

## *The great gas switchover*

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**CATEGORY NAME:**

Corporate brand/identity  
under £100k

**PROJECT NAME:**

Gas Safe Register

**ENTERING COMPANY:**

The Team

**CLIENT:**

Capita

In 2008 14 people died and many more were injured from carbon monoxide poisoning due to badly installed, repaired and maintained gas appliances. For over 27 years the CORGI registration scheme aimed to combat this truth, by protecting the public from rogue gas engineers.

Out of the need to provide an enhanced and more effective gas regulation service the Health and Safety Executive awarded Capita with a replacement contract. As of 1st April 2009, CORGI would be no more, wiping out the 93% public awareness that the incumbent scheme had achieved over the years.

Gas Safe Register replaced CORGI gas registration on April 1st 2009. It is the new watchdog for gas safety in Great Britain.

From day one, British homeowners would need to know the name of the new scheme, the accreditation mark they should look for when using a gas fitter, and most importantly trust the service provided by businesses registered under the scheme. The outcome of failing on any of these measures could prove fatal – getting this right was really a matter of life and death for the public.

The development of the brand was also set against specific challenges:

- With no added public sector investment, the marketing and media launch budget was small compared with other campaigns of this scale.
- The CORGI brand continues to promote itself widely for related services.
- This is a negatively received brand, only recognised when people need it rather than being actively consumed.
- The brand needed to be launched in the spring when most people switch off their boilers and heating – rather than getting them checked.
- The gas trade was unhappy with having to make the change.

In less than six months we developed the new name for the scheme, *Gas Safe Register™* created a brand to complement it, and unveiled it to the gas industry and general public. In the following three months a promotional campaign ensured that the simple and unambiguous message, *Be safe, use a Gas Safe Registered engineer and always ask to see the Gas Safe Card* was promoted to the public.

The impact of the *Gas Safe* brand and promotional campaign was unequivocal. Ipsos MORI's survey confirmed that within two months of its launch Capita achieved:

- 46% awareness of the switchover from CORGI to a new name for the gas registration scheme.
- 19% recognition of Gas Safe as the new brand name (out of those aware of the switchover).
- 43% prompted awareness of the new brand identity.

## *The brand*

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The Gas Safe trade mark



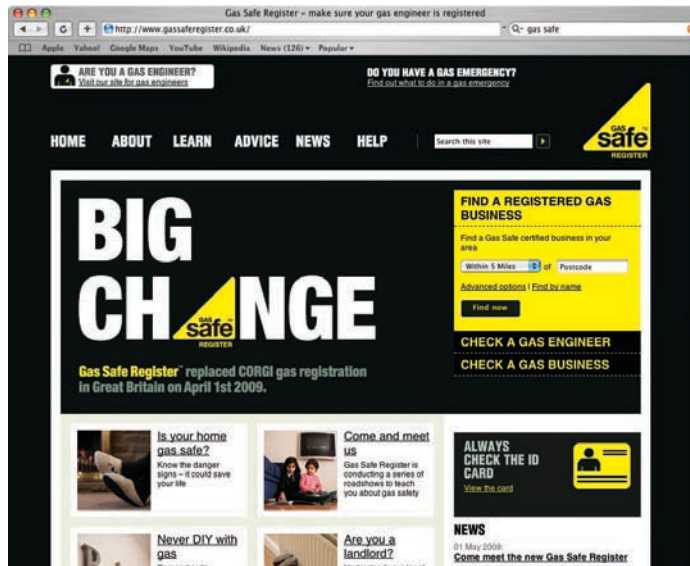
## *Adoption by trade*

Registered engineers identity card



## Registering interest

- 1 Gas Safe Register website for business and consumers
- 2 Registration pack





Promoting the new brand

Ads featured in a range of publications



## *Consumer campaign*

Advertising at tube and railway stations





*In real life*

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A gas engineer using the new brand

