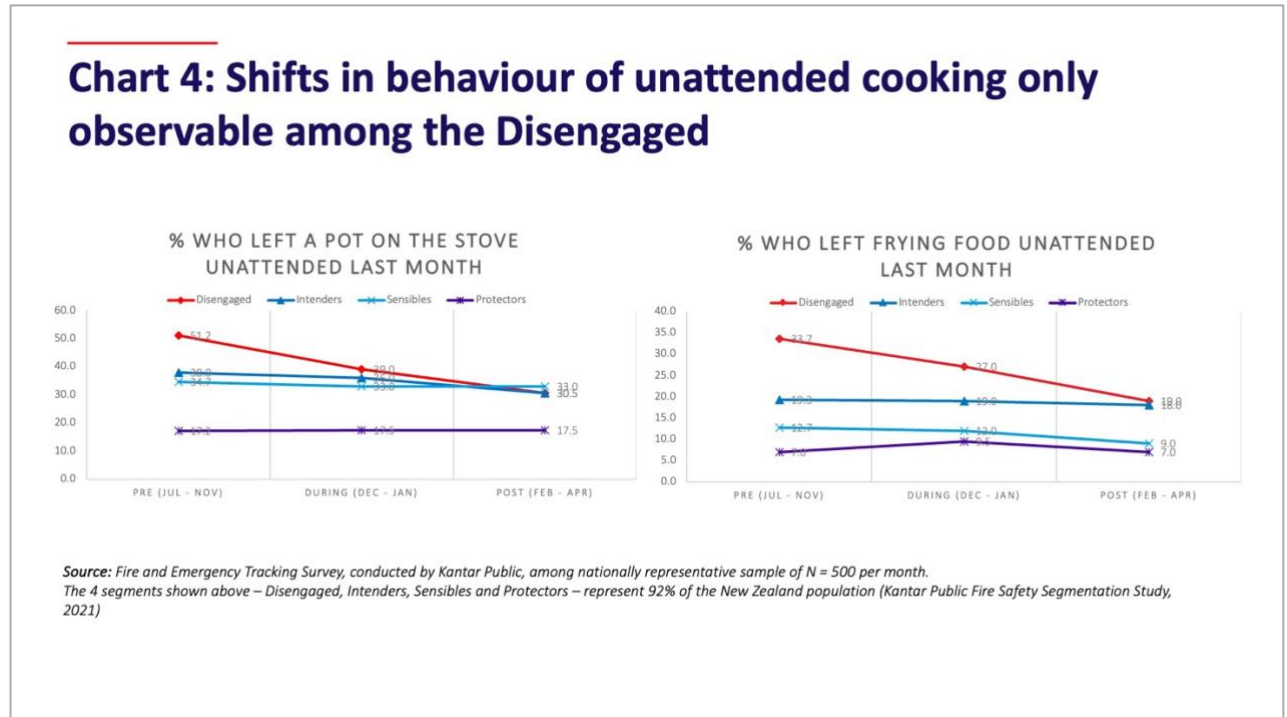
% DISENGAGED WHO LEFT FRYING FOOD UNATTENDED LAST MONTH



Source: Fire and Emergency Tracking Survey, conducted by Kantar Public, among nationally representative sample of N = 500 per month.

This result achieved in just five months was 5 x better than we had hoped to achieve.

These phenomenal reductions in unattended cooking behaviour have **brought the Disengaged segment into line with Fire and Emergency’s other segments, which all remain unchanged** (Chart 4 attached), undeniable proof that the highly targeted message to 'stay off the stove' has cut through to change behaviour in the space of just a few short months.



A further measure of success for Fire and Emergency is how well their people galvanise around the campaign. Kevin Holmes, Community Readiness and Recovery Manager, overseeing our ‘O’ Week activations, provides further insight into the impact of this highly targeted approach:

*“I must say that in the 17 years that I’ve been around, this ‘You’re Cooked’ campaign and the collateral with it, is probably, if not the best we have had for events such as these.*

*The signage/stand/framework are perfect - looks professional and carries the right messages!*

*The recipes all create a lot of interest and some good talking points/banter amongst the younger male students especially (the ones who like to party!!)”*

*We had hundreds if not thousands of interactions with the students. The campaign was very well received and many commented on it, so well done to marketing!”*

**While it is difficult to marry the residential fire incident data to specific demographic or psychographic segments, Fire and Emergency national incident data provides further corroboration of the campaign’s effectiveness, observing a 7.5% drop in unattended cooking incidents in Jan-Feb 2023 versus the same period over the past 5 years.**

## 10. THIS SECTION IS ONLY TO BE COMPLETED IF THIS CAMPAIGN WAS PREVIOUSLY ENTERED IN 2022 [0%]

We welcome campaign entries in consecutive years, but the entrant must demonstrate material differences in the entry; e.g. additional results reflecting the benefit of long-term campaign building; shifts in targeting or campaign execution that delivered fresh outcomes, etc.

If this campaign was also entered last year, please outline what you have learned from being in market and how this has influenced the campaign's evolution.