

ELEKTRIOHUTUS

PROBLEM

Elektrilevi, Estonia's largest electricity network operator, has tried to educate the society about electrical safety for many years. They suddenly found out that they don't have a suitable means of communication to reach youth — 15-25 years of age.

TASK

To create a small campaign (online + print + social media + series of clips).

SOLUTION

We made 3 clips evolving around 3 most common situations young people face in the context of electrical hazards — attempts to use electrical plugs that don't match the outlets; use of electrical appliances with wet hands/ near water; attempts to fix electrical appliances while they connected to the outlet.

Clips were shown in the movie theatres during Just Film, a popular youth film festival sponsored by Elektrilevi.

And shared on social media, of course.

RESULTS

Studies about behavioral change have not come back yet. But at least we established a clear, humorous and youthful way to talk to young people about electrical safety. Videos were shown to 16500 people in the movie theatres and got 30 000 views on Facebook. The feedback from the young people has been more than positive.

