

New Zealand Fire Service

Photoelectric Smoke Alarm

Advertising Campaign





“When you’re asleep you’ll never notice the deadly poisonous smoke that silently suffocates you. Unless you have a working photoelectric smoke alarm.”



Extracted 15 May, 2010 from:
www.adsoftheworld.com/media/print/new_zealand_fire_service_feet

LAST DAYS

3 BEDROOM DEATH TRAP

Without working smoke alarms, this elegant home is a family killer.
 Fast asleep in your bed, you'll never notice the deadly, poisonous smoke filling your bedroom, ensuite and lungs.
 You'll simply die without waking.
 Unless you have working photoelectric smoke alarms.

3 | 2 | 1 | 1 | 0

SMOKE ALARMS SAVE LIVES | fire.org.nz

“Fast asleep in your bed you’ll never notice the deadly, poisonous smoke filling your bedroom, ensuite and lungs.
 You’ll simply die without waking.
 Unless you have working photoelectric smoke alarms.”



On 14 May, 2010 New Zealand advertising agency M&C Saatchi released an outdoor campaign for the NZFS to promote fire safety and encourage people to buy smoke alarms. They placed real estate signs in select locations saying, ‘3 BEDROOM DEATH TRAP’ instead of ‘3 Bedroom House’.

Extracted 15 May, 2010 from:
www.adnews.com.au/campaign/deathtrap