



Campaign Guidance and Usage

A guide to using assets and creating your own supporting campaign for the 'Make the Right Call' campaign.

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**MAKE THE
RIGHT CALL
FIRST TIME**

Make the Right Call campaign strategy

Make the Right Call campaign objectives

A cross industry campaign to help educate about the National Gas Emergency Service and the right time to call it.

After our emergency standards of service were affected by record calls in December 2023, we need to ensure people call for gas emergencies only.

We will help people by signposting to the right services for other gas issues such as meter or appliance problems.

Gas meter problems? Call your gas supplier

This number can be found at the top of your energy bill

Gas appliance problems? Call the Gas Safe Register 0800 408 5500

For general enquiries, or to find a Gas Safe Registered Engineer

Smell gas? Call the emergency number 0800 111 999*

Only call this number if you smell gas or suspect carbon monoxide

*All calls are recorded and may be monitored

Core campaign message

**MAKE THE
RIGHT CALL
FIRST TIME**

Reach the right service faster to get your problem solved

Call to Action:

**Gas meter problems?
Call your gas supplier**

This number can be found at the top of your energy bill

**Gas appliance problems?
Call the Gas Safe Register
0800 408 5500**

For general enquiries, or to find a Gas Safe Registered Engineer

**Smell gas?
Call the emergency number
0800 111 999***

Only call this number if you smell gas or suspect carbon monoxide

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**MAKE THE
RIGHT CALL
FIRST TIME**

**Make the Right Call
campaign elements**

Make the Right Call campaign mark

The mark has been created to communicate the message clearly and consistently.

The message is split into two key components: visual icon and message.

Please always use the full colour option on all collateral and outputs.



Colour

Primary colour palette

Customer research showed that red was seen as the most obvious colour to represent danger and warning. Changing this colour would dilute the serious message and warning we are trying to make.



Primary colour palette



Make the right call Orange 1

CMYK 0, 80, 9, 0
RGB 233, 78, 36
HEX #E94E24



Make the right call Orange 2

CMYK 0, 88, 100, 0
RGB 230, 56, 18
HEX #E63812



Make the right call Orange 3

CMYK 14, 97, 100, 0
RGB 207, 34, 25
HEX #CF2219



Make the right call Black

CMYK 40, 40, 40, 100
RGB 15, 12, 8
HEX #0F0C08



White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff

Mark usage examples



Don't add another message to the mark



Don't distort the mark



Don't rotate the mark



Always sit the logo on the orange background

Make the Right Call Typography

Headline typeface

The headline typeface has been selected to be as clear as possible and to communicate effectively.

Supporting typeface

The supporting typeface is lighter in weight and suitable for larger amounts of text.

Headline typeface

FuturaEF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Supporting typeface

Activ Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



**MAKE THE
RIGHT CALL
FIRST TIME**

**Make the Right Call
campaign launch style**

Campaign in use - Poster/Advert

Partner specific artwork

Partner logo example

MAKE THE RIGHT CALL FIRST TIME

Reach the right service faster to get your problem solved

Gas meter problems?
Call your gas supplier
This number can be found at the top of your energy bill

Gas appliance problems?
Call the Gas Safe Register
0800 408 5500
For general enquiries, or to find a Gas Safe Registered Engineer

Smell gas?
Call the emergency number
0800 111 999*
Only call this number if you smell gas or suspect carbon monoxide

*All calls are recorded and may be monitored.

Generic campaign artwork

No specific partner logo

MAKE THE RIGHT CALL FIRST TIME

Reach the right service faster to get your problem solved

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Call your gas supplier
This number can be found at the top of your energy bill

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Only call this number if you smell gas or suspect carbon monoxide

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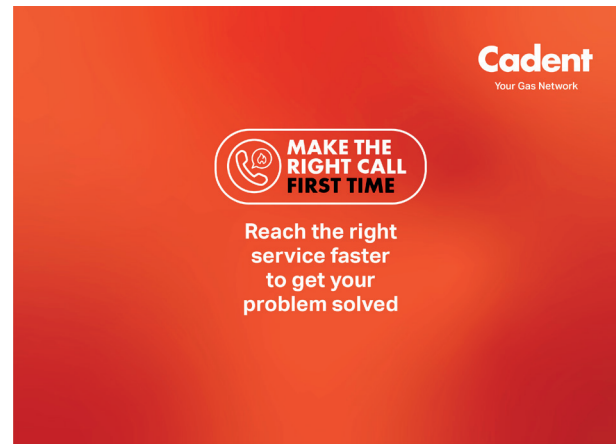
Campaign in use - Magnet and postcard

Campaign artwork



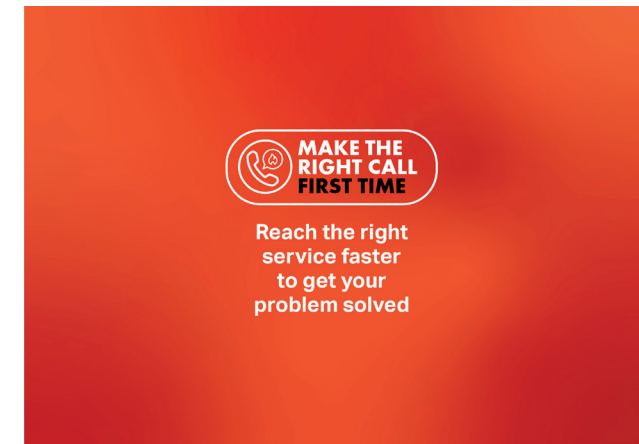
Partner specific postcard

Partner specific front

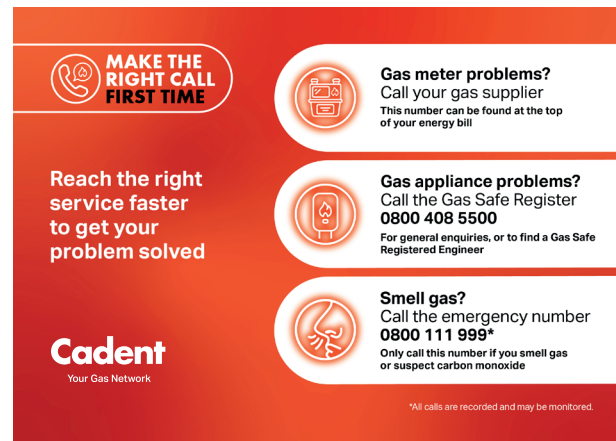


Generic postcard

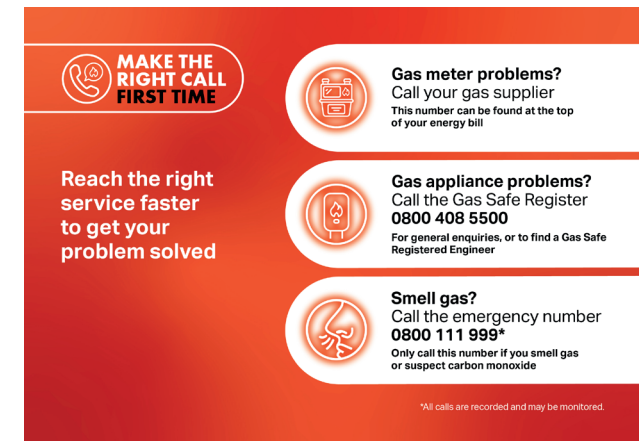
Generic front



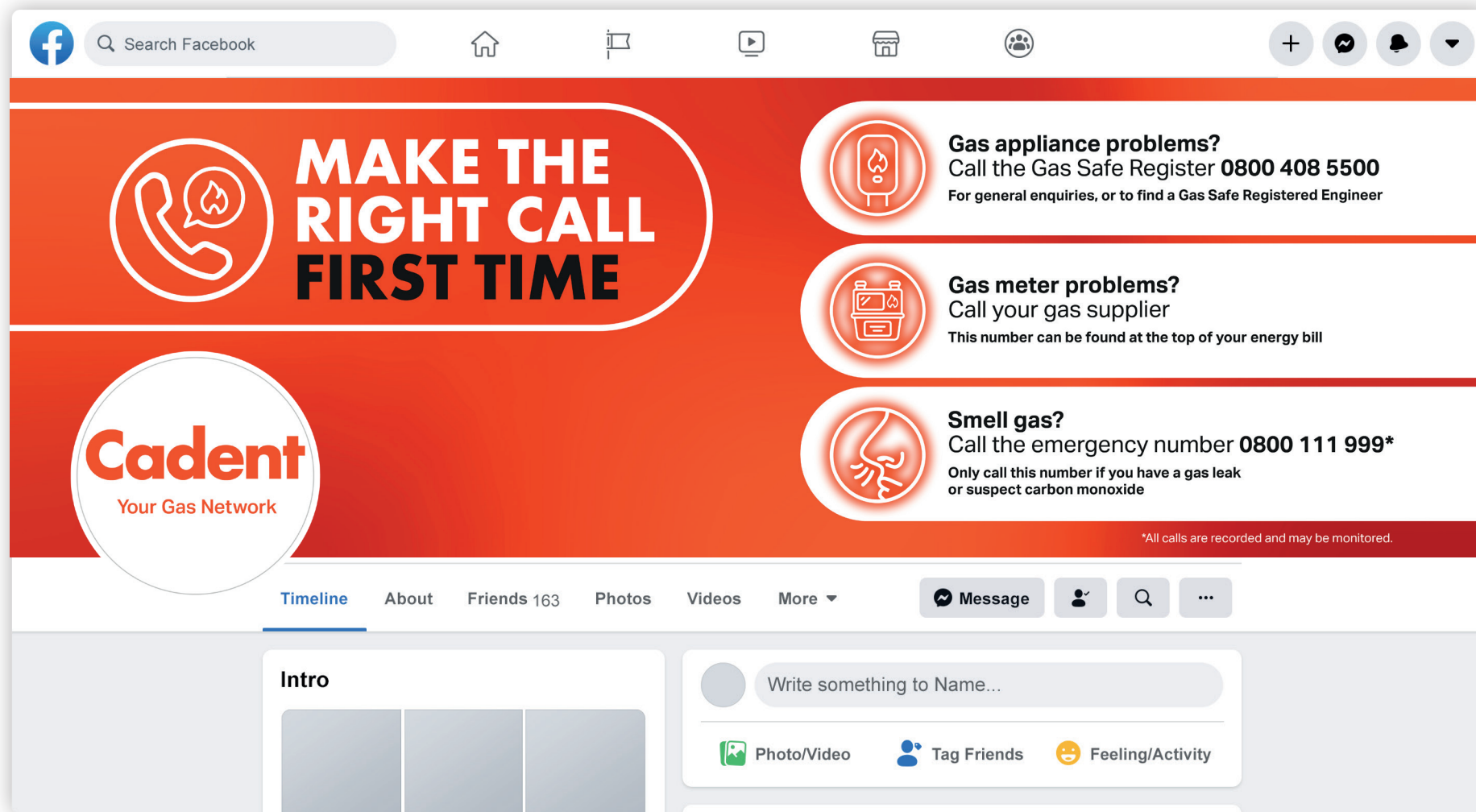
Partner specific back



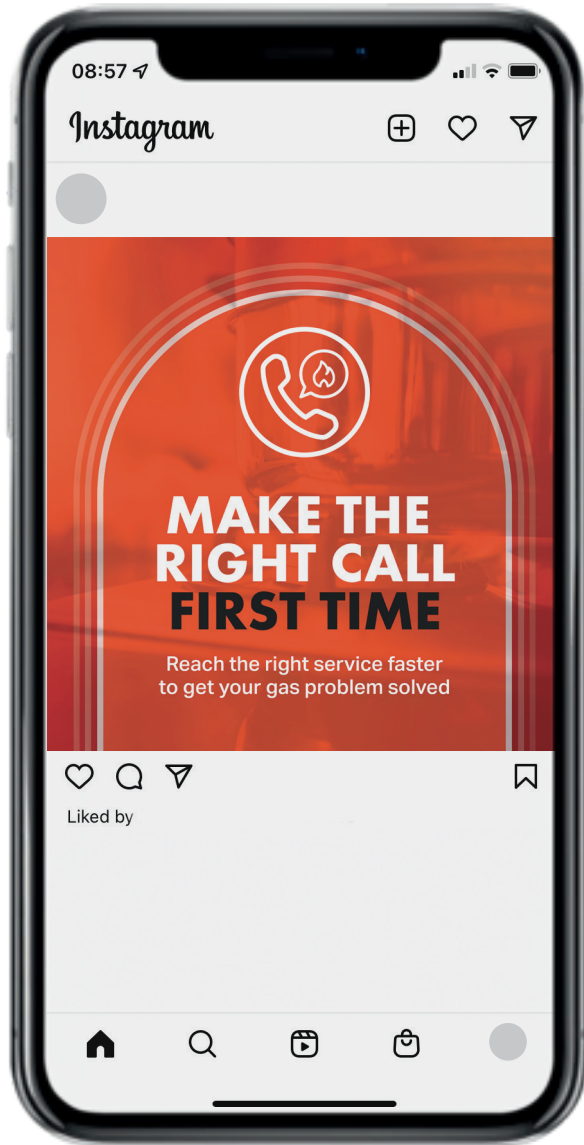
Generic back



Campaign in use - Social Media Banner with profile space



Campaign in use - Social Media Post



Gas appliance problems?
Call the Gas Safe Register
0800 408 5500
For general enquiries, or to find a Gas Safe Registered Engineer

Gas meter problems?
Call your gas supplier
This number can be found at the top of your energy bill

Smell gas?
Call the emergency number
0800 111 999*
Only call this number if you smell gas or suspect carbon monoxide
*All calls are recorded and may be monitored.

Campaign in use - Infographic

Partner specific artwork

Partner logo example

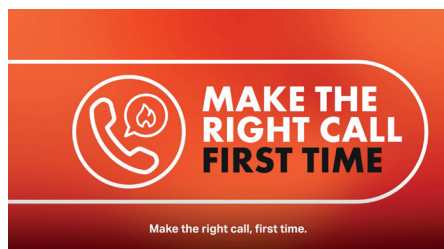
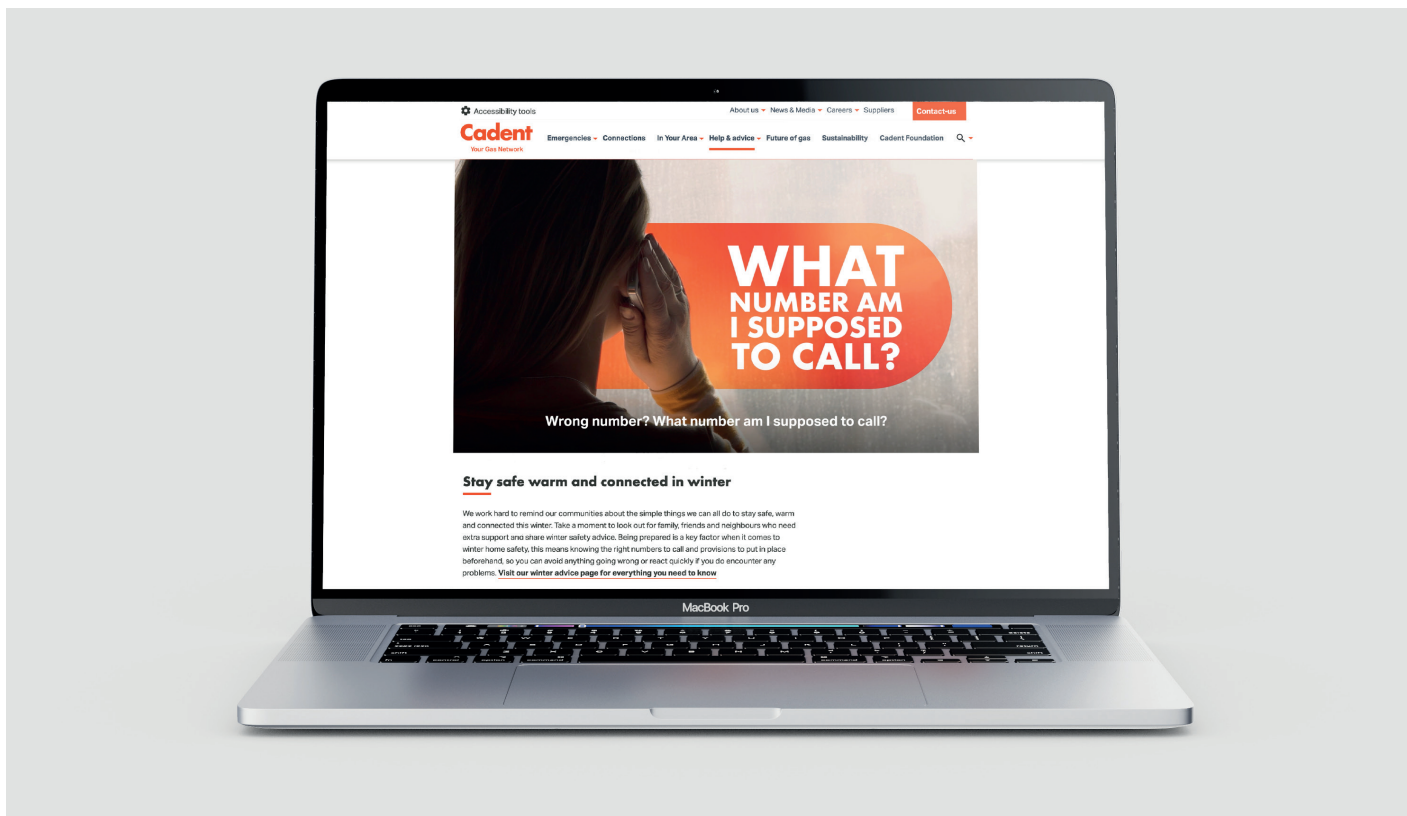
Generic campaign artwork

No specific partner logo

Campaign in use - Infographic poster



Campaign in use - Video (with and without background music)



Campaign in use - GP screen advertising

MAKE THE RIGHT CALL FIRST TIME

Cadent
Your Gas Network

Reach the right service faster to get your problem solved

- 1 Gas meter problems?**
Call your gas supplier
This number can be found at the top of your energy bill
- 2 Gas appliance problems?**
Call the Gas Safe Register
0800 408 5500
- 3 Smell gas?**
Call 0800 111 999*
Only call this number if you smell gas or suspect carbon monoxide

*All calls are recorded and may be monitored.

Medical Centre Opening Hours

Welcome to - Medical Centre + Telephone and Website

Messages - Keep records up to date, order prescriptions online...

Campaign in use - Youtube advertising



Core campaign radio advert script (60 seconds)

**Wrong number? What number am I supposed to call?
Make the right call, first time.**

**Gas meter problems?
Your gas supplier will help with your gas meter.
You can find their number at the top of your energy bill.**

**Issues with a gas appliance?
You'll need a Gas Safe Registered Engineer.
Call O eight hundred four zero eight five five zero zero.**

**Smell gas?
If you smell gas, or suspect carbon monoxide, call the Gas Emergency Service.
Call O eight hundred one one one nine nine nine*.**

Only call this emergency number if you smell gas, or suspect carbon monoxide.

**Make the right call, first time.
When you know the right number to call, you can reach
the right gas service faster and get your problem solved.**

*All calls are recorded and may be monitored

Core campaign radio advert script (40 seconds)

Ahh no, what number am I supposed to call?!

**If you have issues with your gas supply this winter,
make the RIGHT call, first time, every time!**

Gas meter problems?

Call your gas supplier on the number at the top of your energy bill.

Appliance or boiler troubles?

To find a qualified gas engineer contact Gas Safe Register.

Smell gas or suspect a leak?

**Call the Gas Emergency Service
on 0800 111 999 immediately.**

Make the RIGHT call, first time, and get your problem solved FASTER.



For more information contact the Communications team
at box.marketing@cadentgas.com