



energy**safe**
VICTORIA

Show your solar
some love



Show your solar some love

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.

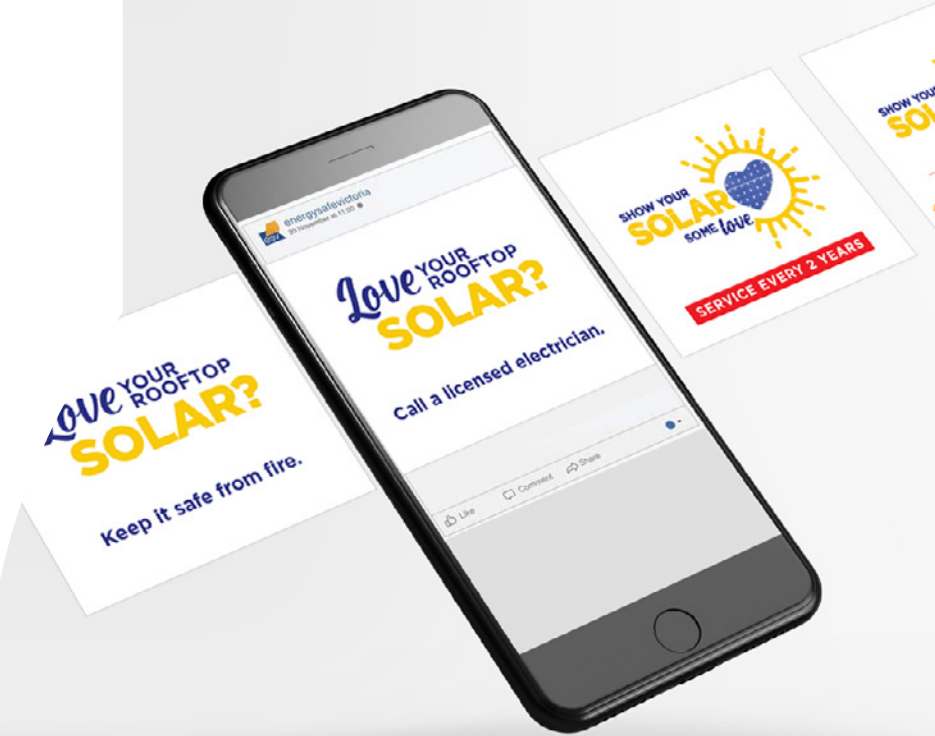
ESV research showed that over half of all home solar energy systems have never been serviced – a stunning revelation confirmed

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.





Online video

<https://vimeo.com/1032144643/4af26f2e72?share=copy>

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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.



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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.

