

HBS Marketing works with Public Safety Canada to help Canadians *Get Prepared*

National emergency preparedness campaign asks *Is your family prepared?*



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HBS Marketing was selected by Public Safety Canada (PS) to plan and execute a campaign to inform Canadians about the need for 72-hour emergency kits. Launched in November 2006, the campaign focused on educating, not scaring, the public about the need for families to be ready in the event of a major emergency such as a winter storm, blackout or flood.

A national survey conducted by Ipsos Canada in March '07 found that the advertising was relevant and resonated with Canadians, with 26% of Canadians recalling at least one of the PS advertisements (television, print, web, e-mail). The survey also found that more Canadians plan or have taken steps to prepare for an emergency as a result of the advertising, with 26% indicating they have already taken some action. And finally, exposure to the advertising more than doubled Canadians' positive ratings of the government's performance in "helping Canadians prepare themselves for an emergency" and nearly

quadrupled this rating among women with children, the target demographic of the campaign.

The campaign, which was built around the creative concept of a blue "prepared" circle and the slogan "Get Prepared", led with a nationally broadcast television spot. The spot communicates the simplicity of preparedness and provides the audience with clear behaviours to model. It focuses on what is at stake in an emergency – home and family. In addition to the television spot, the campaign included ads in daily and community newspapers, a website, web banner ads, and value-added promotional opportunities through media partnerships. The campaign and all materials were produced in both official languages.

Since the launch of the campaign, the www.getprepared.ca site has logged more than 441,280 visitors and over 74,900 downloads of the Emergency Preparedness guide. The campaign website offers Canadians tools to help them prepare, including information

on major emergency risks in each province and territory, a how-to guide to make an emergency plan, and information on how to prepare an emergency kit or where to purchase a pre-assembled one.

"The *Get Prepared* campaign focused on getting inside the hearts and minds of Canadians and driving them to take the next step of buying or building an emergency kit," explained John Petitti, Vice President, Strategic Planning and Social Marketing Leader, HBS Marketing. "With a factual message focusing on what's at stake in an emergency, we are driving our target audience to get over psychological barriers and take the steps needed to get prepared."

[Click here](#) to view creative for the *Get Prepared* campaign.

ABOUT HBS MARKETING

HBS Marketing is an award-winning full-service marketing communications agency serving private and public sector organizations across North America. Since 1976, the company has offered a complete range of strategic services, including positioning and brand-building, corporate identity programs and powerful, compelling marketing communications across all media. HBS Marketing's expertise is organized into such practice areas as Public Sector Marketing, Social Marketing, Technology Marketing and Consumer Marketing.

For more information, please visit www.hbsmarketing.com.

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