





#### **Demonstrates**

### • Working with complex issues with competing priorities

- Experience with social marketing/ behaviour change campaigns
- Understanding of government advertising, including approvals processes
- Delivery of high production values within tight budget frameworks

The challenge

Energy Safe Victoria (ESV) is the Victorian Government regulator on issues relating to electrical and gas safety. Solar Victoria is the Victorian Government agency charged with maximising the State's fleet of residential rooftop solar and post-meter energy storage.

Emergency services data showed a rising number of incidents where faulty or poorly maintained rooftop solar systems had resulted in housefires or other issue of potential danger to householders.

ESV research showed that over half of all home solar energy systems have never been serviced – a stunning revelation confirmed by our own research that uncovered an almost complete lack of awareness of the need for system maintenance.

Our research demonstrated that, even solar enthusiasts were unaware of the need for regular maintenance to their systems.

This lack of understanding exposes homeowners to a range of risks – from lowered performance to the risk of system fires. ESV briefed DPR&Co to shift community behaviour around this important safety measure.

We needed to pierce the complacency of solar owners and convince them to take action in their own interests.





SOMELOVE Have it serviced every two years to keep it safe from fire. Since your home solar energy system is out there Since your nome solar energy system is out them in the sun, wind and roin, it's important to show In the sury, what and rain, it's important to show it's some love and keep it safe. Have it serviced now and an analysis is a transmission of the service of It some love and keep it safe. Now it services is and every two years by a licensed electrician. Learn more at esv.vic.gov.au/solar-safety

SHOW YOUR

#### Service your solar PV system and

reduce safety risks. Energy Safe Victoria and Safar Victoria have lounched the show Your Solar Sane i aux annumento a transmissione Victoria have lounched the Show Your Solar Some Love compaging to encourage Victorians to service their solar no waterns to avoid safety risks such as fire. Energy Safe CEO Learne Hugheon said Bergy Safe CEOL Jearne Mushkan Sold sclar pV systems needed to be serviced for the some means your con needs serviced to anacum itre always ritrosing entails.

to ensure it's always running safely. Over 2022-2023, Energy Safe investigated Sofires 2022-2023, Energy Safe investigated Sofires 26 total do Toofroo sofor, This fallows 28 frime being investigated in the newvious wear by the regulator "These fallows 28 first being investigated in the previous year by the regulator "These first could have been prevented if the entry DV eventers have been evented." Ites could have been prevented if the solar pv system hnd been serviced.\*

Victorians using solar are encouraged to Victorians USING solar are encouraged to get their systems serviced by a licensed A-Grade electrician at feast once every two weare

vea dailytelegraph.com.au/opinion

REVOLUTION

HOW BUSINESS TAX CUTS WILL BENEFIT US ALL

More confidence

to invest in Australia.

means more businesses will want

LOUISE ROBERTS

JAMES PEARSON,

WESTACOTT AND INNES WILLOX

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Solar Victoria energysafe Impacting DC isolators - a switch that stope electricity flowing through the system in emergency situations. Victorian Government research shows that fewer than hair of Victorians are awave of the importance of earding that favor than har of Victorians are avera of the importance of servicing their solar by systems, which involves electrical testing of the components to ther solar PV systems which involves electrical testing of the components that make of a solar point system, as well as inspecting the integrity of equipment

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Further information at: esvvic.gov.au/solar-safety 





Online video https://vimeo.com/1032144643/4af26f2e72?share=copy





#### **Our response**

Our brief was to alert solar owners of the need to attend to their solar without creating the impression that solar was inherently risky.

So, we took an entirely positive view on the matter by communicating the amazing things your solar delivers to you in low cost, emissions-free energy and making the case for 'showing your solar some love' in return. The resulting campaign was then subjected to concept testing along with alternative ideas, confirming the fact that audiences responded positively to the 'friendly, warm' tone of voice in our recommended campaign theme.

The campaign was developed for a range of digital, print and linear media.





### The result

The complex supply chain for solar servicing made performance measurement for the campaign difficult. Importantly, what had been a 100% increase in solar fires in 2022/23 had reduced to just 4% in 2023/24.

### **Campaign details**

Client	Energy Safe Victoria/Solar Victoria
Product	Rooftop solar safety campaign
Audience	Rooftop solar owners/householders 30+
Channels	Digital and linear video media, radio, web, press
Deliverables	Graphics, TVC, BVOD 15/30, radio 15/30, collateral, press
From brief to live	4 months
Performance	The increase in household fires attributed to solar dropped from 100% to 4% in a 12-month period.

