


energysafe
VICTORIA

**Energy Safe Victoria
DDIY (Don't Do It Yourself)**



Electrical safety

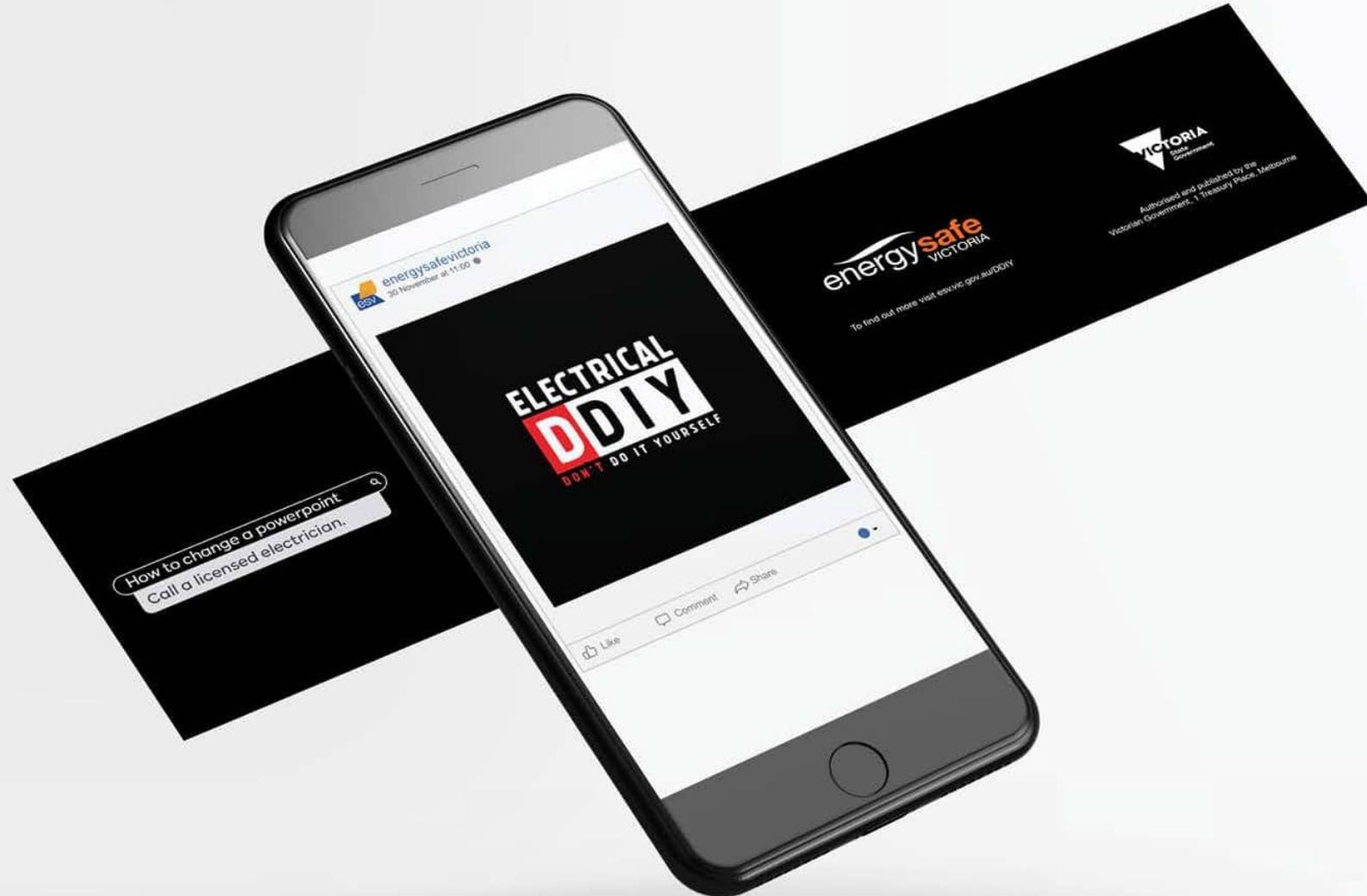
Demonstrates.

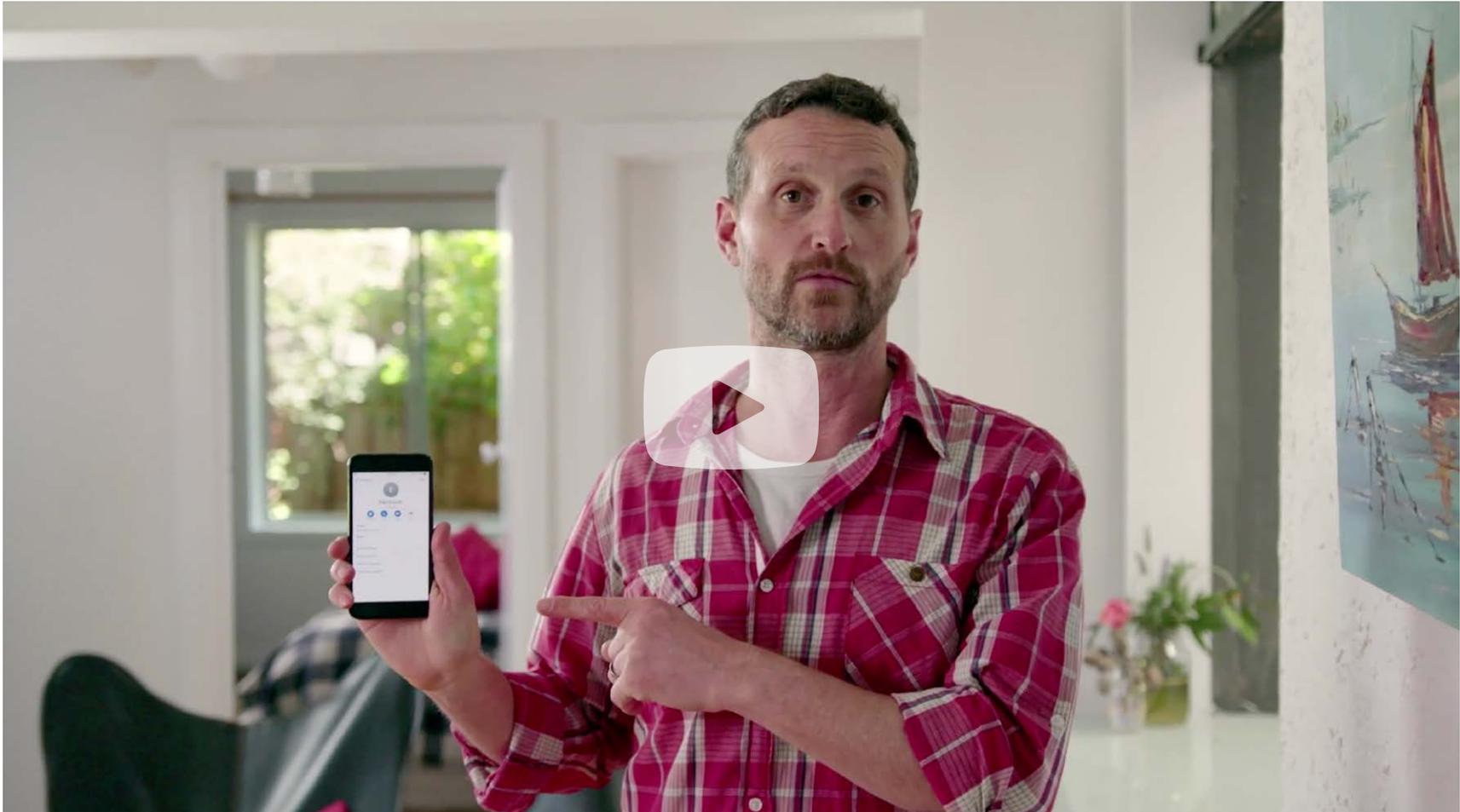
- Working with government
- Use of research to ensure optimum creative impact and effectiveness
- Ability to deliver projects within restricted budget
- Ability to simplify complex issues

The challenge.

Electrical work performed by unqualified people can be deadly – not only to the amateur sparky, but also to their family and the emergency service workers who are required to help when it all goes wrong.

DIY wiring can also carry a financial cost by invalidating your insurance cover. Worst of all, it could see you charged for manslaughter if your wiring happens to kill someone other than yourself.





Online video

<https://dprandco.com/work/ddiy-electrical>

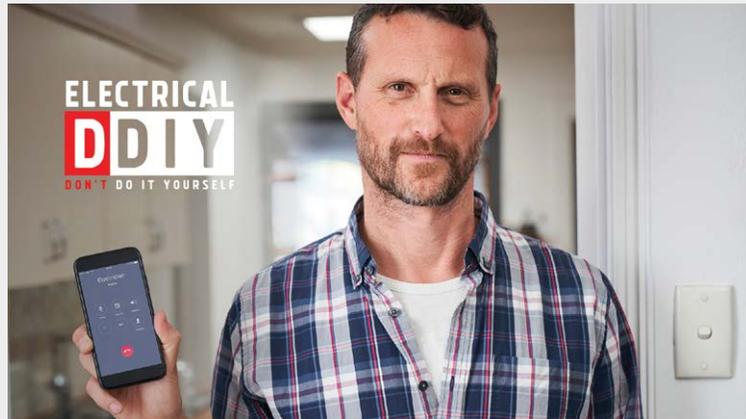


Electrical safety

Our response.

Our campaign for Energy Safe Victoria (ESV) campaign focused on the dangers of DIY electrical work. Our challenge was to reach a cohort of men who believe in self-sufficiency, or who have an ‘it can’t be that hard’ mentality and do so without being patronising.

So we created a new acronym: DDIY – Don’t Do It Yourself – and built a light hearted and engaging campaign around what is a really serious subject.



The result.

Tracing of performance for behaviour change campaigns is conducted over years. Early anecdotal evidence suggests the DDIY campaign has been effective in reducing electrocutions (although this has been measured against a small base).

The campaign has now been adopted by the Queensland Government.

Client	Energy Safe Victoria
Product	DDIY – electrical safety
Audience	Males 35+ Victoria
Channels	FTA TV/BVOD, digital, social, print
Deliverables	TVC/OLV, print, digital/social ads, collateral
From brief to live	3 months
Performance	Strong performance (recall/relevance). Has been adopted by Queensland government.