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# REALISING BIG IDEAS

The Sydney Morning Herald

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# HOW A COVER FROM THE PAST HELPED CHANGE THE FUTURE

## FIRST SATURDAY INITIATIVE

### Challenge

First Saturday is an initiative by NRMA Insurance that calls on Australians to dedicate the first Saturday of every month to helping first responders by making their homes safer. The challenge was to launch this initiative in a way that didn't just make people pay attention, but to get actively involved

### Solution

The Australian media has a history of labelling days of disaster. Names like Red Tuesday, Ash Wednesday and Black Saturday are etched into our national psyche. By reminding people of the feeling of helplessness they had during these days, NRMA Insurance was able to announce that now there was a day where people could help: First Saturday.

### Execution

NRMA Insurance worked with Nine to re-run an archival cover from January 7, 1994, when one of Australia's worst bushfires raged. The headline read "It's Black Friday" and the page featured articles from that tragic day. A branded graphic at the bottom of the page displayed a powerful line: "For all the days dedicated to disaster, now there's a day for prevention. First Saturday." Inside, long copy explained the initiative while a calendar outlined the monthly tasks for each First Saturday





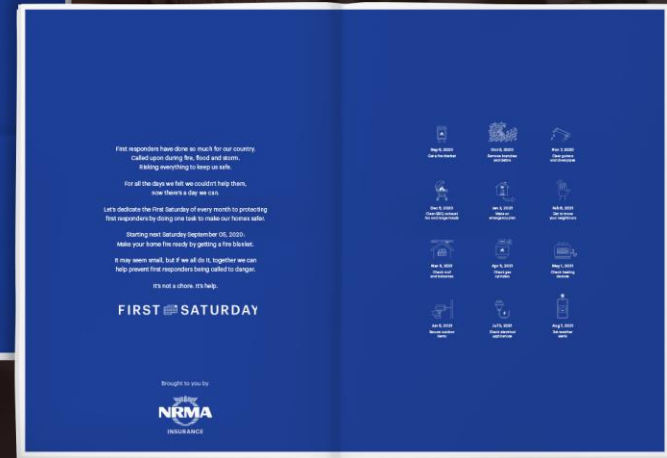
**Results**

While the First Saturday campaign continues to run in market as an ongoing platform, current results identify: Behavioural change has been seen with each monthly First Saturday task since launching:

**28% OF PEOPLE** reported checking the condition of fire blankets and fire extinguishers at home

**47% OF PEOPLE** surveyed after seeing First Saturday comms proceeded to clear branches and flammable debris

**35% OF PEOPLE** surveyed after seeing First Saturday comms made their home storm-safe by cleaning gutters and downpipes



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about how we helped NRMA realise their marketing dreams



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