

YOU'RE COOKED ONE YEAR ON

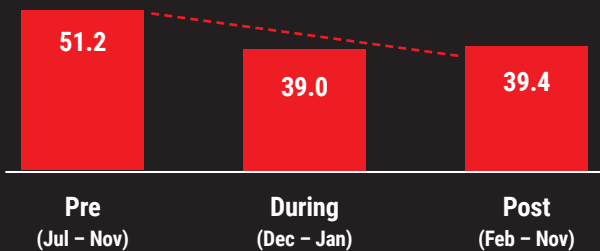
Launched in November 2022, You're Cooked campaign aims to prevent house fires by encouraging the 'Disengaged' audience to 'stay off the stove' if they are under the influence of drugs or alcohol.

The 'Disengaged', who represent 20% of the population, are much more likely to leave their cooking unattended or cook under the influence of drugs or alcohol. This audience is hard to reach with traditional messages and channels. They don't like being told what to do, don't recognise fire safety as an issue and any perceived lack of authenticity is an immediate turn off.

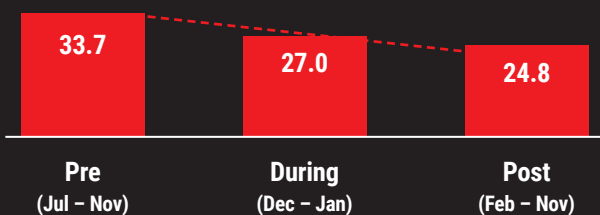
The results, measured via our always-on tracker eleven months since the campaign's start, met or exceeded all objectives set, and showed a marked change in our target audience's unattended cooking behaviours.

Year 1 Campaign Performance Results

Campaign is driving a sustained decrease in claimed behaviour of leaving stovetop cooking unattended among the Disengaged. This result far exceeds our target of -5p.p. in 12 months.



Campaign is driving a sustained decrease in claimed behaviour of leaving frying food unattended among the Disengaged. This result is three times our target of -3p.p. in 12 months.



You're Cooked 2023 award list



- GOLD** Best use of digital and social media
- GOLD** Experiential and activation
- GOLD** Marketing communication
- GOLD** Most innovative campaign



- SILVER** Social marketing/public service
- SILVER** Best use of insight



- GOLD** PR & brand experience & activation category for You're Cooked – Test Kitchen Activation



- WINNER** Best public sector/government marketing campaign



- GOLD** Hardest challenge
- GOLD** Short term success
- SILVER** Social marketing/public service
- SILVER** Content or social-first campaigns
- BRONZE** Insights and strategic thinking
- BRONZE** Most original thinking



- GOLD** Best use of social
- GOLD** Best brand campaign



- Winner** Knowledge Innovation Award
- Winner** Laurie Lavelle Achiever of the Year Award



Data source: Fire and Emergency Tracking Survey, conducted by Kantar Public, among nationally representative sample of N = 500 per month. The campaign results are specifically measured among those with a 'Disengaged' mindset towards fire safety.