



Make the promise. Come home safe.

www.hse.gov.uk/makethepromise



He died alone.

He was 75 years old when he died.
His body was found trampled to death
by the cattle he worked with.

Health and Safety
Executive



Enough is Enough.

Every year in the UK, 100 people die on farms. 80% of these deaths are preventable. 100 people die on farms every year. 80% of these deaths are preventable. 100 people die on farms every year. 80% of these deaths are preventable.



Make the promise. Come home safe.

JUDGE'S COMMENT:

“Capturing the emotional consequences of farming accidents without being mawkish. The “Come home safe” message was symbolised beautifully by green twine loops, thousands of which were left in personally significant locations. A seamlessly integrated multi-channel campaign.”

Mark Runacus, HS&P

THE TEAM

- Annette Thurgood – Business Director
- Maria Phillips – Creative Partner
- Andy Oram – Senior Account Director
- Mick Eglinton – Senior Art Director
- Polly Jones – Copywriter
- Bill Portlock – Head of Data
- Hayley Griffin – Data Consultant
- Arno Meddleton – Head of Production
- Debbie Wastie – Senior Art Director
- Matthew Reynolds – COI Team Head

OTHER CONTRIBUTOR

Sourcing Team Ltd – Promotional merchandise

WATSON PHILLIPS & NORMAN

CLIENT • COI/HSE

WHAT IS WONDERFUL ABOUT THIS WORK? • How do you change behaviours handed down for generations? This campaign had extremely high cut-through with a hard-to-reach audience. Total response was four times higher than the COI's average for DM and over 30% more cost effective. 6062 responses were tracked, representing 9%.

OBJECTIVES • To reduce farming deaths and injuries. To gain a response from the farming community and start engaging them, asking them to raise their hands and start to change their own behaviour.

STRATEGY AND TARGETING • Taking risks is part of a farmer's everyday life. The way of working is handed down from parent to child and risk-taking practices are engrained. Farmers don't like being told what to do by the Government and feel that we don't understand the farming world. Our strategy was to create a movement; we wanted farmers to commit to change and make risk taking feel abnormal. We dramatised the impact a death has on the farm, family and community with real-life stories in powerful case study strip ads. These were not nameless statistics, but fathers, brothers, sons and husbands. We asked farmers to 'Make the Promise. Come Home Safe'.

The audience is geographically remote and they aren't heavy media consumers, so we needed to reach them with media that had the impact to create emotional engagement. We settled on trade press, trade online and PR. Press ads in farming titles raised awareness during the first stage. In the second phase, we used DM to target farmers more at risk (older farmers on smaller farms) and to generate response. The campaign was amplified by PR with the farming press and key stakeholders such as farming unions. Farmers could respond by phone, website or using a coupon. Unsurprisingly for this audience, the vast majority used the coupon. Success can be partly attributed to the campaign's tone, which is dramatically different than previously. Post-campaign research showed that farmers felt the HSE understood them for the first time and there was no 'finger wagging'.

DATABASE • We are now developing an emotional journey with the farmers who have responded, asking them to 'Make, Keep and Share The Promise'. We will try to grow engagement with non-responders.

RESULTS • HSE are delighted that this campaign has engaged such a large proportion of the target audience. Total response was four times higher than the COI's average for DM and over 30% more cost-effective. 6062 responses were tracked, representing 9%.