

**RESPECT**

**THE WATER**



# OUR PREVENTION STRATEGY



For people to make safer decisions and display safer behaviour through the development of products that make it easier to act in a safe way

**EFFECTIVE TOOLS**

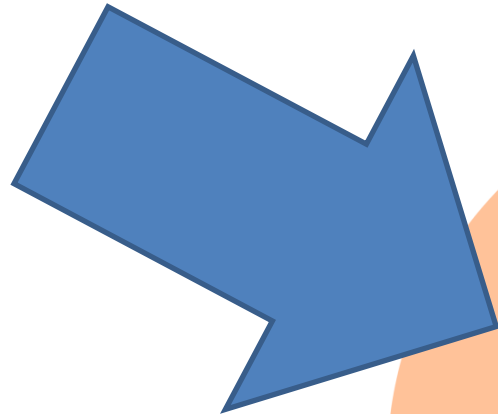
All three approaches are required to create combined effect that changes behaviour and reduces risk

To reframe the risk of drowning and raise the awareness of this risk through a multi media campaign with National reach

**NATIONAL**

To enable safer communities through targeted interventions that reduces local risk as identified by Community Safety Action Plans (CSAP)

**LOCAL**





# The formula

+



National message through national media

+



Product Intervention

=



Increased probability of behaviour change



**FIRE  
KILLS**

**YOU CAN  
PREVENT IT**

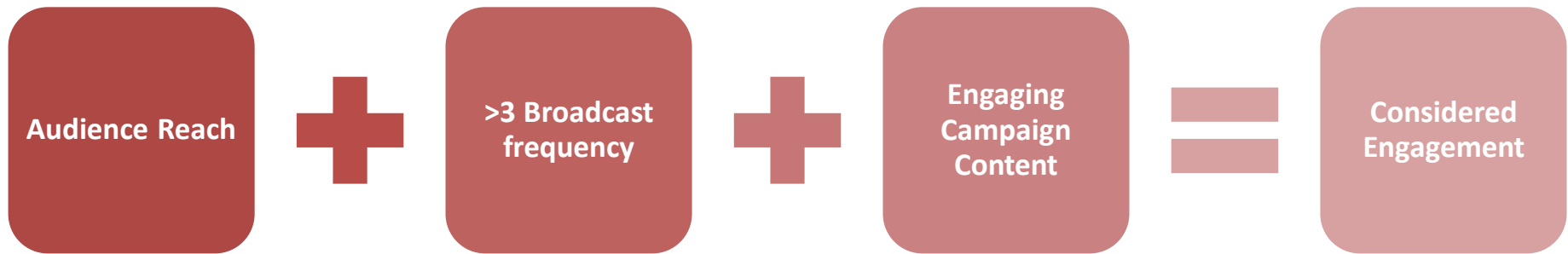
- Independent research in 2009 proved that Fire Kills television advertising saved between 8-21 lives per year by influencing people to buy and maintain a smoke alarm. The campaign spent £3-4m per year on national advertising in the late nineties.<sup>1</sup>



**THINK**

- The department for transport's (DFT) drink driving initiative, the 'Think' campaign, saved nearly 2,000 lives and prevented over 10,000 serious injuries between 1979-09. DFT invested over £45m on communication including national television and radio advertising as part of integrated campaign.<sup>2</sup>

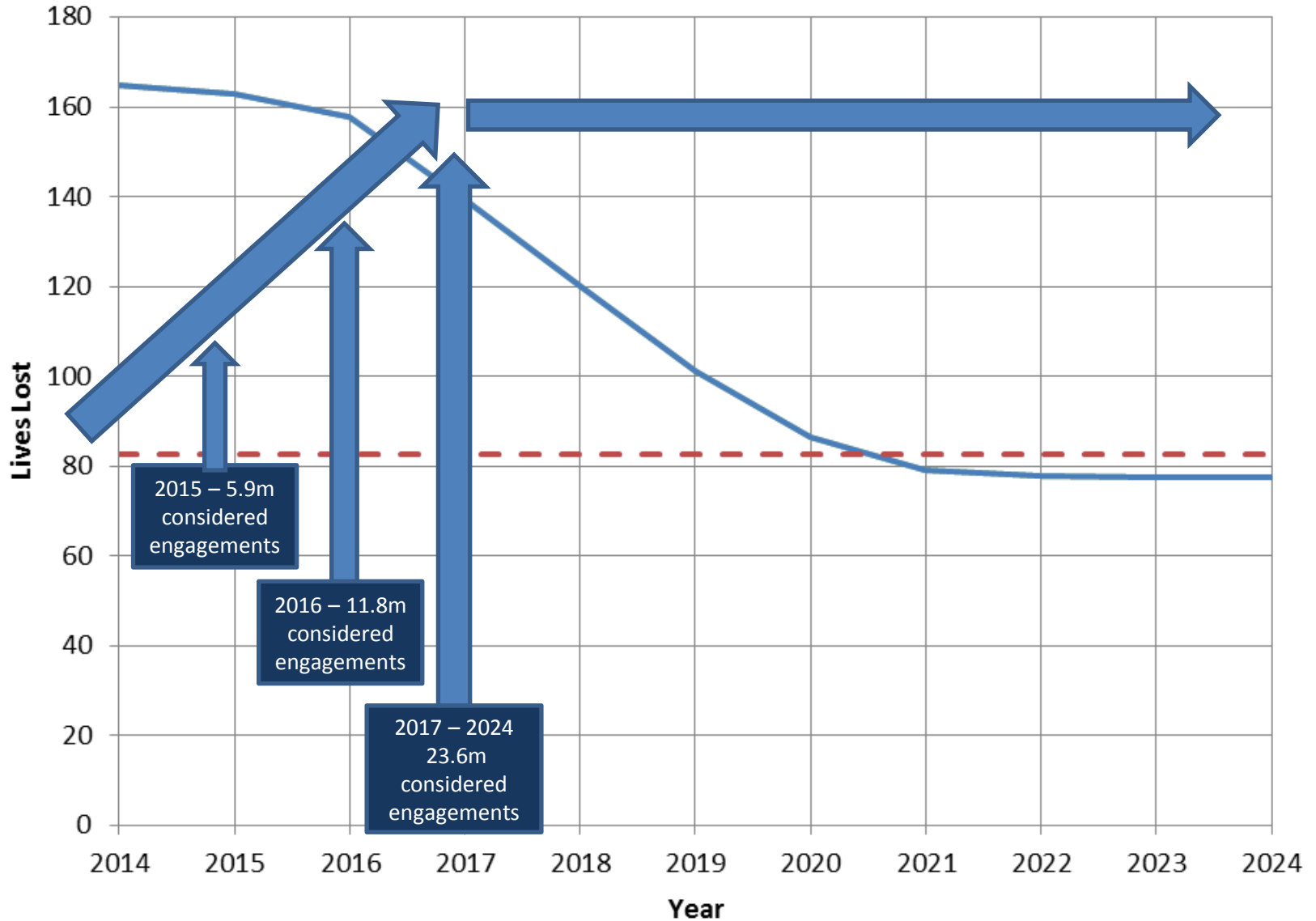
# Campaign needs to achieve 5.9m 'considered engagements'



## Multi-media Campaign Target:

- 60% reached at 3+ frequency
- 40% reached at 6+ frequency

# Lives Lost Predictions 2014 - 2024



# WORKING BACK FROM THE WATER: PEOPLE LIKE ME, MOMENTS LIKE THESE, PLACES LIKE THIS

## Preparation



RADIO



SOCIAL



MOBILE



SEARCH



DIGITAL



VIDEO



CINEMA

## Travel



RADIO



SOCIAL



MOBILE



ONLINE



OUT-OF-HOME



DIGITAL

## Proximity to the water



SOCIAL



MOBILE



OUT-OF-HOME



CINEMA

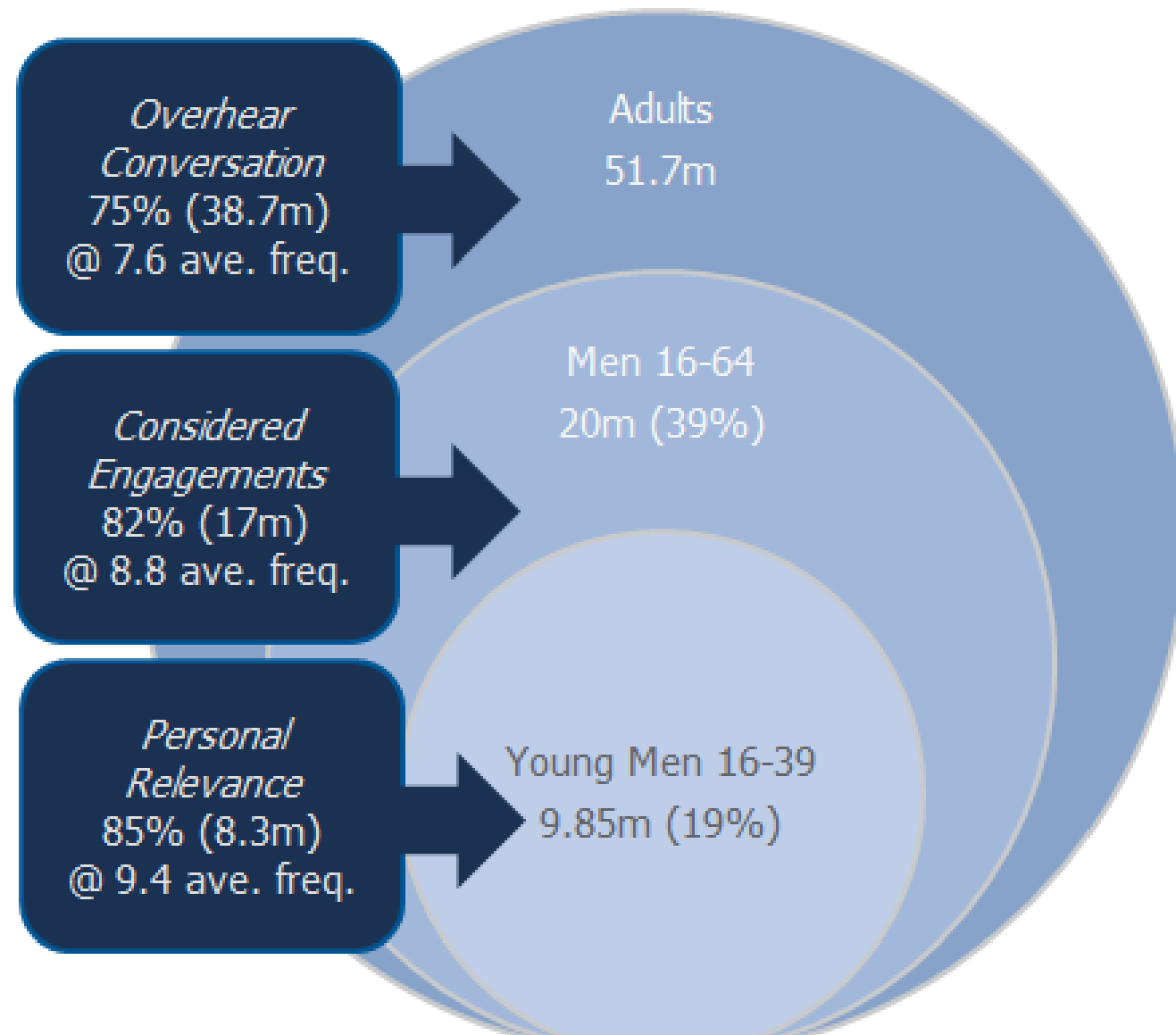
DELIVERING A MULTITUDE OF AUDIENCE TOUCHPOINTS...





RNLI 16-18

# HIGH LEVELS OF AVERAGE REACH AND FREQUENCY ACROSS ALL TARGET AUDIENCES



# **“British and Irish waters are dangerously unpredictable”**

- Cold water shock
- Unexpected entry to the water
  - Current, tides & waves

Cinema – Pre-production edit

# THIS SUMMER SEES SOME GREAT ACTION BLOCKBUSTERS



Terminator Genisys



Jurassic World 3D



The Man from U.N.C.L.E



Ant-Man

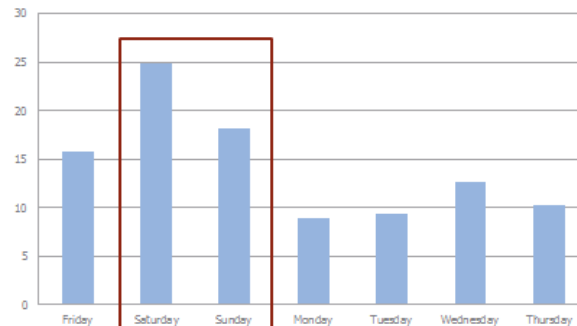


Mission: Impossible 5

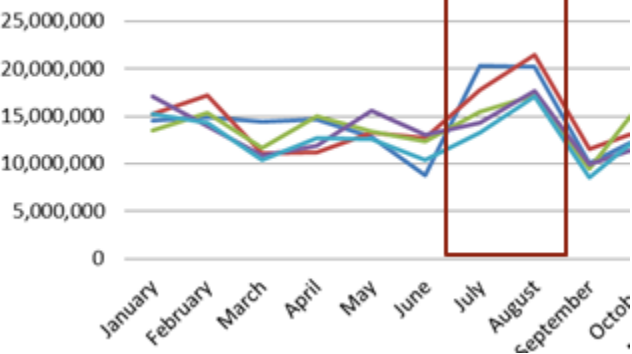


Ted 2

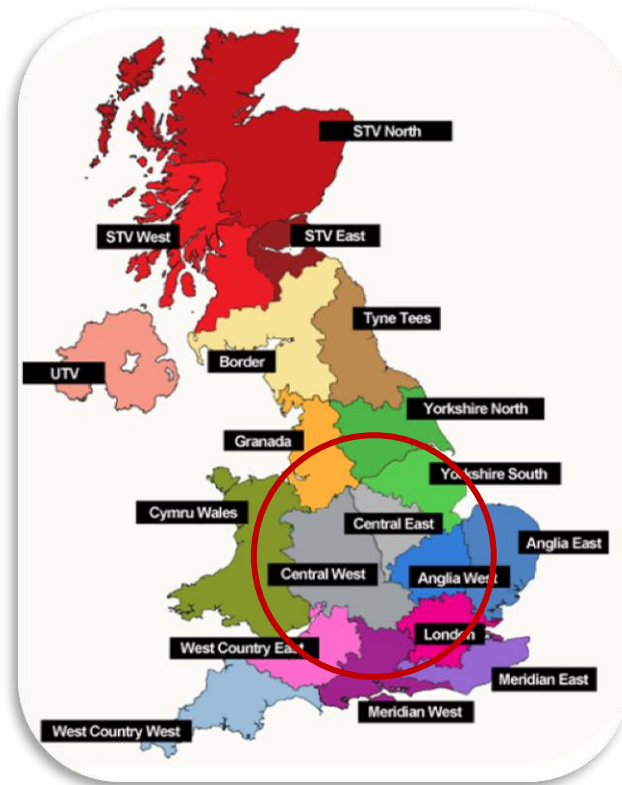
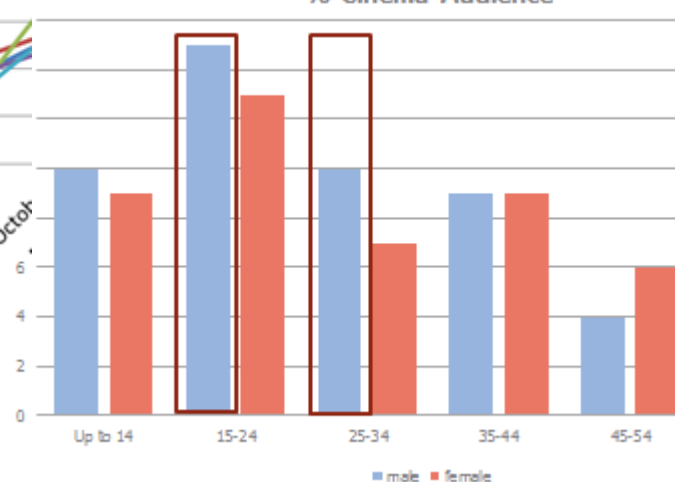
% Cinema Admissions by Day of Week



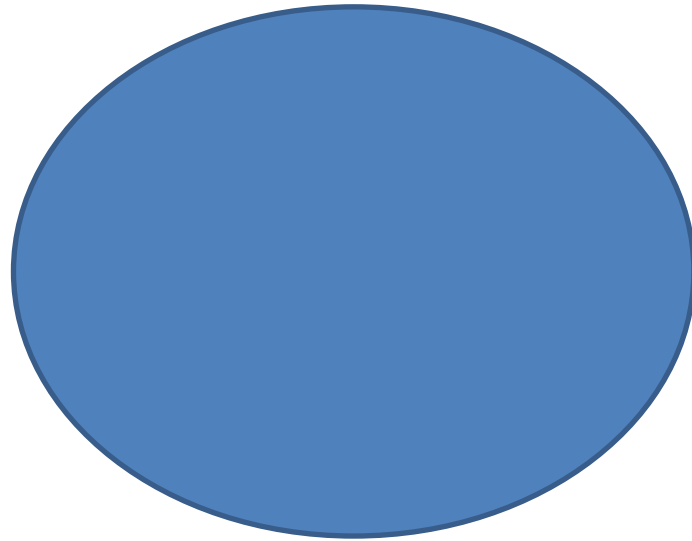
Monthly Cinema Admissions 2010-2014



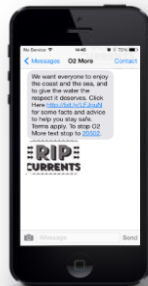
% Cinema Audience







# ebay™



# MailOnline



Forget Fergie time... it's Louis time! Van Persie bags 94th-minute equaliser to deny Mourinho victory over his old mentor Van Gaal



### Have To Hit This Year



An informative, inspiring list of real British seaside locations, both known and lesser-spotted, where great spring and summer experiences can happen - with a focus on preparing adequately for trips and ensuring safety.

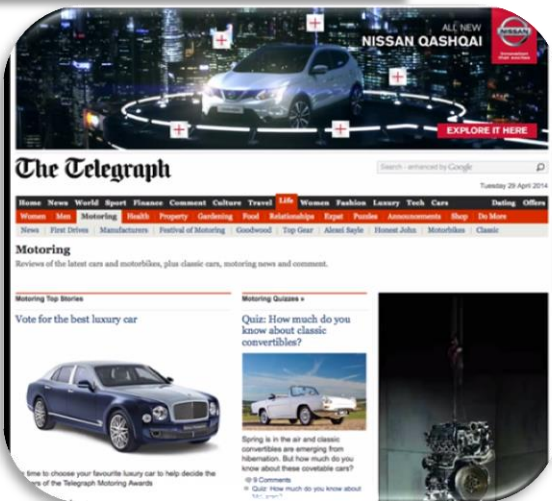
# Buzz Feed



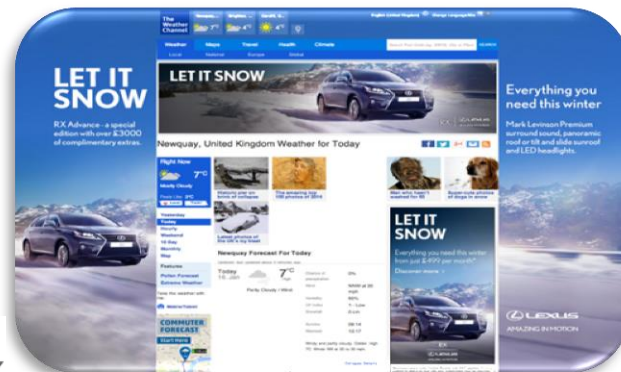
# SAY



# XBOX



# Telegraph.co.uk

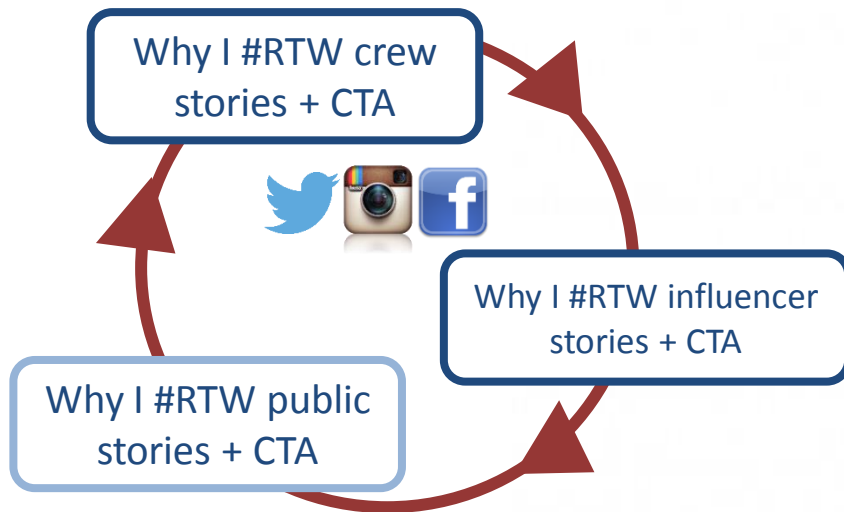


# The Weather Channel





**Social**



To make the most of social channels we'll:  
Provide a universally easy way to participate  
Make Respect the Water conversational  
Leveraging contextual events along the way

why I #respectthewater



Out of Home



A couple stands on a dark, rocky shore at sunset. The man is on the left, wearing a green shirt and dark pants, looking out at the ocean. The woman is on the right, wearing a purple jacket and blue jeans, holding a camera up to take a picture. The sky is filled with dramatic, dark clouds, with a bright glow from the setting sun breaking through near the horizon. The ocean is calm with some small waves. The overall mood is serene but slightly ominous due to the dark clouds.

*Picturesque*

*OR*

**PERILOUS ?**



*Calm*

OR

**CHAOS?**

A man in a grey shirt and red shorts is splashing in a concrete spillway. Three people are watching from a walkway above: a woman in a red shirt, a man in a blue shirt, and a man in a black shirt. The scene is outdoors with trees in the background.

# *Cooling Dip*

OR

**CHILLING**


**END**

**?**

# Road shows



**RESPECT  
THE WATER**



[RNLi.org/respectthewater](http://RNLi.org/respectthewater)

**Lifeboats**  
The RNLi is the charity that saves lives at sea

**RESPECT  
THE WATER**



[RNLi.org/respectthewater](http://RNLi.org/respectthewater)





# SAFETY ROADSHOW



HELP  
CAN'T  
PREP  
YOU

**KAYAKERS**  
KEEP YOUR VHF RADIO PROTECTED  
AND WEATHER SECURE

IF YOU  
CAN'T  
REACH  
YOUR VHF  
RADIO

**RESPECT  
THE WATER**

SIX POINT PREP

- SUBJECT
- WEATHER AND TIDES
- PLANNING
- COMMUNICATION
- EQUIPMENT
- TRAINING



**Pub packs & tonnes**

# WHAT'S THE AVERAGE TEMPERATURE

★ OF OUR COASTAL WATERS? ★

- A. 2°C    B. 12°C    C. 22°C

RNL.org/RespectTheWater

BRITISH AND IRISH WATERS ARE DANGEROUSLY UNPREDICTABLE. SEE FOR YOURSELF

That's about the same as an athlete's ice bath and low enough for cold water shock to set in, numbing your limbs and making it hard to swim and breathe properly.

B. IT'S A CHILLING 12°C

ANSWER

# HOW LONG CAN YOU

## HOLD YOUR BREATH

### IN COLD WATER?

- A. 10 SECONDS    B. 45 SECONDS  
C. 120 SECONDS

RNL.org/RespectTheWater

BRITISH AND IRISH WATERS ARE DANGEROUSLY UNPREDICTABLE. SEE FOR YOURSELF

Cold water shock seizes the air from your lungs and makes you hyperventilate immediately, so holding your breath for longer than 10 seconds is almost impossible.

A. 10 SECONDS

ANSWER

# RESPECT THE WATER



# RESPECT THE WATER



## A Rip Current

★ CAN TRAVEL **FASTER** THAN AN ★

### OLYMPIC SWIMMER.

WHAT SPEED IS THAT?

- A. 2.5 MPH    B. 3.5 MPH  
C. 4.5 MPH

RNL.org/RespectTheWater

BRITISH AND IRISH WATERS ARE DANGEROUSLY UNPREDICTABLE. SEE FOR YOURSELF

It doesn't sound much but rip currents can travel up to 4.5 mph. Too fast for most people to swim against.

C. 4.5 mph

ANSWER

## How much does a CUBIC METRE OF WATER WEIGH?

- A.  250 KGS  
B.  500 KGS  
C.  1 TONNE

RNL.org/RespectTheWater

BRITISH AND IRISH WATERS ARE DANGEROUSLY UNPREDICTABLE. SEE FOR YOURSELF

Shocking, it's one tonne. Now imagine the immense pressure on your body if you had to swim against a whole river, or sea, full of water.

C. 1 TONNE

ANSWER

A QUICK **DIP** AFTER A

FEW

**PINTS?**

NOW YOU'RE TALKING.

**BUT COLD WATER SHOCK**

⚠ CAN MAKE EVEN ⚠

**STRONG SWIMMERS**

FIGHT FOR BREATH.

**INHALE LESS LIQUID**

THAN YOU'RE HOLDING

IN YOUR HAND

AND

**YOU COULD DROWN.**

IF YOUR WHOLE AS LITTLE AS HALF A PINT YOUR LUNGS WILL NOT FUNCTION EFFECTIVELY AND YOU MAY DROWN, MORE THAN 2 PINTS IS USUALLY FATAL.

ANSWER: ALL

# ★ HOW MUCH WATER COULD IT TAKE ★

## For you <sup>TO</sup> Drown?



SEE FOR YOURSELF:  
[RNLI.org/RespectTheWater](http://RNLI.org/RespectTheWater)

TRY PUSHING THIS  
**1 TONNE OF WATER.**  
NOW IMAGINE IT'S PUSHING BACK,  
TRAVELLING **FASTER** THAN AN  
**OLYMPIC SWIMMER.**  
YOU CAN TRY AND **FIGHT** AGAINST IT.  
BUT YOU'LL TIRE WAY BEFORE THE **WATER** DOES.  
THE STRONG, POWERFUL CURRENTS AROUND  
*THE* **English Coast**  
ARE  
DANGEROUSLY UNPREDICTABLE.  
DON'T LET  
*THE* **WATER**  
CATCH YOU OUT.

 Lifeboats

**RESPECT  
THE WATER**

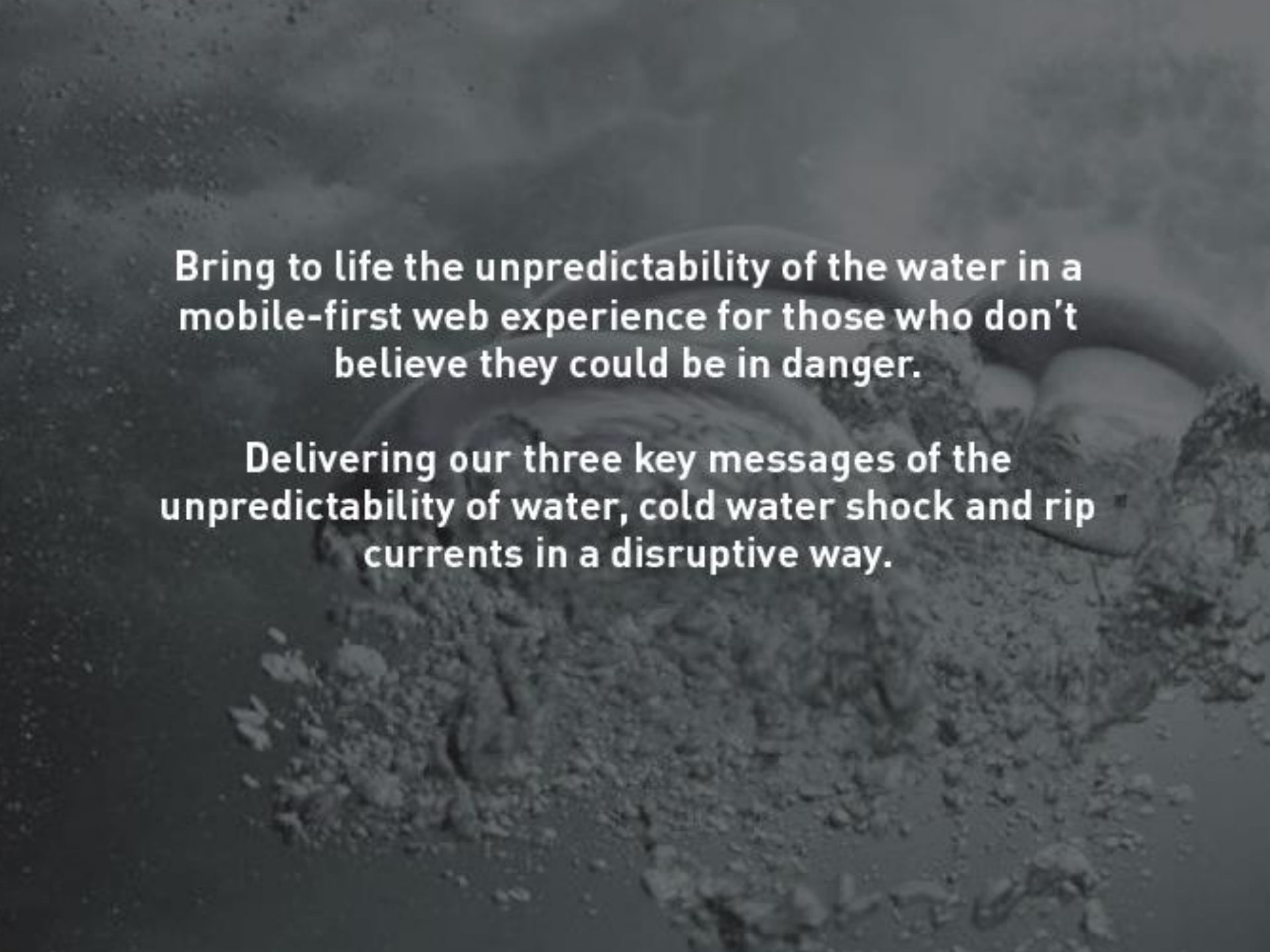
FOR THE FACTS:  
[RNLI.org/respectthewater](https://RNLI.org/respectthewater)

Royal National Lifeboat Institution, a charity registered in England and Wales (205602) and Scotland (SC027735). Registered charity number 20003225 in the Republic of Ireland.

**Where will they go?**

[RNLI.org/RespectTheWater](https://www.rnli.org/RespectTheWater)





**Bring to life the unpredictability of the water in a mobile-first web experience for those who don't believe they could be in danger.**

**Delivering our three key messages of the unpredictability of water, cold water shock and rip currents in a disruptive way.**

No one expects to find themselves at  
the bottom of the sea, a lake or a river.

# YOU DIDN'T EXPECT TO BE HERE

Our cold water and rip current experiences brings this  
home by starting in an unexpected place.



# MICROSITE

1

## YOU DIDN'T EXPECT TO BE HERE

- Fades up from black until the site has loaded
- 1st person POV
- Hands add movement in front of you and reiterate 1st person perspective
- CTA prompts you to scroll up to the surface
- The indicator tells you how far to go to the surface. It's important the user knows how much more there is to go. It also creates intrigue as to what is at the surface. As you move up the site the indicator moves up the side of the phone.
- The first title animates in. With the call to action 'scroll up to the surface' animating in after.



Audio could make the site more immersive. During the quick load process we will prompt the user to; 'Plug in your headphones for a more immersive experience'



# MICROSITE

2

## OVER 50% OF PEOPLE WHO DROWN EITHER FALL, SLIP OR TRIP IN ACCIDENTALLY

- As you move up the site new facts animate in
- The indicator moves up the page and the distance to surface ticks down



# MICROSITE

3

## COLD WATER SHOCK CAN STOP YOUR HEART, NO MATTER HOW FIT YOU ARE

- Where appropriate we will dramatise the fact with various effects and sounds.
- In this instance we can slow the hand movement



# MICROSITE

4

THEN STEAL THE AIR FROM YOUR LUNGS,  
SO YOU CAN'T CALL FOR HELP



# MICROSITE

5

THE COLD CAN PARALYSE YOUR LIMBS IN MINUTES AS BLOOD MOVES TO YOUR ORGANS TO KEEP THEM WARM



# MICROSITE

6

AND EVEN IF YOU'RE A STRONG SWIMMER, YOU CAN DROWN JUST A FEW METERS FROM SAFETY





# MICROSITE

7

## SIGN OFF AND ONWARD JOURNEYS

- Before offering onward journeys we will sum up the experience with a message emphasising the need to be concious of the dangers of the water. How being informed can save you and your friends lives.
- Experience RIP currents
- Link to Breathe
- Link to RNLI.org
- Share microsite with friends. Users will share the microsite for 2 reasons. Firstly because they find the content interesting and relavant. Secondly because of the experience in which it's delivered. Not only with share buttons but seeing a friend play with the site. See [Parallax.js](#) example

### HUB MICROSITE

Rip Currents



YouTube  
'Breathe'



RNLI.ORG



Share



**[RNLI.org/safety](https://www.rnli.org/safety)**