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Our brief demanded bravery and fresh thinking of Words&Pictures – we knew we wanted something edgy and creatively fresh and together we have developed a hard-hitting campaign that we are confident will capture the imagination and attention of a wide range of internal and external stakeholders.

Head of Communications, Northern Gas Networks

App available on iPhone and Android devices



Words&Pictures Case Study

## ICOP SMARTPHONE APP – NORTHERN GAS NETWORKS

Research conducted by Northern Gas Networks identified that a hard-hitting campaign was needed to raise awareness of carbon monoxide poisoning among the high risk, student population (18-24 year olds). The organisation (launch supported by National Grid) worked in partnership with Words&Pictures to deliver a multiplatform iPhone and Android smartphone app to be launched,

initially, at universities across the north of England.

Once installed the iCOP app plays a short animation setting the scene for a deathly discovery. Users become detectives and their role in the game is to uncover the cause of death in a student bedsit – carbon monoxide.

This project was an important issue-based campaign that required an engaging and

innovative approach to message delivery.

Words&Pictures has a specialist team that provides educational expertise to commercial clients for specific issue-based campaigns. The target audience was engaged throughout the process consulting on initial conceiving, on-going user-testing and post-launch focus groups that were held in universities across the north.



Intro and outro animations



Use your QRcode scanner or search [nngames.co.uk](http://nngames.co.uk)

Read more... >



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## MATERIALS INCLUDED:

- Video viral teasers
- Major city media buying
- Campus flash mob event
- Facebook campaign page
- Direct-mail campaign
- Promotional flyers
- Campaign posters/banners
- Radio advertising
- Post-launch focus groups
- Launch analytics reporting

Media Buying in Leeds, Manchester, Newcastle and Birmingham



Huddersfield University - Flash mob event



Words&Pictures Case Study

# ICOP SMARTPHONE APP – CAMPAIGN LAUNCH STRATEGY

Within a few days of launching, iCOP was downloaded by more than 1,200 people and NGN were delighted with how many requests they were receiving for CO alarms from iCOP users. The campaign also won praise from industry regulators, CO awareness groups and universities.

The launch was supported by a Facebook competition campaign and hard-hitting viral flash mob which had hundreds of students sharing, liking and commenting.

All universities received a promotional pack including posters, flyers and edited films to be

Video viral teasers in 16 Student Unions



Promotional flyer and poster packs

Part of our Portfolio information pack

Direct-mail campaign



Social Media Strategy

