

The logo for Energy Safe Victoria, featuring a stylized wave above the text "energysafe" in a bold, lowercase sans-serif font, with "VICTORIA" in a smaller, uppercase sans-serif font below it.

energysafe
VICTORIA

Energy Safe Victoria
Know the drill before you grill



Know the drill before you grill

Demonstrates.

- Behaviour change communications expertise
- Working with government agencies
- Integrated research capability
- Creativity in driving high production values for modest budget
- Complex issues made simple

The challenge.

An avoidable gas fire was occurring, on average, once per day in Victoria across the summer months.

In 2018, following a spate of incidents and injuries, ESV briefed DPR&Co to develop a campaign that would demonstrate the risk of fire from leaking gas connections between barbeques and gas cylinders (the principal cause of fires). The imperative was to make the necessary preventative steps simple and clear.



**MAKE SURE YOU
BBQ SAFELY
THIS SUMMER.**



**KNOW THE DRILL
BEFORE YOU GRILL**

- 1 CHECK FOR GAS LEAKS WITH SOAPY WATER**
- 2 IF YOU SEE BUBBLES, TURN THE GAS OFF**

esv.vic.gov.au/knowthedrill





Online video

<https://dprandco.com/work/energy-safe-victoria-know-drill/>

Know the drill before you grill

Our response.

We leveraged the campaign mnemonic of the gas bottle to underpin a highly memorable campaign line: Know the drill before you grill and continued this mnemonic into the campaign itself, demonstrating the frequency of gas barbecue fires by placing a hundred burned gas bottles in a normal suburban street – a ‘trail’ leading us to a normal suburban home during a happy family gathering.

We then demonstrated the recommended preventative action in the simplest way possible – with voice reinforcing video.



The result.

Tracking research showed strong aided (>40 per cent) and unaided (>20 per cent) recall. Preliminary emergency service data shows a 35 per cent decrease in reported barbecue-related fire responses.

Client	Energy Safe Victoria
Product	Gas barbecue fire safety
Audience	Males 30+
Channels	FTA TV, BVOD, YouTube, digital display/ programmatic, OOH
Deliverables	Strategy development, creative development, TVC/OLV, digital, OOH for street furniture
From brief to live	2 months
Performance	ESV suggested anecdotal evidence of a 35% reduction in gas barbecue fires after the campaign period.