

CASE STUDY



ENERGY SAFE VICTORIA

**ELECTRICAL DDIY:
DON'T DO IT YOURSELF
NO GREY AREA**



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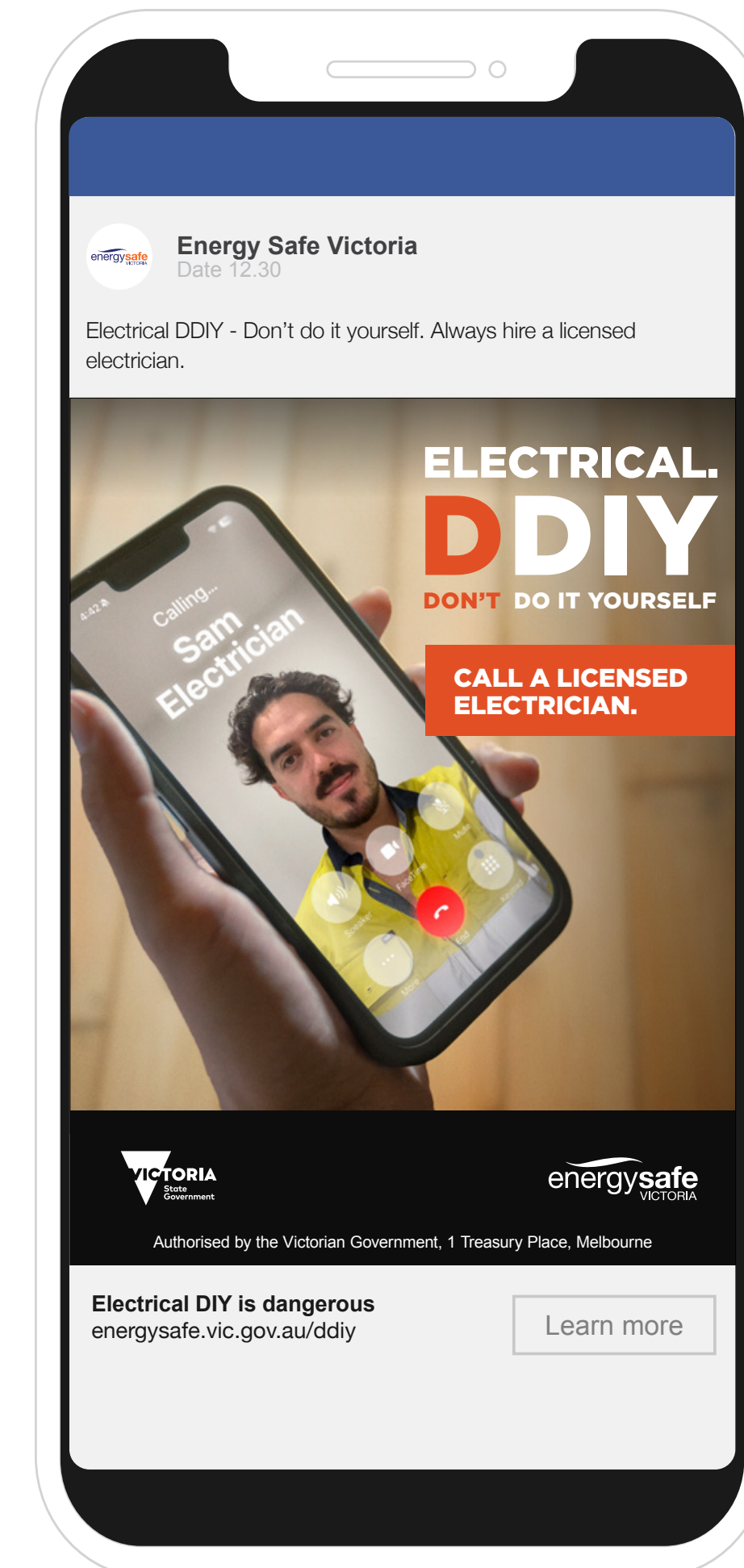
Victoria's energy safety regulator, Energy Safe Victoria, is accountable for the minimisation of personal injury and property loss through energy use. With new research showing that DIY electrical remained an unacceptable risk, DPR&Co was briefed to develop a campaign to remove any remaining ambiguity around illegal and dangerous DIY electrical work.

DEMONSTRATES

- Skill delivering public safety-based behaviour-change communications
- Ability to evolve campaign creative to respond to research insights
- Understanding of government campaign refinement and approvals processes
- Capability in delivering mnemonic campaign devices to assist memorability



STUDIES IN SUCCESS



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THE CHALLENGE

In Victoria, electrical work can only be carried out by a licenced electrician. Not only is it illegal to undertake unlicensed DIY electrical work, it also carries high risks of injury or death from electrocution, and damage to properties and the environment from electrical fire.

The original 'Electrical DDIY – Don't do it yourself' campaign was developed by DPR&Co in 2019, to discourage DIY enthusiasts from carrying out their own illegal electrical work in the home. It was responsible for a reduction in illegal electrical work and the resulting negative impacts.

Recent research had uncovered some new insights that could further reduce the incidence of illegal electrical work.

- Audience uncertainty remains around what constitutes illegal DIY electrical work, complicating the decision about when to engage professional help and when to press on.
- These doubts are often rationalised and relegated in the face of the cost and time involved in seeking professional assistance.
- Key target audience segments (especially young males) acknowledge the risk of personal harm but cannot rationalise that they could be a casualty of illegal electrical work. They believe that they have sufficient knowledge to avoid a negative event, even if they know someone who has been electrocuted.

Research also showed that women and CALD communities are now also emerging as being at risk of adopting negative behaviours.

The brief was to remove any ambiguity about what constitutes illegal and unsafe DIY work, and convince them of the absolute requirement for a licensed professional to undertake it.



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THE SOLUTION

This campaign is all about clarity and the removal of ambiguity.

Theme reinforcement was both aural and visual, combining visuals showing the removal of equivocal words such as 'sort of' and 'kind of' while the campaign VO explains that irresponsible behaviour is not just sort of or kind of dangerous or illegal.

Visual interest is maintained through layers of graphics and real footage.



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Online video

<https://vimeo.com/1188287666/e33a2fce09?fl=tl&fe=ec>

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THE RESULT

The campaign launched in May 2026, so specific results are yet to be tracked and reported.

In testing, viewers mentioned that knowing certain tasks were against the law meant they'd avoid conducting their own work again.

CLIENT	Energy Safe Victoria
PRODUCT	Electrical safety – DDIY: No grey area.
AUDIENCE	People 20+ with male skew, CALD
CHANNELS	BVOD, OLV, radio, digital, print, OOH
DELIVERABLES	Campaign strategy, research, creative ideation, video production (3xOLV), design, digital production.
FROM BRIEF TO LIVE	4 months
PERFORMANCE	This campaign launched in May 2026. Results are yet to be confirmed.



For more information on this case study, call Phil Huzzard on 0418 344 763.

