



Department for
Communities and
Local Government

Fire Kills Campaign

Annual Report 2013/14



**FIRE
KILLS**

**YOU CAN
PREVENT IT**



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1. Introduction from the Fire Minister



The number of fire-related deaths and injuries in the home is now at its lowest level ever. This is a remarkable achievement and one of which everyone involved in improving fire safety can be rightly proud. By working in partnership, local and central government have shown how we can effectively tackle and drive down a major risk to the safety and well-being of all our citizens.

The Fire Kills campaign builds on the excellent fire safety work carried out at the grassroots level in our communities by fire and rescue authorities. This is boosted by the national activity and contributions of our other highly-valued campaign partners – organisations in both the commercial and not-for-profit sectors – who significantly extend the reach of our messages by promoting fire safe behaviours to their members, customers and staff.

The Annual Report showcases some of the effective and innovative contributions that our partners have made and their generosity in helping to improve fire safety

among householders. The examples of local delivery given throughout the report demonstrate the potential for local fire and rescue authorities to develop new and exciting fire safety interventions using national resources and initiatives and, in some instances, working with national partners. I would like to thank all our partners and I look forward to seeing these partnerships further develop and grow. Of course, we always welcome new partners to Fire Kills and the opportunity to find new ways of spreading our life-saving messages.

For the 2013/14 campaign, Fire Kills adopted a new and memorable tagline – **Tick Tock Test** – for our award-winning national advertising campaign around the two clock change weekends. The press, radio and online advertising performed well and the impact was clearly increased and reinforced by the local activities of fire and rescue authorities and the support, via social media, of many other organisations and individuals.

To encourage more frequent smoke alarm testing, we also launched the ‘First of the Month’ campaign at the beginning of 2014. This is already achieving a positive impact with the public through newer digital communication avenues.

Regular smoke alarm testing continues to be a vital task that all too often is forgotten. People lead increasingly busy lives and, with the falling casualty figures, their expectation is that fire will not happen to them. But it can, and when it does the results can be devastating. The simple act of making sure that all your smoke alarms are working reduces the risk of somebody dying by at least a factor of four. Persuading everyone to make time to carry out this simple task is the prime challenge for Fire Kills.

In the next year we will look for new directions to reach households at risk. We have some considerable assets – our partners, the power of the Fire Kills brand with 76 per cent of people now recognising it, and a successful campaign track record. By making full use of the brand through promoting consistent and strong safety messages with fire and rescue authorities, we can continue to reduce fire deaths and injuries in the home.

I am delighted to reflect on the successes of Fire Kills in 2013/14 and look forward to working with the campaign and its partners to achieve even more in 2014/15. Nothing is as important as saving lives.

A handwritten signature in black ink, appearing to read 'Penny Mordaunt'.

Penny Mordaunt MP
Fire Minister

2. Executive summary

The Fire Kills campaign is a national advertising campaign planned, developed and delivered in close partnership by the Department for Communities and Local Government and the fire and rescue authorities in England. The campaign promotes essential fire safety messages, encouraging fire safer behaviour, to drive down the number of fire-related deaths and injuries in the home.

In 2013/14, the campaign comprised two principal periods of national radio, press and online advertising, using the strapline **Tick Tock Test**, to encourage people to test their smoke alarms when they change their clocks at the start and end of British Summer Time. The reach of the national advertising was increased through initiatives conducted by a large number of public, commercial and voluntary sector partners and through local community engagement and interaction by fire and rescue authorities. The new First of the Month – **Time To Test** – campaign began in January 2014 and used online videos together with social media to promote more regular testing of smoke alarms.

A number of smaller, more targeted interventions were used to augment the national marketing. Advertising in local newspapers and social housing tenants' newsletters

during the year and public service broadcasts – mainly radio – promoted smoke alarm testing and wider fire safety messages.

By assigning a different fire safety theme to each month, the campaign was able to maintain momentum throughout the year between the periods of national advertising. This approach provided a clear structure to enable partner organisations from both the commercial and voluntary sectors to get behind specific activities of most relevance to them. The broad range of Fire Kills partners used a variety of innovative methods to further expand the campaign, enabling us to reach a wider audience through more trusted communication channels, and to reach many vulnerable groups more effectively.

Regular research, insight and evaluation have enabled the campaign to become smarter and better targeted so that it continues to be effective in delivering fire safety messages.

3. National smoke alarm advertising campaign

Summary

The main national advertising campaigns encourage people to ensure they have a sufficient number of working smoke alarms in their homes and that these are tested regularly. In 2013/14, the new **Tick Tock Test** campaign, using refreshed images and radio adverts, linked smoke alarm testing with changing clocks at the start and end of British Summer Time. Fire Kills partners from both the commercial and voluntary sectors offered fantastic support in delivering the message in innovative ways to a large number of people. In addition, the First of the Month campaign – **Time To Test** – was launched in January 2014 to encourage more regular testing. Frequency of smoke alarm testing, and the number of people who tested their alarms when they changed their clocks, increased during the year.

Background

A national smoke alarm campaign has been running since 1988 and was rebranded 'Fire Kills' in 1999. Over time, the campaign has evolved from encouraging the purchase of smoke alarms to encouraging testing to make sure they are working – this message still has the effect of encouraging the purchase of smoke alarms, as manufacturers have reported an increase in sales across the periods of advertising.

The campaign has expanded to include other domestic fire safety messages. However, the primary focus continues to be on smoke alarms as you are at least four times more likely to die in a fire in the home if there are no working smoke alarms.

There can be no argument that when fire breaks out in the home, smoke alarms can make the difference between a safe escape and tragedy – but only if they work. The latest *English Housing Survey*¹ reports the remarkable fact that 92 per cent of homes have smoke alarms installed. With such a growth in smoke alarm ownership – up from 8 per cent in 1988 and from 76 per cent in 2002/03² – it is vital that they work. This was reflected in a message change in 2003 from smoke alarm installation to smoke alarm maintenance, i.e. testing. Research consistently shows that without a regular reminder, smoke alarm testing quickly falls off people's 'to do' list.

Recent statistics² revealed that the most common reason for smoke alarms not alerting householders to a fire was that the

¹ EHS – <https://www.gov.uk/government/publications/english-housing-survey-2012-to-2013-fire-and-fire-safety-report>

² FSGB 2012-13 – <https://www.gov.uk/government/publications/fire-statistics-great-britain-2012-to-2013>

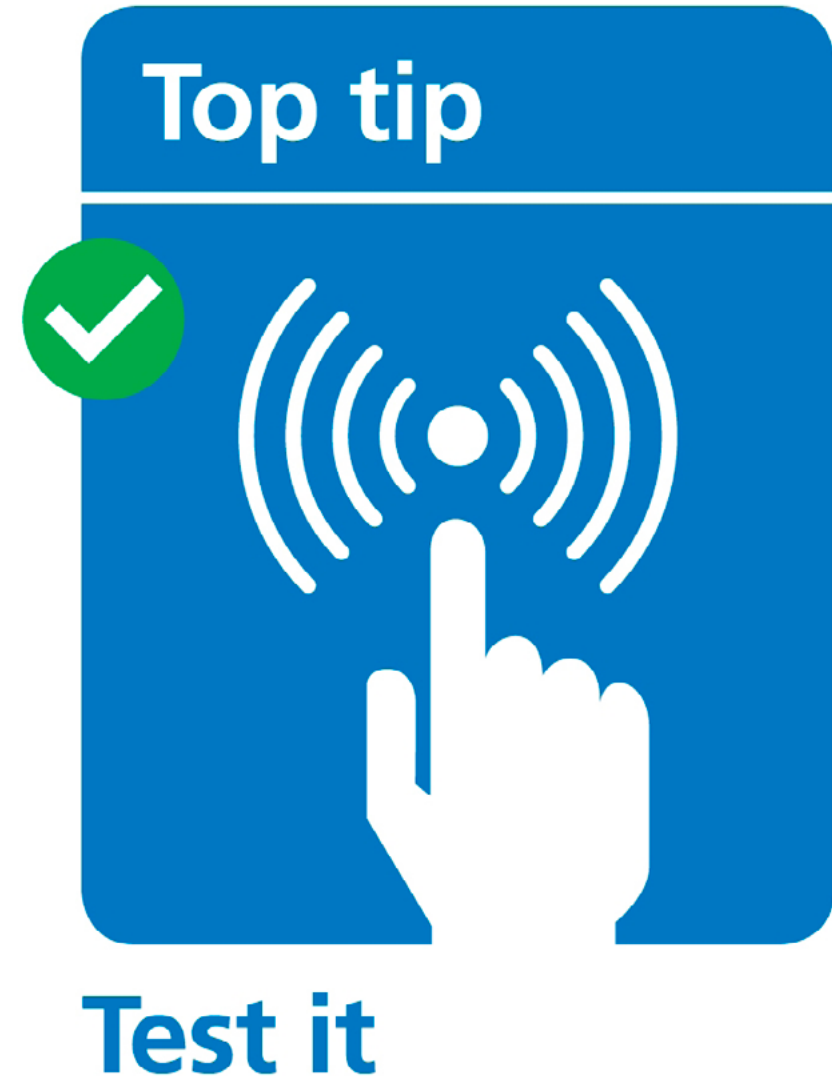
smoke did not reach the detector. Fire Kills now encourages people to have more than one working smoke alarm in their homes and at least one on every level.

Research, insight and evaluation have allowed the campaign to intelligently evolve and, based on robust evidence, develop new directions over time. Research and statistics provide valuable detail on common causes of fire and behaviour. They have also helped to identify those groups more vulnerable to fire, namely:

- Older people (deprived, female bias)
- Single middle aged people who drink and smoke in the home (aged 40-59, male bias)
- Disabled people, or those with impairments
- Young people (aged 16-24, including students)
- Single parents (deprived, female).

Tick Tock Test

The current national advertising uses the hook of the start and end of British Summer Time clock changes to encourage people to “test their smoke alarms when they change their clocks” in October and March. However, this call to action was too wordy to be easily remembered. Research clearly showed that a simple, direct message worked best for the campaign.



Linking the two household chores – changing clocks and testing smoke alarms – was achieved in very few words through the new tagline – **Tick Tock Test**. This was used alongside familiar Fire Kills clock change imagery of burnt clocks, similar to that used in the previous two years, so the new advertising could build on the recognition already achieved. A new smoke alarm icon was also introduced showing a smoke alarm with an oversized test button and a tick symbol as a link back to the tagline. Feedback from fire and rescue community safety practitioners showed that the tick symbol is widely understood in nearly all vulnerable communities as indicating the right thing to do. In each of the new creative, we referred to smoke alarms, in the plural, to indicate subtly that one is not usually enough and more than one is the norm.

Radio advertising

For previous Fire Kills clock change campaigns, radio advertising has proved the most effective method of delivering the message to a wide audience. In 2013/14, the focus was once again placed on radio advertising to spearhead the campaign. The adverts, voiced by actor Lysette Anthony, were designed to use the new tagline to link the clock change weekends with a call to action to test smoke alarms. As well as a general version of a 30 second and 10 second advert, a specific advert was created to encourage people to test



for those who may be less able to do so themselves (see Annex A). Lysette Anthony had personal experience of this and brought a particular poignancy to the recording.

Print advertising

The first Fire Kills clock change adverts, in 2011/12, depicted burnt clocks in a forensic setting with a reminder to test your smoke alarms. With the exception of a child's clock clearly targeted at parents, they had little association with particular groups of people.

The child's clock was by far the most successful treatment that year and so in 2012/13 the imagery was developed to establish an emotional link with the other two particularly vulnerable groups – older people who need help testing and people (mainly men) who smoke and drink at home. In addition, the clocks were given some context with a home fire scene rather than the forensic setting used before.

However, showing the three clocks in a post-fire setting resulted in very blackened and dark images that struggled for impact in newspaper print quality. Therefore, for the 2013/14 creative treatments, the campaign drew on lessons from each of the two previous years. Each timepiece strongly related to one of the three most vulnerable audiences – an old-fashioned mantelpiece clock, a man's watch and a child's clock – and,





while they returned to a more forensic setting, the images included other burnt props to embed the connection:

- Child's clock and a child's soft toy bunny
- Mantelpiece clock and a pair of older person's spectacles
- Leather male wristwatch with a leather wallet.

To help them stand out further, the red tagline was in very large type with the new smoke alarm icon and the Fire Kills logo placed so that its wording formed part of the message.

Online advertising

Facebook is becoming an increasingly important and powerful tool for Fire Kills to reach a very large number of people easily, quickly and cheaply and to build an audience of followers or fans to allow regular message delivery. Over the year, the Fire Kills campaign posted 69 times. These had a combined reach of 51,787,820 people and a total of 318,456 (not necessarily unique) engaged users.

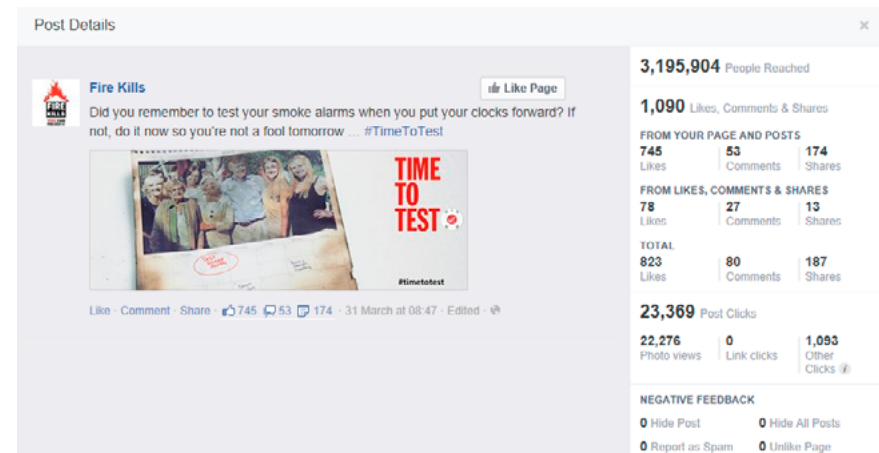
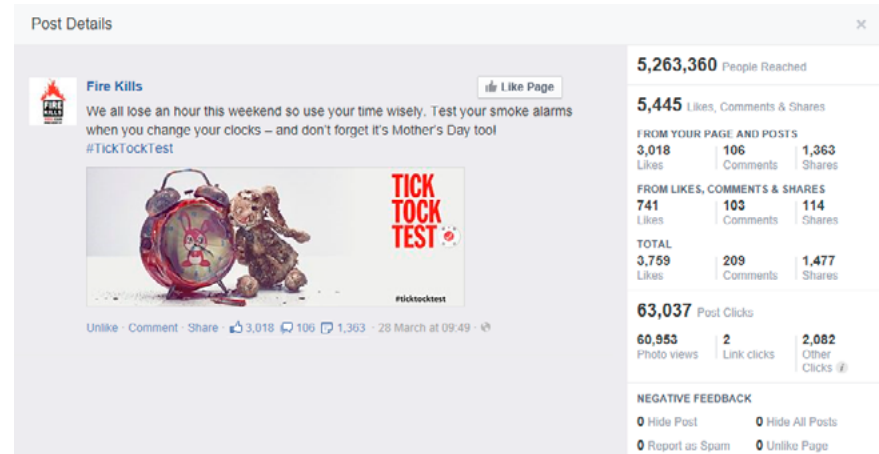
Online banner adverts around the clock change weekends relied on the emotive child's clock and soft toy bunny images to remind people of the importance of testing their smoke alarms when they change their clocks. The adverts showed both the clock and bunny changing from pristine to burnt. Three formats were used and the performance of

each improved between October and March, with the most popular format – the wide banner across the top of a page – receiving 9,816 clicks. This was over 3,000 more than in October 2013. Overall, in March, the adverts achieved over 18 million impressions and 18,515 click-throughs – a click-through rate of 0.23 per cent and a low cost per click of £0.28.

In addition, we ran promoted posts on Facebook. The campaign strapline was particularly well-suited for use on social media – #TickTockTest (the Twitter hashtag).

This advertising helped to double the number of Facebook fans of the Fire Kills page from around 12,300 prior to the October 2013 burst to over 25,000 after the March one. Furthermore, the promoted posts also reached a huge number of people:

- the eight posts promoted from 15 to 31 October had a combined reach of 17,268,224 people
- the three posts promoted from 24 to 28 March had a combined reach of 10,830,720 people – and the post over the weekend (29/30 March) achieved nearly 40 million impressions
- the post that went out on Monday 31 March, giving people ‘permission’ to test late if they had forgotten over the weekend, achieved over 15 million impressions.



This average of over 2.5 million people reached per post represents an extraordinary improvement when compared to 2012/13 when the four promoted posts across the two periods of advertising reached an average of 344,000 people.

Clock change video

The online video launched in March 2013 ran again in October 2013. The video depicted a young boy in a burnt-out home surveying the damage before asking parents to swear that they will test their smoke alarms at clock change weekend. At the time of going to print, this video has been viewed over 125,000 times on YouTube, up from 70,000 prior to the launch of the 2013/14 campaign. The video was made at no cost to the campaign, as the resources were donated by the production company and its associates.

Media schedule

The radio advertising ran from Tuesday 15 October until Sunday 27 October 2013 across all the commercial national radio networks. The 30 second adverts ran throughout with the 10 second versions added in the second week. The advertising followed a similar pattern between Monday 17 March and Sunday 30 March 2014 with the frequency during both bursts increasing up to the clock change weekend itself.



In the press, adverts featured heavily in national daily newspapers – mainly tabloids – and TV listings magazines across four days in October – Thursday 24 October to Sunday 27 October 2013 and followed a similar pattern in March – Thursday 27 March to Sunday 30 March 2014. In March, the press adverts were placed in a variety of formats to achieve greater frequency and opportunity to see, as well as better positions, for the same budget. All press advertising had previously been in 25cm by four column format.

Online, the adverts ran during the week immediately before each clock change and for a day or two afterwards to encourage anyone who had forgotten over the weekend to test then.

Details of the media schedule are given in Annex B.

Impact of Tick Tock Test national advertising

Surveys were conducted before and after both bursts of national advertising, each of around 1,750 interviews, and these provided some very useful findings. Analysis of the October 2013 burst allowed improvements to be made for the March 2014 burst and evaluation of that will feed into further campaign developments in 2014/15.

The research indicated that the October 2013 burst performed better compared to October 2012, but dropped





back from the particularly high levels seen in March 2013. Twelve per cent of interviewees tested their smoke alarms over the clock change weekend. The advertising did perform very well when seen or heard with messages coming through clearly, but the reach of the campaign had dropped from 41 per cent in March 2013 to 27 per cent in October 2013. This was similar to reach achieved when the clock change campaign launched in October 2011 and may be due to the different 'look' of the new campaign. It was clear that reach needed to be increased, particularly as the recall of the tagline was significantly heightened when seen/heard across more than one medium. When all three media (press, radio and online) were seen and heard, recall of the tagline was well above the norm at 66 per cent.

This insight led to changes in the media schedule for March 2014, including the diversity of number, size and shape of press insertions discussed above.

The evaluation of the March 2014 burst showed that the campaign had increased its reach from 27 per cent to 36 per cent and was again very positively received (over 80 per cent positive) on all three critical attributes – relevance, clarity and stand-out. It was clear that when more than one medium was seen or heard, the impact grew more quickly. Amendments to the plan resulted in 12 per cent of

Local delivery – Cheshire Fire and Rescue Service

Cheshire Fire and Rescue Service used a mixture of social and print media to drive home the **Tick Tock Test** message this year. They used Twitter and Facebook successfully to remind people about testing their smoke alarms while they were changing their clocks. The powerful artwork proved to be a real hit with followers, both in October and March.

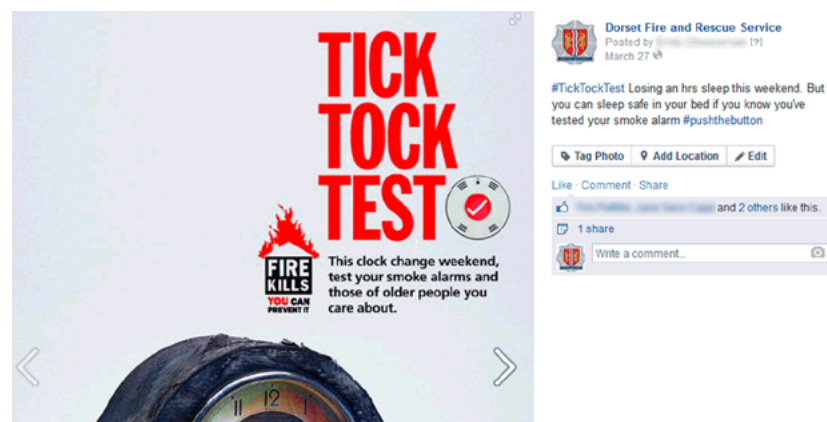
Social media was complemented by press coverage generated across the county. The majority of local media ran the story. A local case study, involving an elderly couple who had only escaped from a house fire because of their smoke alarm, helped boost the eNewsletter feature.



Local delivery – Dorset Fire and Rescue Service

To support the national **Tick Tock Test** campaign, Dorset sent out a press release, which was picked up by many different media outlets across Dorset: a representative was interviewed on Wessex FM, with listening figures of 50,000; the *Bournemouth Echo*, with a circulation of 33,000, ran an article, as did *The Dorset Post*, *Bridport News* and *In-Dorset* among others.

Dorset used their social media channels for a number of posts on Facebook and Twitter, as well as joining in the Thunderclap. Altogether, they helped extend the reach of the messages, the **Tick Tock Test** strapline, the press adverts and online videos.



people seeing or hearing two or three media, up from 6 per cent in the October burst. Reinforcement of the message is key and led to an improvement in the number of people who tested their smoke alarm over clock change weekend to 14 per cent.

PR activity

In March 2014, the Fire Kills campaign created a Thunderclap to promote the **Tick Tock Test** message. This involves social media users signing up for a message to be sent from their accounts at a specific time. In this case, a message was sent at 11:30am on Saturday 29 March saying: “The clocks go forward tonight. Remember to #TickTockTest your smoke alarms too! #FireKills”. The message reached 820,793 followers of 227 individuals and organisations (plus an

Local delivery – Lancashire Fire and Rescue Service

To extend the reach of the **Tick Tock Test** message in March 2014, Lancashire Fire and Rescue Service teamed up with Preston North End Football Club. The club played a Fire Kills video during their home games on the Tuesday before and the Saturday of the clock change weekend encouraging the crowd to test their smoke alarms when they changed their clocks.

additional 2.6 million Number 10 followers who were tweeted at exactly the same time).

In both October 2013 and March 2014 Fire Kills’ partners supported the campaign using their social media channels. Over the weekend of 29/30 March 2014 a total of 2,252 tweets and retweets reached 6,071,477 followers. Retweeters included Dannii Minogue, NetMums and Change4Life. Earlier in March a storyline in *Coronation Street* featured a house fire and makers Granada Television retweeted Fire Kills messages.

Local delivery

Local fire and rescue authorities supported the delivery of the clock change message through a range of innovative and effective initiatives. All the advertising material was made available to fire and rescue authorities to use in any local engagement activity – this included the press, radio and online adverts as well as the online video. All the material is hosted on the Fire Kills Extranet, to which every fire and rescue authority in England has access.

First of the Month

To support more regular smoke alarm testing, a new campaign encouraging monthly testing was introduced. This ran alongside the **Tick Tock Test** campaign with its message to test twice a year at the very least, and suggested monthly was preferable. The decision to adopt monthly testing, rather than the traditional advice of weekly, was carefully considered and based on audience insight as well as technical requirements.

Tracking research has consistently shown that weekly testing is not common. Encouraging people to do so may be counterproductive and cause people to ignore the message altogether as unnecessary. To explore this further, an additional question was added in the March 2013 survey. We asked what people believed to be a reasonable frequency of testing smoke alarms – ie not what they personally did but what they considered right. Currently around 20 per cent claim to test monthly and 13 per cent more frequently than that – 9 per cent weekly and 4 per cent every two to three weeks. Despite campaigns having promoted weekly testing for years, weekly testing was not seen as reasonable:

- Monthly – 41 per cent
- When the clocks change – 24 per cent
- Once or twice a year – 20 per cent
- Weekly – 16 per cent.

Furthermore, looking at behaviour change and behavioural theory, it would be a huge jump to persuade people who believed twice a year was reasonable that they should now test 52 times a year – whereas the move to 12 is a more accessible goal. The push for monthly testing was supported by the Fire Kills Practitioners' Group and the Chief Fire Officers' Association to see whether it resulted in more regular testing among householders.

Having decided to encourage a monthly smoke alarm test as part of the campaign, a link to something that occurs every month was required to act as a cue to action in much the same way as the clock change weekend has been used. Traditional monthly 'events' such as payday, mortgage or rent payments and regular bills are no longer as strongly linked to the first or last of the month – or require any action – and, in addition, may not apply to some of our target groups. However using a variety of links to significant 'first of the month' dates in the calendar – such as New Year's Day and April Fool's – does generate sufficient action links.

To resonate effectively with **Tick Tock Test**, a similar typographic style was used in the online and press adverts and the strapline **Time To Test** used. Images featured a burnt calendar rather than a burnt clock and the new icon of a ticked smoke alarm was retained.

Promoted posts

The First of the Month campaign was promoted predominantly online. Beginning with a call to make a New Year's resolution to test monthly on 1 January 2014, each month a Facebook promoted post encouraged people to get into the habit of testing their smoke alarm on the first of every month. This enabled our partners to support the campaign through their social media channels and helped to extend the reach of the campaign.

To encourage sharing of videos and messages through social networking sites, a lighter style of online video was adopted. Rather than the normal stories and burnt-out scenes designed to shock, the First of the Month videos showed innovative and quirky ways that smoke alarms can be tested, with a long-term aim of engaging interest and encouraging people to create their own videos – especially younger people (16-24).



This also reflects a desire to embed fire safe behaviour in this age group to yield long-term benefits.

In January 2014, two posts were promoted: one featuring the **Time To Test** artwork and the other a video showing a human pyramid being used to test a smoke alarm. In February, two promoted posts linked to a video showing a young man testing his smoke alarm using a remote-controlled helicopter. March saw one promoted post feature the bunny and clock from the clock change campaign, but amended to suit this campaign.





The five promoted Facebook posts reached a large number of people and had excellent levels of engagement.

Month	Post	People Reached	Likes, comments and shares	Post clicks
January	Time To Test image	5,619,712	4,821	32,783
January	Human Pyramid video	3,561,472	1,433	1,967
February	Helicopter video (2 posts)	6,571,008	2,978	3,150
March	Bunny and clock	3,905,536	2,893	30,090

The three online videos featuring the human pyramid, remote-controlled helicopter and the skateboard (released in March 2014) were promoted through seeding on the Viral Ad Network. Viewing figures at time of going to print were:

- Human pyramid – 23,914
- Helicopter – 47,747
- Skateboarder – 15,179.

Partnership support for national advertising

The majority of our campaign partners from across the public, commercial and voluntary sectors supported the national advertising, offering their communication channels as an effective means to extend the reach of the campaign and its vital messages. The following are some examples.

B&Q and Sprue Safety Products

The successful collaboration with B&Q and smoke alarm manufacturer Sprue Safety Products – who feature Fire Kills branding and messaging on all their smoke alarm products – continued in 2013/14.

B&Q stores opened their doors to fire and rescue authorities during the October 2013 and March 2014 bursts, inviting them to come in, display promotional material and engage with shoppers – this coincided with an increased in-store

smoke alarm and fire safety presence, facilitated by Sprue Safety Products. Details of local fire and rescue contacts were sent to over half of all B&Q store managers with a message from their HQ to get in touch.

“At Sprue Safety Products, we value our relationship with Fire Kills greatly. The work that the team do to raise the awareness of the need to own and maintain a smoke alarm has with no doubt saved numerous lives and increased smoke alarm ownership in the UK. We look forward to working with the team to help continue their great work in 2015.”

Robert Lyon, National Account and Marketing Manager,
Sprue Safety Products

B&Q also ran a home safety Q&A session on their social media channels on 24 October 2013. This, facilitated by Fire Kills, featured a representative from Hampshire Fire and Rescue Service providing expert home fire safety advice. A B&Q evaluation of this reported that the one hour session reached 59,023 people.



B&Q @BandQ · 24 Oct 2013

Have you got a **burning question about fire safety**? Join us on Facebook for a live Q&A with **fire safety** officer Amy Beams from 12pm!

Ei Electronics

Smoke alarm manufacturer and long-standing Fire Kills partner, Ei Electronics, feature the Fire Kills logo on their packaging. During the **Tick Tock Test** advertising campaign, they supported the campaign in partnership with Sainsbury's. Promotional display bins carrying the smoke alarm testing message, Fire Kills logo and clock change images, ran in 40 Sainsbury's stores, with an on-shelf promotion running in over a 1,000 other stores. To encourage people to install more smoke alarms – a secondary aim of the campaign – this coincided with a 20 per cent discount on alarms.

To boost this activity in March 2014, Ei Electronics also commissioned their PR agency to secure coverage featuring the **Tick Tock Test** message in the following magazines:

- *Yours*
- *Prize*
- *Chat*
- *Take a Break*
- *That's Life.*

They continued to run their www.reminders4.me website, which allows anyone to sign up and receive reminders to test their smoke alarms and carbon monoxide alarms, change the batteries or replace their alarms.



SAVE
20%

Ei Electronics
carbon monoxide alarm/
smoke alarm with silencer button

See shelf ticket/pack for prices

British Beer and Pubs Association

To encourage landlords to consider the wellbeing of their patrons, and to encourage pub chains to get involved with and support the Fire Kills campaign, an article was placed in the *Publican's Morning Advertiser*. This featured supportive quotes from the then Fire and Pubs Minister, Brandon Lewis MP, and the Chief Executive Officer of the BBPA, Brigid Simmonds. The article, placed in mid-October 2013 carried the **Tick Tock Test** message and a rallying cry to publicans.

<http://www.morningadvertiser.co.uk/General-News/Fire-Kills-campaign-rallies-support-from-publicans>

Poundland

Poundland designed, produced and displayed an in-store display encouraging people to test and replace their batteries in their smoke alarms.

27th October 2013

**Remember To Put
Your Clocks Back**



**Also an ideal time to change your
Smoke Alarm Battery**

Netmums

The Editor-in-Chief of Netmums created a live thread encouraging their members to test their smoke alarms at clock change weekend – the Netmums website has 1.7 million members and over 5 million visitors a month. They also tweeted about the campaign to their 89,300 followers.

<http://www.netmums.com/coffeehouse/house-garden-194/kitchen-household-14/1087544-don-t-forget-test-your-smoke-alarms-when-you-change-your-clocks-weekend.html#post10842109>

Working Mums

Working Mums ran the **Tick Tock Test** web banner adverts on their website and also placed the story in their monthly editorial newsletter that goes out to approximately 100,000 people.



Boat Safety Scheme

The longstanding partnership with the Boat Safety Scheme clearly demonstrates how one partnership can lead to others. As well as promoting the Fire Kills messages to their members through their own communication channels, the Boat Safety Scheme enlisted support from a range of other boating organisations, including the Environment Agency, the Inland Waterways Association and the Canal and River Trust to promote the **Tick Tock Test** message through their social media channels. The Canal and River Trust also posted an article on their website, promoting the online video.

<http://canalrivertrust.org.uk/news-and-views/news/when-did-you-last-test-your-smoke-alarm>

Zurich Municipal Insurance and the Post Office

Both these organisations helped promote the messages to their customers through their social media channels, but also to their staff via their intranets. Zurich featured it on theirs through their 'photo for the day' feature. The Post Office targeted their staff with the clock change messages and online video, along with other fire safety messages throughout the year using the Fire Kills branding and products, via their internal newsletters as well as their intranet. (See page 35 for Zurich's student campaign).

HETAS

HETAS – the body that approves solid fuel and biomass domestic heating appliances, fuels and services – included information on the clock change campaign in their March newsletter and promoted the story and the web banners on their website.

<http://www.hetas.co.uk/tick-tock-test/>

In addition to the support highlighted above, a number of other campaign partners supported the advertising and helped promote the online video through their social media channels. The full list is:

Association of Professional Declutterers and Organisers, B&Q, Beko, Boat Safety Scheme, British Beer and Pubs Association, British Woodworking Federation, Child Accident Prevention Trust, The Cooperative, Electrical Safety Council, Eon Energy, The Fire Fighters Charity, Gas Safe Register, HETAS, Homeserve, Netmums, Parcelforce, Post Office, Safelincs, Sprue Safety Products and Working Mums.

In addition a number of other public, commercial and not-for-profit sector partners retweeted the **Tick Tock Test** message. These included: No10, Department for International Development, NHS Choices, Change4Life, Zurich, Boat Safety, Netmums, Fire Angel and many fire and rescue authorities. Individuals with large followings including Dannii Minogue, Bonnie Greer and weather forecasters Sian Lloyd and Carol Kirkwood. Over the March 2014 clock change weekend 2,252 tweets and retweets reached over six million followers.

4. Localising national advertising

Summary

One of the main aims of the national campaign is to facilitate local campaigns and promote local fire safety activities carried out by fire and rescue authorities in their communities. Creating national campaigns that are suitable and readily available for local activity is vital in ensuring an effective, wide-reaching and value-for-money campaign.

Featurelink

With the new First of the Month campaign spreading the messages online, there is still a need to reinforce these and maintain the momentum with other audiences throughout the year. To bridge the gap between the two bursts of advertising, a nationally coordinated local advertising campaign ran in local newspapers in February 2014.

Now a regular part of the Fire Kills campaign, the Featurelink activity allows a national Fire Kills advert to be placed in local newspapers alongside editorial space, which is made available to the relevant local fire and rescue authority. Fire and rescue authorities can then submit fire safety content tailored to local – or current – fire safety issues.



The **Time To Test** advert was used to encourage people to test their own smoke alarms on the first of every month as well as those of people they care about who might need help testing theirs.

The feature appeared in 80 local newspapers plus a package of titles in London. Some ran the advertorial for a second week at no extra charge. In addition, 19 titles used the Fire Kills content free of charge.

Wise Up – social housing newsletters

Another staple of the campaign is the targeting of social housing tenants and residents through the Wise Up scheme for placing adverts in social housing newsletters. Research and feedback from fire and rescue authorities consistently identify a strong correlation between social housing tenants and groups identified as vulnerable to fire in their homes.

In 2013/14, the adverts in social housing newsletters reached a total of nearly 2.3 million households (there are about four million in total). The adverts featured messages on smoke alarms (including testing on the first of every month), practising escape plans and general prevention messages.

TIME TO TEST

You are at least four times more likely to die in a fire in your home if you have no working smoke alarm

Why not test your smoke alarms on the first of every month? Then you know that they are working and you can tick it off your 'to do' list - before it's too late.

Over 200 people in England die each year in fires in their homes. These are often caused by smoking materials, cooking accidents, candles and faulty electrical appliances - especially heaters - and wiring.

These simple steps can reduce the risk of fire and keep everyone safer:

-  Fit smoke alarms on every level of your home

-  Test them on the 1st of every month and never take out the batteries

-  Plan your escape route and make sure everyone knows it

-  Put cigarettes out - right out - and never smoke in bed

-  Take extra care in the kitchen and never leave cooking unattended

-  Make a bedtime check last thing at night to reduce fire risks - eg unplug heaters

-  Never try to tackle a fire yourself

**If a fire breaks out in your home
Get out, stay out and call 999**

www.gov.uk/firekills



Public safety broadcasting

Fire Kills has a range of radio and TV public safety messages (fillers) that are broadcast, free of charge, in suitable slots by national and local broadcasters. These promote a range of fire safety messages, encouraging fire safe behaviour. During 2013/14 the radio messages achieved the equivalent of over £1.4 million for radio broadcasts (£1,414,007) and nearly £80k for TV broadcasts (£79,914). A suite of new radio broadcasts encouraging people to test for older people who might need help and to avoid fires caused by overloading sockets were launched at the beginning of the year and proved very popular with radio stations. These broadcasts are available to all fire and rescue authorities to use as they wish throughout the year.

5. Supporting local delivery

Summary

The Fire Kills campaign is a partnership between England's fire and rescue authorities and central Government. It is therefore of paramount importance that the national campaign provides a framework for fire and rescue authorities, as co-owners of the campaign, to promote local messages to their communities. The themed month calendar, adopted in 2011/12, provides structure to the campaign year and allows national and local interventions to be planned accordingly. Focusing on different fire safety 'themes' at set times also allows partners from the commercial and voluntary sectors to focus their support at certain fixed points in the year. For fire safety issues that fall outside of the 'themed months' structure, the creation of awareness weeks and a seasonal focus has enabled effective planning and timely delivery within the structure.

"In our view the success of Fire Kills is largely because they have developed a campaign which can be delivered at both a national and local level, and something we'd like to learn from as we expand our 'Respect the Water' campaign. Drawing on experience from Fire Kills we are using a robust evidence base, involving local practitioners to help produce meaningful content, and

beginning to align our national and local campaigns in a similar way, with very encouraging results."

Ross Macleod – Respect the Water Campaign Manager,
Royal National Lifeboat Institution

Themed months

The now well-established 'themed months' model again proved useful in co-ordinating promotional activity across the country. It has the added benefit of securing better support from partners as they are able to concentrate on particular themes relevant to their own communities and areas of interest at defined times in the year. The themes for each month in 2013/14 were:

April – Smoking	October – Smoke alarm testing
May – Smoke alarm purchasing	November – Candles
June – Escape routes	December – Christmas
July – Outdoor fire safety	January – Smoke alarm purchasing
August – Cooking	February – Cooking
September – Electrical	March – Smoke alarm testing

Under each theme, Fire Kills promotes information designed to reduce the most common causes of fire incidents, including those which cause the highest number of injuries and deaths.

To reflect the positive working relationship with the Chief Fire Officers' Association, the Fire Kills Campaign Year Planner for January to December 2014 was co-branded with both the Chief Fire Officers' Association and Fire Kills logos and combined dates and key events from both. This has increased the take-up and use of the calendar and has helped to join up resources, giving increased value for resources.

For each themed month, the Fire Kills team issued a briefing pack to all fire and rescue authorities in England. Each pack provided a range of information:

- rationale behind the choice of theme for each month
- key messages
- background and information on any key dates and awareness days or weeks
- national activity facilitated by the Department's Fire Kills team
- partners' involvement and activity, including opportunities for fire and rescue authorities to be involved
- further suggestions on how fire and rescue authorities could contribute
- resources available from Fire Kills and partners
- template press notice(s).

Local Delivery – Essex County Fire and Rescue Service

Each month, Essex County Fire and Rescue Service deliver a joined up and coordinated bespoke campaign in line with the Fire Kills themed month calendar.

Flyers are produced and distributed, along with more detailed information to Community Safety Liaison Officers and fire crews. Internal briefing documents highlight the key messages for each month, creating a consistent countywide message in line with national campaigns. The Service's website features the campaigns through news releases and incidents which illustrate the theme. Daily messages go out via social media to the 22,000 people who follow Essex County Fire and Rescue Service's Facebook and Twitter feeds.

Working with partners allows the monthly messages to be repeated on other sites and in the same strict time periods, helping to bolster the message and ensure consistency across the county.

“The coordination with the national Fire Kills campaign means the local messages tailored for the Service are backed up by national resources Essex County Fire and Rescue Service could not afford, including major press and radio advertising campaigns.”

Scott Morrow, Media Office and Publications Manager,
Essex County Fire and Rescue Service

Some themed months involved a greater level of national involvement than others due to support from commercial and voluntary sector partners, awareness days or weeks, national advertising, etc. Some of the highlights, showing how the activities helped support local activity, are described below.

September – Electrical Fire Safety Week

In partnership with Electrical Safety First (formerly the Electrical Safety Council), the Fire Kills campaign planned and coordinated Electrical Fire Safety Week, which ran from 23 to 29 September 2013. A questionnaire sent to fire and rescue authorities prior to the week gave some clear insights and ensured the activities met the needs of local practitioners.

The week focussed on misuse and poor maintenance of electrical items in the kitchen. Emma Apter, Head of Communications at Electrical Safety First, and TV personality Aggie MacKenzie carried out a series of radio interviews to

highlight the issue. Other activities to support fire and rescue authorities included:

- experiential activity
- organised events in shopping centres leading to home fire safety visit referrals
- production of specialist leaflets including information on kitchen fires and keeping kitchens clean
- coordinating social media activity across the week.

Electrical Safety First reported that the week generated nearly 90 pieces of regional media coverage and that hundreds of people engaged with the shopping centre stalls. The week might well have achieved even more had it not coincided with the first round of industrial action by members of the Fire Brigades Union. This took some of the attention away from the activity and the slot on ITV’s morning television programme *Daybreak* was lost.

December – Christmas

The Fire Kills campaign linked up with the Meteorological Office’s ‘Get Ready for Winter’ campaign, encouraging people to stay warm and safe – <http://www.metoffice.gov.uk/get-ready-for-winter/communities/stay-warm-and-safe>.

Local delivery – South Yorkshire Fire and Rescue Service

Electrical safety issues formed a big part of campaign activity in South Yorkshire this year, as they generated significant local and national media interest in emerging home fire safety issues such as e-cigarettes and charger safety. Part of this work has included building on already strong links with Electrical Safety First, which led to the support for this year's Electrical Fire Safety Week. The event at Meadowhall Shopping Centre in Sheffield offered community safety staff an excellent opportunity to speak to hundreds of people about electrical safety issues, with face-to-face contact remaining one of the best ways of reaching the target groups.



The Fire Kills Christmas tree video – *It Only Takes a Minute* – was again promoted through social media channels and made available to fire and rescue authorities. The video, showing how lights on a Christmas tree can ignite and engulf a room in flames in just a minute, has been viewed over 170,000 times on YouTube.

Local delivery – Northamptonshire Fire and Rescue Service

Northamptonshire focussed on decorations, Christmas lights, cooking and alcohol. They collected Christmas fairy lights, extension leads and other items that had overheated and caught fire in incidents they had attended. These were displayed with bunting using 'Celebrating safely' images. The display was placed in shopping centres and DIY shops that sell Christmas lights, as well as retirement villages and other venues. A specially designed home fire safety check list was used, which covered seasonal electrical advice and recommended Christmas routines for leaving the house and making sure everything is safe at night time.

July – Outdoor Fire Safety

In July and August, Fire Kills promoted summer fire safety messages, including barbecue safety, caravans and camping, countryside and wildfires. Following the concerns about carbon monoxide poisoning from barbecues, the campaign worked in partnership with the Gas Safe Register to deliver fire safety and carbon monoxide messages. The Gas Safe Register agreed to provide each local fire and rescue authority with up to 1,000 leaflets and 10 posters of their carbon monoxide and barbecue material, while the artwork for these, and accompanying web banners, were also freely available.

BBQ safety

BBQs produce carbon monoxide which is a highly poisonous substance. Without an adequate supply of fresh air it can kill quickly with no warning. Stay safe and follow these simple tips for BBQ safety.

- ✓ Never take a smouldering or lit BBQ (charcoal or gas) into a tent, caravan or cabin. Even if you have finished cooking your BBQ will still give off fumes for some hours after use.
- ✓ Never use a BBQ inside to keep you warm.
- ✓ Never leave a lit BBQ unattended or while sleeping.
- ✓ Only use appliances in accordance with the operating instructions.
- ✓ Place your cooking area well away from your tent. Always ensure there is an adequate supply of fresh air where the BBQ is being used.
- ✓ Remember the six main signs and symptoms of carbon monoxide poisoning – headaches, dizziness, breathlessness, nausea, collapse and loss of consciousness. If concerned, seek medical advice.

For more information visit GasSafeRegister.co.uk/BBQ or call 0800 408 5500

gas safe REGISTER

Never take a smouldering or lit BBQ inside your caravan.

gas safe REGISTER

February – National Chip Week

In February 2014, National Chip Week (17 to 23 February) offered an opportunity to deliver cooking fire safety messages to the general public.

Other awareness initiatives

The campaign ran a number of other awareness weeks and initiatives, often in partnership with other organisations, to help spread relevant fire safety messages.

Boat Fire Safety Week

The Fire Kills and Boat Safety Scheme collaboration continued to successfully deliver another Boat Fire Safety Week. The Boat Safety Scheme provided expert advice tailored to the needs of boaters, while also making hard copies of the Fire Kills *Fire Safety on Boats* leaflets freely available to fire and rescue authorities, along with their similarly designed *Carbon Monoxide Safety on Boats* leaflet.

In 2013, additional support for the week was secured by the Royal National Lifeboat Institution (RNLI), the Royal Yachting Association and The Maritime and Coastguard Agency who promoted the week and its messages through social media. The RNLI disseminated information to all its member stations in the country and opened up opportunities for fire and rescue authorities to work in partnership with them locally.

Local delivery – Cleveland Fire Brigade

To promote kitchen fire safety messages, particularly around chip pans, Cleveland Fire Brigade and Cleveland Fire Support Network campaigned to make students more aware of the dangers of leaving cooking (especially pans) unattended, adopting the slogan ‘Stand by your pan’.

They held cooking competitions over three days in three campuses – Stockton Riverside College, Middlesbrough College and Hartlepool College – with local chefs helping to judge the competitors’ entries with a grand final on the last day. Volunteers hosted different activities on each day. An additional day at Redcar College, a sporting college, featured a Middlesbrough Football Club goalkeeper in a ‘beat the keeper’ competition. At each college, volunteers signed people up for free home fire safety visits.

Across the week they engaged with around 5,000 people.



Local delivery – West Midlands Fire Service

A huge outdoor event for hundreds of disabled and ill children in Birmingham provided the perfect opportunity for West Midlands firefighters to deliver summer, outdoor and water safety messages. The city's popular Botanical Gardens were the venue for the annual Mad Hatter's Tea Party. Six fire engines and one of the service's new Brigade Response Vehicles proved a great hit with the young visitors, their parents and carers.

As well as staging demonstrations, fire crews had an ideal opportunity to share important safety messages with some of the area's most vulnerable residents. Such events lead to lasting relationships, which are at the heart of West Midlands Fire Service's prevention-based work.

Ladywood Community Fire Station, which coordinated the brigade's involvement, is looking to maintain links with the organisers and some of the community groups involved. This will include creating referral pathways, to ensure the best possible support for some of the children and their families.



Image courtesy of WMFS Photographic

Local delivery – Warwickshire Fire and Rescue Service

As part of a drive to make boaters safer and to promote Boat Fire Safety Week, Warwickshire Fire and Rescue Service went out visiting marinas and waterways across the county to engage face to face with residents living or working on boats.

As part of the campaign, messages were also sent out via Bluetooth in the marinas where boats were moored, to urge boaters to apply for a free boat fire safety check. The aim of the checks is to give people the opportunity to assess potential fire hazards and then reduce the risk by taking simple measures, such as ensuring gas appliances are installed and maintained by qualified engineers and not letting oil or debris build up in the bilges.

The campaign was very well received with a number of marinas agreeing to promote the free boat fire safety check initiative. Over 1,500 people accepted the Bluetooth message which helped add to the success of the campaign. It was also widely covered on social media and in the local press.

Local delivery – Greater Manchester Fire and Rescue Service

As part of Boat Fire Safety Week, community safety advisers from Greater Manchester Fire and Rescue Service have been out and about visiting boaters along the Bridgewater, Leeds and Liverpool, Rochdale and Cheshire canals. In Leigh, firefighters spoke to local boat owners and people passing through the Bridgewater and Leeds and Liverpool canals.

Crew Manager Simon Cording said: “Peel Holdings, who are responsible for the Bridgewater Canal, emailed 500 boat owners advertising our Home Safety Check service and that we’d be available to offer boat safety advice.”

In Marple, firefighters spoke to boaters on the Macclesfield and Peak Forest canals.

Watch Manager Simon Dowling said: “We took the opportunity to hand out leaflets and pass on some fire safety knowledge and we also have a small residential marina so we offered home safety checks and smoke alarms to the residents.”



Student Fire Safety Campaign

Zurich Municipal Insurance teamed up with the Fire Kills campaign to promote fire safety messages to students in September around the time that Freshers' Week activity took place. Zurich Municipal undertook an online survey of nearly 1,200 students and used the findings to draw up a press notice and a poster highlighting the dangerous behaviours some students admitted to.

They promoted the story to education, consumer and social affairs writers from national newspapers and secured coverage in *The Times*, *Times Online*, *Gloucestershire Echo*, *Student 365* and *The National Student*. The press notice and poster was also sent to a variety of student advice websites and Student Union contacts at universities across the country. Zurich also created a student fire safety page on their website.

<http://www.zurich.co.uk/municipal/toolsandtips/studentsafety.htm>



Study the Risks

And stay safe in your halls of residence

Fire safety is unlikely to be your top priority at university, but fires are on the increase on campus.

Last year, alone, there was an average of three fires per university. Few students recognise the dangers they expose themselves to in their student accommodation.

Have you ever...

- dried your clothes over a radiator?
- cooked late at night after an evening at the student union bar?
- burnt candles or incense in your room?

In fact 43% of students admit to drying clothes over a heater or radiator, 24% have said they often burn candles or incense and 43% are doing all of this while also storing alcohol in their student room. A massive two thirds of students (66%) have cooked after midnight and one in two (50%) have done so under the influence of alcohol.

So take some time out, follow simple safety advice and know the fire safety procedures in your halls or rented accommodation.

Visit www.zurichmunicipal.co.uk/studentsafety for more information on staying safe

FIRE KILLS
YOU CAN PREVENT IT

ZURICH
MUNICIPAL

Child Safety Week

In June 2013, Fire Kills worked closely with the Child Accident Prevention Trust to promote fire safety messages as part of their annual flagship community education campaign – Child Safety Week. Information on the week, an ideas booklet on how to get involved and details of how to obtain resources were put together and sent to fire and rescue practitioners.

Carers Week

Carers are a key route to a particularly vulnerable group in the community and offer a trusted voice who can very effectively promote general fire safety messages. Carers Week provides good opportunities for fire and rescue authorities to promote awareness of specific issues tailored to this audience, such as the availability of smoke alarm systems for deaf and hard of hearing people, as well as smoke alarm testing reminders.

Chimney Fire Safety Week

Fire Kills ran this niche week in September 2013 to coincide with householders preparing for the colder winter months – an ideal time to get your chimney swept. Chimney fire safety messages were delivered in partnership with HETAS, the National Association of Chimney Sweeps and the Institute of Chimney Sweeps, while the Gas Safe Register also supported the promotion of messages.

The Institute of Chimney Sweeps ran awareness days to coincide with the week at local shopping centres and festivals in September.

Candle Fire Safety Week

To focus activity and provide a hook for local fire and rescue authorities, the campaign ran Candle Fire Safety Week from 18 to 24 November 2013, building on the work of previous years and undertaken in partnership with the British Candlemakers' Federation and the UK Cleaning Products Industry Association.

Supporting initiatives of others

During 2013/14, the Fire Kills campaign supported other organisations promoting similar messages. The campaign worked with the British Woodworking Federation to promote messages around Fire Door Safety Week and with the Gas Safe Register to promote their Gas Safety Week. With the closer working relationship with the Chief Fire Officers' Association, the Fire Kills campaign also helped promote CFOA-run campaigns such as Older People's Day in October, UK Fire Sprinkler Week in February and UK Home Safety Week in March.

Local delivery – East Sussex Fire and Rescue Service

The community safety team and crews at Newhaven and Lewes fire stations hosted fantastic ‘under 5s child safety days’ as part of Child Safety Week on 24 and 26 June 2013. Their aim was to promote a variety of fire safety messages. The days were run in close partnership with the local Lewes and Newhaven children’s centre cluster. They also had a range of other agencies, including The Fire Fighters Charity, participating. This demonstrated excellent cross-agency working to offer all sorts of advice and resources for children and their parents or carers. Activities on the day included face painting, healthy eating, food hygiene and fitness awareness, water safety at the beach, stop smoking information – all alongside a bouncy castle to keep the children entertained.

The two events at Newhaven and Lewes have run very successfully for the past few years and they plan to continue to run them in the future.



Local delivery – Hampshire Fire and Rescue Service

To promote local partnerships and their home safety service for vulnerable adults, Hampshire Fire and Rescue Service’s home safety team and community safety officers



Image courtesy of Hampshire Fire and Rescue Service

attended a number of carer groups and events during Carers Week. Press releases were issued detailing safety advice and information for carers, as well as safety advice

for the wider community. Hampshire Fire and Rescue Service website and social media channels provided a mix of home safety messages, advice and information. Through their local partners, Hampshire Fire and Rescue Service reached vulnerable adults to sign up for home safety visits and to encourage people to look out for anyone they know who would benefit from the visits.

Local Delivery – Merseyside Fire and Rescue Service

More than 200 older people attended special events to support UK Older People's Day on 1 October 2013, in Merseyside. The events included activities at the Merseyside Fire and Rescue Service Heritage and Education Centre in Bootle where older people were offered a range of help and advice on fire safety.

Another event was held at Birkenhead Community Fire Station on 1 October where more than 80 older people had the chance to play bingo



Image courtesy of Merseyside FRS

and listen to poetry reading as well as get fire safety advice. Older people were also given fire safety advice at an event in Whiston. It was part of the first official Fire Safety Week to be staged by Merseyside Fire and Rescue Service.

Annex A – Radio advert scripts

30 Second Advert – General

SFX: Clock ticking.

VO: Tick, tock, tick, tock. *[On the 27th October/30th March]*
It's time to change our clocks. And when you do; remember to test your smoke alarms.

SFX: Fire and destruction.

VO: Because you're four times more likely to die in a fire in your home if there are no working smoke alarms.

SFX: Fire destroying a house.

VO: Tick, tock, test this clock change weekend. Before it's too late.

Fire Kills. You can prevent it.

SFX: Smoke alarm beep.

30 Second Advert – Other People

SFX: Clock ticking.

VO: Tick, tock, tick, tock. *[On the 27th October/30th March]*
It's time to change our clocks. And when you do; remember to test your smoke alarms and those of older people you care about.

SFX: Fire and destruction.

VO: Because over half of the people who died in fires in the home last year were 65 or over.

VO: Tick, tock, test this clock change weekend. Before it's too late.

Fire Kills. You can prevent it.

SFX: Smoke alarm beep.

10 Second Advert – General

SFX: Clock ticking.

VO: *[On the 27th October/30th March]* It's time to change our clocks. So remember to test your smoke alarms.

VO: Tick, Tock, Test

Fire Kills. You can prevent it.

SFX: Smoke alarm beep.

10 Second Advert – Other People

SFX: Clock ticking.

VO: It's time to change our clocks. So remember to test your smoke alarms and those of people you care about.

VO: Tick, Tock, Test

Fire Kills. You can prevent it.

SFX: Smoke alarm beep.

Annex B – Media schedules for clock change national advertising

Radio advertising

Supplier	Area
Heart Cambridgeshire	East of England
Heart East Anglia	East of England
Heart Essex	East of England
Capital London	London
Magic 105.4	London
Sunrise Radio (Greater London)	London
Smooth Radio London	London
Premier Christian Radio	London
Heart London	London
Heart Four Counties	London
Heart Thames Valley	London
Heart West Midlands	Midlands
Capital Birmingham	Midlands
Smooth Radio West Midlands	Midlands
Smooth Radio East Midlands	Midlands
Capital East Midlands	Midlands
Jazz FM	National
Gold Network (ILR)	National

Supplier	Area
First Radio Total (England only)	National
Bauer Place Portfolio England	National
Real Radio North East	North East
Capital North East	North East
Classic FM	North East
Smooth Radio North East	North East
Capital Manchester	North West
Real Radio North West	North West
Smooth Radio North West	North West
Heart Kent	South & South East
Capital South Coast	South & South East
Classic FM (South)	South & South East
Heart Solent	South & South East
Heart Sussex	South & South East
Heart West Country	West Country
Capital Yorkshire	Yorkshire
Real Radio Yorkshire	Yorkshire

Press advertising

October 2013		March 2014		Circulation
Title	Days	Title	Days	
Daily Mail	Sat	Daily Mail	Thurs, Sat	1,780,565
Daily Express	Thurs	Daily Express	Thurs, Fri, Sat	500,473
The Sun	Fri	The Sun	Thurs, Sat	2,213,659
Daily Mirror	Sat	Daily Mirror	Thurs, Fri, Sat	992,256
Daily Star	Fri, Sat	Daily Star	Fri, Sat	489,069
Daily Telegraph	Thurs	Daily Telegraph	Thurs, Fri, Sat	544,546
Independent	Fri	Independent	Thurs, Fri, Sat	66,576
Guardian	Thurs	Guardian	Fri	207,958
Mail on Sunday	Sun	Mail on Sunday	Sun	1,586,979
Sunday Express	Sun	Sunday Express	Sun	430,601
Sun on Sunday	Sun	Sun on Sunday	Sun	1,800,833
Sunday Mirror	Sun	Sunday Mirror	Sun	948,754
What's on TV	Weekly	What's on TV	Weekly	1,083,198
TV Times	Weekly	TV Times	Weekly	247,896
TV Choice	Weekly	TV Choice	Weekly	1,282,276
		Radio Times	Weekly	831,591

Online advertising

Activity	Date	Impressions	Clicks
October 2013			
Facebook promoted post	15 October	10,753,554 (6 days)	14,565
Facebook promoted post	21 October	3,257,679 (2 days)	5,809
Facebook promoted post	23 October	4,326,500 (2 days)	6,041
Facebook promoted post	25 October	2,111,655 (1 day)	4,717
Facebook promoted post	26 October	1,230,714 (1 day)	2,137
Facebook promoted post	27 October	2,654,919 (1day)	3,197
Facebook promoted post	29 October	3,460,757 (2 days)	4,149
Facebook promoted post	31 October	6,809,971 (4 days)	7,542
Digital banners (3 formats)	21 to 27 October	8,026,920	14,197
March 2014			
Facebook promoted post	24 March	6,012,284 (2 days)	33,912
Facebook promoted post	26 March	13,139,915 (2 days)	12,911
Facebook promoted post	28 March	39,560,983 (3 days)	39,415
Facebook promoted post	31 March	15,911,663 (1 day)	13,664
Digital banners (3 formats)	24 to 30 March	8,143,458	18,515

