Safe Firearms Storage Public Education Campaign
Safe Firearms Storage Campaign

Campaign Partners

- Bureau of Justice Assistance, U.S. Department of Justice
- National Crime Prevention Council
- The Advertising Council, Inc.
- Merkley + Partners
Campaign Background

Campaign kicked off in March 2013 and launched in June 2014
Campaign Overview

Issue Background

Approximately 1.4 million homes have firearms stored in a way that makes them accessible to the wrong hands -- children, at-risk youth, potential thieves and people who intend to harm themselves or others.

Objective
Engage firearms owners and prospective owners on the importance of safe firearms storage.

Target
All current and prospective firearm owners.

Call to Action
“Remember, Always… Lock It Up” Visit NCPC.org for more information.
Upfront Work

- Firearms experts, organizations, and industry professionals
- Professors
- Firearms instructors
- FBI
- ATF
- Safe manufacturers
- Firearms manufacturers
Experts/Stakeholders/Partners
Talking With Firearms Owners

- Literature Review
  March - April 2013

- Focus groups
  June 2013

- Survey
  September 2013
Beliefs and Attitudes

What are firearms owners’ beliefs and attitudes?
“You have...the ability to carry this weapon, but you need to realize what will happen if you ever have to use it. If you ever have to pull it out, it’s going to be in a life or death situation. You will have to take a life. That to me, that fear, is something that you have to sit back and as an intelligent person, say, “Wow, this is a lot of responsibility.”

“Not fully understanding gun ownership and safety puts everyone else at risk.”
“I have 12 guns locked downstairs, but now I’m thinking if I have a gun unlocked, I’m 0% safe.”

“Now that I think about it, we have a lot more rules about the pool than we do about the gun.”

“It never crossed my mind that someone could come in and steal my guns. But after having this discussion, now I’m worried that a criminal element could get in to the house and take my guns.”
“The thought of someone breaking into my house is not top of mind, but the idea of someone using my guns in a criminal way to harm others scares me.”

“Stolen firearms don’t have the immediate, emotive impact as children.”
“Once you purchase a gun you are responsible for it. It’s almost like you brought this gun into the world.”
Review of Campaign Goals
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<tr>
<th>Campaign Goals</th>
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<td>Engage gun owners on the importance of safe firearms storage</td>
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<td>Inspire public to have conversations about firearms and firearms safety with their families</td>
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<td>Through messaging and fulfillment, provide target with resources it needs to instill firearms safety in homes and communities</td>
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<td>Emphasize that owning a gun comes with both rights and responsibilities</td>
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Current Campaign Strategy

“Never let your gun get in the wrong hands.”
Comprehensive Integrated Campaign

TV • Outdoor • Radio • Online • Partnership • Mobile
TV - “Do it for us”
TV - “The List”
Radio - “Heard on the News”
If you always store your firearm safely, no curious kids will put their fingers on it. And no gun will accidentally fire. Which means no screams of pain will be heard. And no 911 calls will be made. And no scars will be left. So please, always remember to keep your firearm stored safely.

Never let your gun get in the wrong hands.

Visit ncpc.org

LOCK IT UP.
Safe Firearms Storage Campaign and Results
Donated Media Results

In donated media support since June 2014

$15.3 M

Rank among all Ad Council campaigns in OOH support since June 2014

5th
Partnership Results

WildPostings - outdoor support across 5 cities (Washington DC, San Francisco, Baltimore, Chicago, and Los Angeles)

Secondary Media - 250-500K impressions/month across their elevator advertising network

Mobile - Ran geo-targeted mobile ads on their network and created custom mobile campaign landing page
Phase II

Phase II Campaign Creative
## Phase II Deliverables

- Web video
- Additional out of home
- Additional radio spot
- Redistribution
Share the Campaign

Share these PSAs through your networks

Show the PSAs on TVs in your offices

Link to Safe Firearms Storage page on NCPC’s website

WOM: Talk about the campaign
Website: www.ncpc.org
NCPC contact:

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Thank You