



FireAngel provides marketing support to its customers within the Fire and Rescue Service in order to help them promote home fire safety checks to local communities.

FireAngel recently worked with Cheshire Fire and Rescue Service on a marketing campaign designed to provide students with important information on health, safety and welfare. The campaign entitled 'Before you pull tonight, get your free protection' focused on three main areas:

- 1) The abuse of alcohol
- 2) The associated danger of fire
- 3) Safe sex and the danger of STDs

The campaign was officially launched from the Eastgate Clock in Chester at 9am on the 9th September (to illustrate 999) and ran for one month. Students from universities in America under the 'Campus Fire Watch' also took part in the campaign launch on the 9th September.

The campaign was widely promoted to generate awareness amongst students using the following media:

- Promotional merchandise given to students including:
 - 1000 t-shirts distributed to students throughout Cheshire, Halton and Warrington
 - 1000 A3 and 1000 A4 posters distributed to colleges and universities in the above regions
 - 25,000 beer mats distributed to pubs, clubs and restaurants
- Advertising banner tracks promoting the campaigns at fire stations
- Branded Vauxhall Corsas to drive around the local areas
- Information packs sent to local colleges and universities with fire officers carrying out demonstrations
- Press release sent to UK and American press
- Press photocall to launch the campaign
- Reconstruction of a fire within a student flat at Chester University to use in local tv coverage.



Campaign posters



Branded Vauxhall Corsas

In addition to the above activity a campaign website was set up <http://www.b4upull.com> to direct leads generated by the campaign for home fire safety checks. A viral marketing advert was also produced to gain maximum exposure and hosted on social networking sites such as YouTube and Facebook.