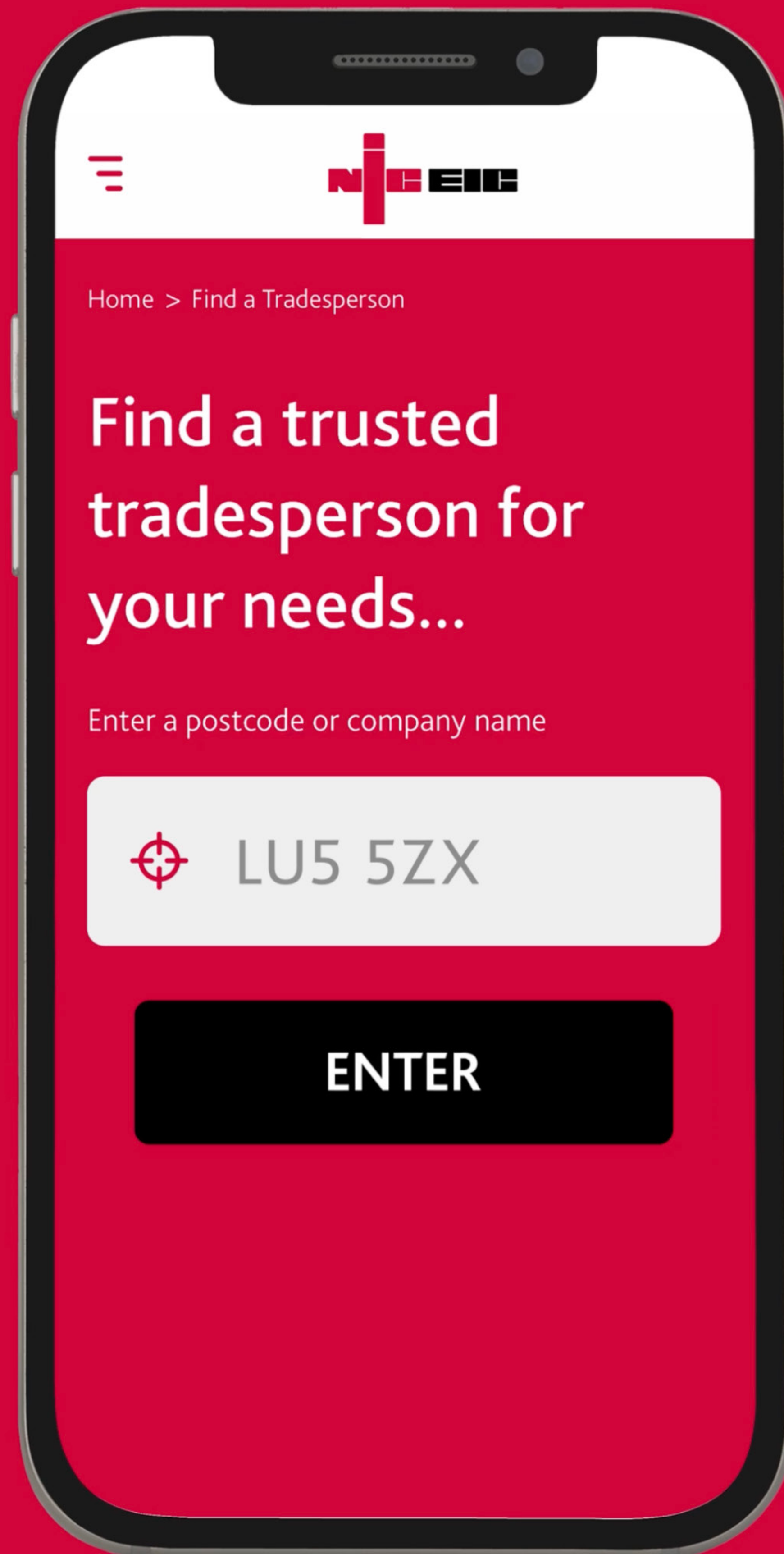


THE SAFEST WAY TO DO DIY ELECTRICS
IS **NOT** **TO DO DIY ELECTRICS**

NICEIC: 'Don't Do It Yourself'
Digital campaign

Producing DIY electrics videos that told people to get someone else to do it for you? That's the kind of unique solution emotional intelligence gives you.



NICEIC is the UK's largest certification body for electrical businesses, but it was yet to break into a market of particular concern for electrical safety – DIYers. It wanted to connect with this audience and steer them towards its 'find a trusted NICEIC tradesperson' online tool.



Using emotional intelligence

Our digital intelligence tools told us our client needed to raise awareness with those DIYers who were attempting to carry out electrical work best left to professionals. Human intuition made us realise that the only way to change behaviour would be to 'speak' directly to the audience by offering a solution to the very problem they'd searched for.



Our solution?



Masquerade as 'how to' videos that played out as pre-roll before the viewer's intended DIY video. Our video presented the case for getting a certified professional to perform their specific searched-for electrical task. We knew that YouTube was the most popular source of information for electrical DIYers in the UK, so a video was the obvious tool for disruption.

The campaign went live across YouTube, Meta, Google PPC and display advertising. Its success meant it was extended across TikTok, native PR and Google Performance Max. The creative was adapted on Meta over Christmas and Easter, both peak DIY times.

160,000+

consumers found an NICEIC-certified business using our online tool

800,000+

views of the Don't Do It Yourself videos online

400,000+

new users on niceic.com

200%

increase in monthly visits to the campaign landing page

47%

increase in new business leads

RBH

CREATIVE
COMMUNICATIONS