

The Greatest Show on Safety

CATEGORY NAME:
Internal communications

PROJECT NAME:
The Greatest Show on Safety

ENTERING COMPANY:
The Team

CLIENT:
EDF Energy

Picture the scene. It's a Sunday afternoon and you're rushing to finish decorating the bathroom before it's back to work on Monday. You're at the top of the ladder painting, you reach a bit too far, the ladder wobbles...

This is a story of how the design of an innovative and highly creative internal communications campaign opened the minds of employees to health and safety issues in their own homes and has contributed to safer behaviour at work.

EDF Energy is one of the UK's largest energy companies, employing 20,000 people. It's not surprising that health and safety at work is paramount for a business of EDF Energy's size and reputation, but the health and well-being of EDF Energy's employees at home is a major concern. It impacts on staff morale, employment capacity and opportunity costs.

When EDF Energy decided to approach employees about health and safety, it risked being viewed as 'Big Brother', encroaching on the private lives of its employees. Because many of its office and field-based employees needed to be made aware of the risks in an unpatronising and helpful way the design of the campaign was key to cutting through the communications noise and tackling the challenge.

We designed a highly creative programme including an innovative 3D film, screened in a travelling Victorian Circus publicised as The Greatest Show on Safety. Employee response rates were exceptionally high, well above the usual levels.

The show has changed behaviour:

- 74% of field service employees are more aware of hazards in their home
- 30% fall in serious injuries, compared to the same quarter in the previous year
- 11% fall in minor injuries.

Employees were extremely positive about the show:

- 83% thought the 3D film was comprehensive in its coverage
- 82% of employees felt positive about the Greatest Show on Safety.

Employees recommended the show to colleagues:

- 71% said they would encourage colleagues to visit
- 68% of employees attended – 17%[1] <#_ftn1> more than a previous H&S roadshow
- 54% reduction in costs per head, because more people chose to attend.

Previous health and safety communications

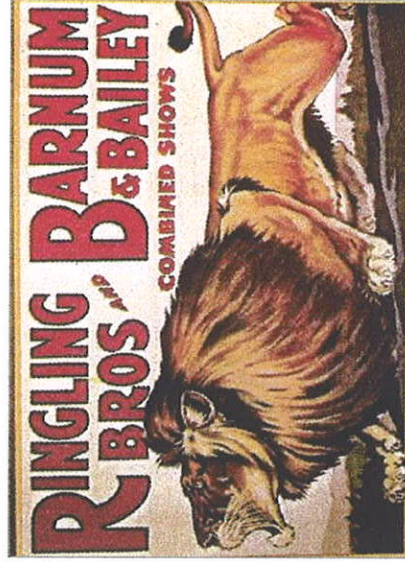
1. Research demonstrated that previous health and safety communications left employees uninspired. They were viewed as wordy, lacking personality and consistency.
2. Communication tactics were confined to leaflets and low profile road shows that didn't create the cut-through required in a busy environment. Many of the employees work remotely and training wasn't compulsory.



Creative development

A one-off high impact event was the best way to change behaviour among the difficult to reach audience.

The roadshow theme was inspired by the travelling circuses of the Victorian era.



Travelling roadshow

1. We created a circus tent that could be constructed to fit into any size room and put up in 30 minutes.
2. We trained EDF Energy's staff to facilitate the event – or to act as ringmasters on the day.



2



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Innovative 3D film

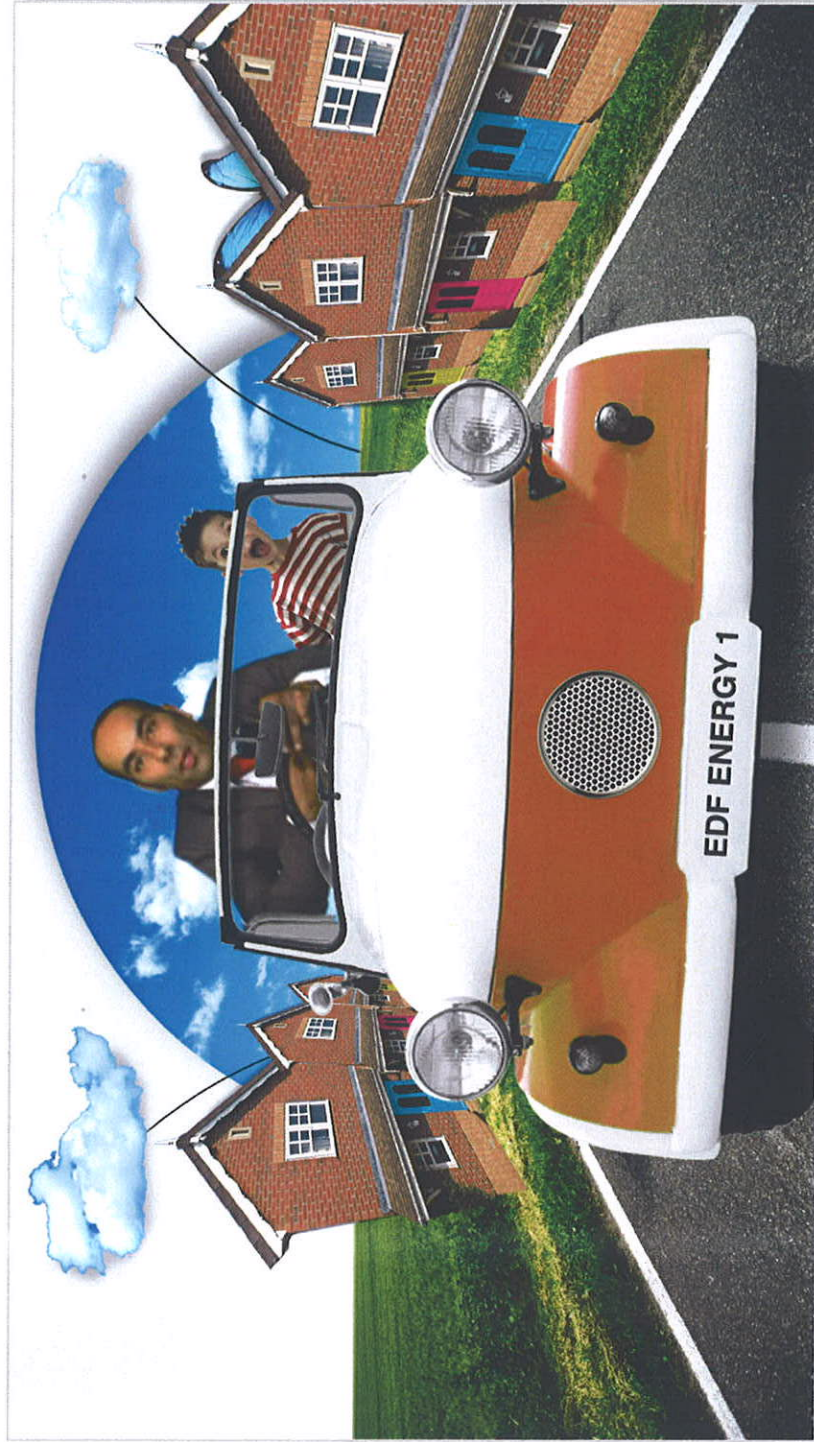
1. The 3D film was based on a pop-up book to help logically cut between different scenes. We also wanted to be able to bring the elements of the film into the real world by creating a pop-up book version of the film and life size sets for exhibition purposes.

2. We also created memorable characters that could be used in subsequent campaigns.

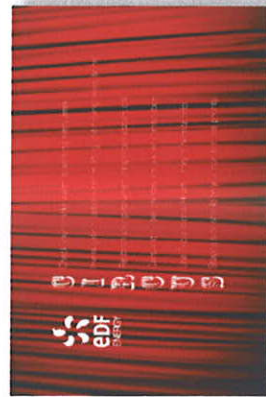


Innovative 3D film

We used entertaining ideas rather than shock tactics to tackle the subject of dangers in the home.



Innovative 3D film



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Engaging minds

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Real life

