FIRE KILLS

PARTNER PACK FOR UNSUNG HEROES CAMPAIGN
The Government Fire Kills advertising campaign will run for one month from 11th January – 7th February 2016 across radio, print, digital, outdoor and social media as there is an increase in fire-related incidents and deaths over the winter months, compared to the rest of the year.

The new look campaign is urging people to test their smoke alarms once a month, including for those they care for, to prevent fire deaths. Ads feature friendly smoke alarms, which tell the public to make time for their home’s ‘unsung heroes’ by testing their alarms once a month.

The font used is Franklin Gothic. Whilst being widely available if it’s not possible to use then please use the secondary font Arial.
PRESS RELEASE FOR LOCAL PRESS

Embargoed until 00.01 11 January 2016

[Insert name of Fire and Rescue Service] urges residents in [area] to “test your smoke alarm“ – Government launches new Fire Kills advertising campaign.

[Insert name of Fire and Rescue Service] in [area] is urging residents to regularly test their smoke alarms and those of people they care for to prevent fire deaths, as a new look Fire Kills advertising campaign is being launched by the Department for Communities and Local Government (DCLG).

The Government Fire Kills advertising campaign will run for one month from January across radio, print, digital, outdoor and social media as there is an increase in fire-related emergencies and deaths over the winter months, compared to the rest of the year.

There were more than 160 deaths from accidental fires in the home last year. By simply testing smoke alarms, many more lives could be saved.

Ads will feature friendly smoke alarms, which will tell the public to make time for their home’s ‘unsung heroes’ by testing their alarms once a month.

A working smoke alarm can buy you valuable time to get out, stay out and call 999. But just half of all householders who own a smoke alarm say that they test it’s working on a regular basis.

[Insert name of spokesperson] of [insert name of Fire and Rescue Service] said:

“You’re four times more likely to die in a fire without a working smoke alarm, but only half of the people who own an alarm say they take the time to check it regularly. “I’d encourage people in [area] to make sure you test your smoke alarms this month and get into the habit of testing them each month as they can save you and your family’s life.”

[Insert name of Fire and Rescue Service] and [number of household and accidental fire deaths for the area] over the last 12 months.

Help keep yourself and your loved ones safe from fire by following these simple steps:

● Make sure you fit smoke alarms on every level of your home and test them monthly.

● Make testing your smoke alarm part of your household routine in 3 easy steps:

  1. Test it by pressing the button once a month
  2. Change the batteries once a year if your alarm has removable batteries
  3. Clean the alarms casing twice a year to ensure dust isn’t blocking the sensor.

● Whatever happens, never remove the batteries in your smoke alarms unless you are replacing it.

● Make sure that everyone in your home knows what to do in a fire and knows your escape route.

● For more information visit the Fire Kills campaign’s Facebook page at www.facebook.com/firekills

A working smoke alarm can buy you valuable time should the worst happen to get out, stay out and call 999.

Notes to editors

1. Find out more about Fire Kills at www.facebook.com/firekills or www.gov.uk/firekills

2. Find us on twitter @Fire_Kills
Introducing our 3 smoke alarm characters that lead the ‘Unsung Heroes’ campaign.

Cheeky alarm

Little Roundy alarm

Squarehead alarm
“Dear Sandra,
Please forgive my overreaction to your burnt toast. I promise I’ll be there for every forgotten scented candle.”

“Off to bed?
You can sleep soundly knowing we’re wide awake.”

“Hey Iain,
Your mum loves your weekly visits – especially the cake!
Press my button before you make her tea please.”

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES
Test your smoke alarms once a month

Standard 25x4
All media elements in this pack are available as high resolution editable artwork.
“Dear Sandra,
Please forgive my overreaction
to your burnt toast. I promise
I’ll be there for every forgotten
scented candle.”

“Off to bed?
You can sleep soundly
knowing we’re wide awake.”

“Hey Iain,
Your mum loves your weekly
visits — especially the cake!
Press my button before you
make her tea please.”

Arial Bold 14pt on 17pt
leading in black. Left aligned,
20mm from left and 12mm
from bottom edge.
Tab aligned to 16mm.

Place logo within
area, ranged right
and bottom edge.
“TEST YOUR LOVED ONES’ SMOKE ALARMS ONCE A MONTH.”

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES

facebook.com/FireKills @Fire_Kills #PressToTest
“TEST YOUR LOVED ONES’ SMOKE ALARMS ONCE A MONTH.”

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES

Tel: 000 0000 0000
Web: www.sampleaddress.co.uk
Email: name@sampleaddress.co.uk

AD FOR OUTDOOR ADVERTISING WITH SPACE FOR CUSTOMISATION

Arial Bold 20pt on 26pt leading in black. Left aligned, 20mm from left and 18mm from bottom edge. Tab aligned to 24mm.

Place logo within area, ranged right and bottom edge.
TEST YOUR LOVED ONES’ SMOKE ALARMS ONCE A MONTH.

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES.

Image file is scalable to A3 at high resolution.
A4 POSTER WITH SPACE FOR CUSTOMISATION

“TEST YOUR LOVED ONES’ SMOKE ALARMS ONCE A MONTH.”

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES

Tel: 000 0000 0000
Web: www.sampleaddress.co.uk
Email: name@sampleaddress.co.uk

Logo area

Arial Bold 14pt on 17pt leading in black. Left aligned, 26mm from left and 12mm from bottom edge. Tab aligned to 16mm.

Place logo within area, ranged right and bottom edge.

Image file is scalable to A3 at high resolution.
The figure on the layout should change dependant on it’s location and how many people look at the poster on a daily basis.

“70,000 FACES ALL LOOKING AT ME. THAT’S NEVER HAPPENED BEFORE.”

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES
Test your smoke alarms once a month

facebook.com/FireKills @Fire_Kills #PressToTest
GENERIC FACEBOOK POSTS

Pressing like on Facebook takes the same amount of time as testing a smoke alarm and could just save you and your loved ones’ lives. #PressToTest

It takes less than a minute to test your smoke alarms. The same amount of time it takes a fire to engulf a room. Remember #PressToTest your smoke alarms every month.

Press to test your smoke alarms, it could just save you and your loved ones’ lives. #PressToTest
FACEBOOK HEADERS

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES
Test your smoke alarms once a month
#PressToTest

The Facebook headers have been designed so that the negative space in the layout leave room for the various elements of Facebook architecture.

E.g. the profile box, the likes box etc.
“Have you pressed my button yet this month?”

Click through to [www.facebook.com/firekills](http://www.facebook.com/firekills)
EMAIL SIGNATURE

MAKE TIME FOR YOUR HOME’S UNSUNG HEROES
Test your smoke alarms once a month
#PressToTest

3 email signature images to choose from. To be used as per example above. Please hyperlink the visual to: www.facebook.com/firekills

All copy 14pt on 12pt Arial Regular except the job title which is Arial Bold, all set left aligned.

2mm paragraph space after the job title.