



in to The Flow



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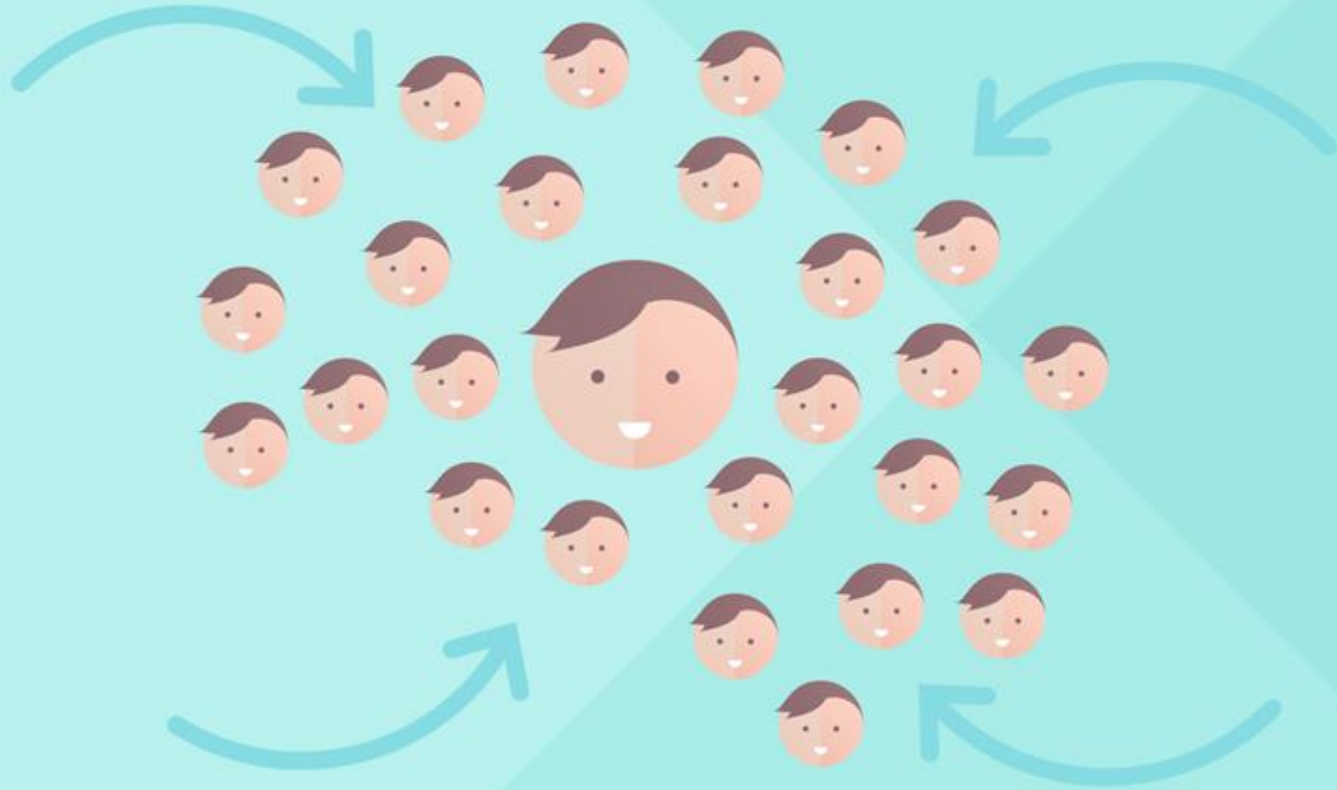
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From Theme to idea

Our action in Fire safety week?



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From Theme to idea

Our choice: children 6-8 years



From Theme to idea

the 4 national campaign elements



From Theme to idea

Don't teach, let them discover....
and let them influence their parents



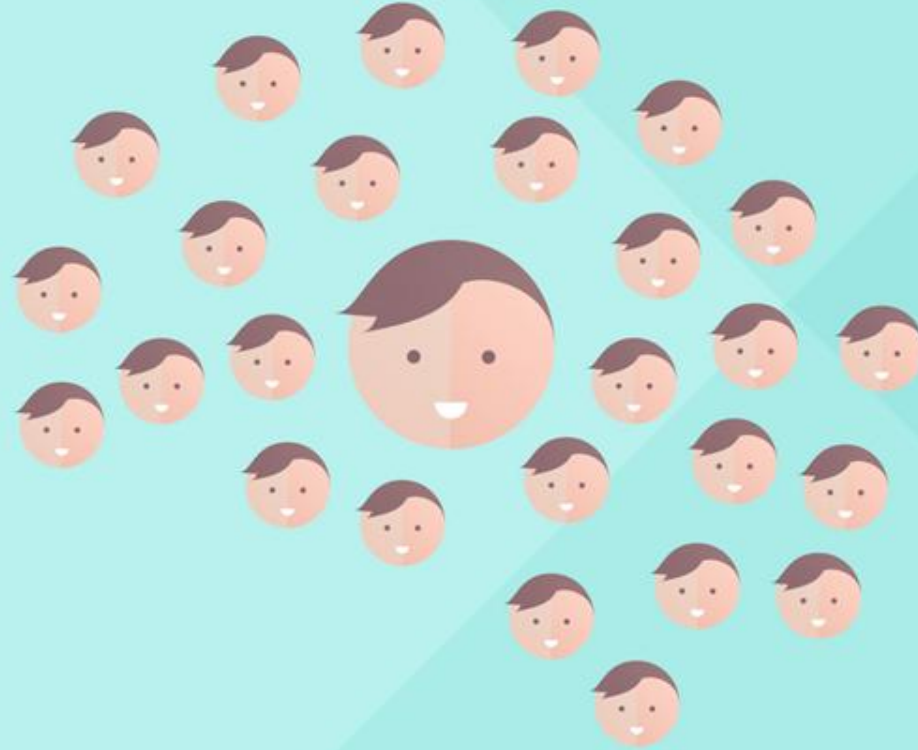
From Theme to idea

Cooperation and uniformity in 39 firestations



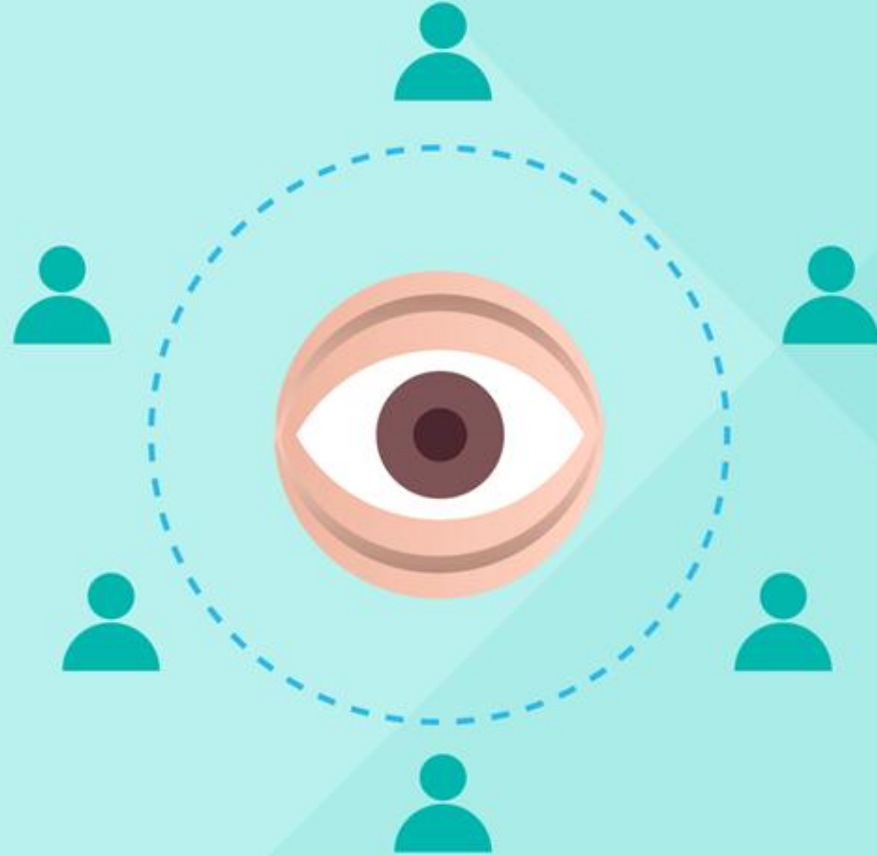
From Theme to concept

What kind of ideas are available?



From Theme to concept

The creative team



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From Theme to concept

Example: the child-traumatologist



From Theme to concept

Strong and lasting Brand



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From Theme to concept

Use casual communication-channels



Implementation and performance

The Concept of Professor Extinguisher



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Vader
Wijsneus

Preventie



Dochter
Schreeuwlelijk

Alarmeren



Zoon
Vliegenvlug

Vluchten



Moeder
Blushard

Nazorg



Druppie
Water



Vlamme
Vuur



Luci



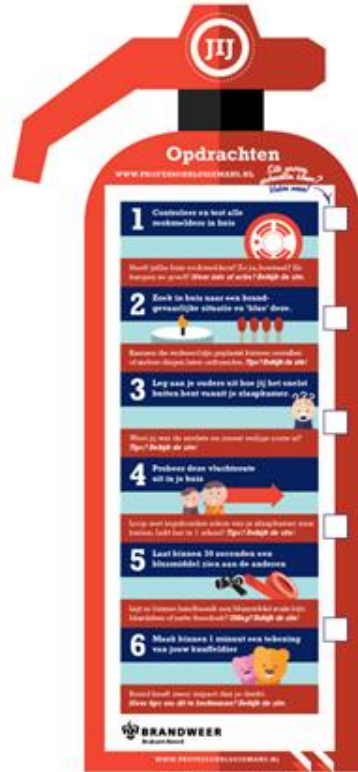
Fikkie



Berend

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The homework card



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Implementation and performance

The exposure in the neighborhood



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Implementation and performance

The web-application



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Results

716 Classroom-performances



716

**Klassengesprekken
over brandveiligheid**



Results

Children reached in region



17.000



Leerlingen persoonlijk benaderd

Results

The firebrigade and their new job



Rood op straat

Results

The amazed marketeers



Een resultaat boven verwachting

From results to the future

The development of follow-up-tools



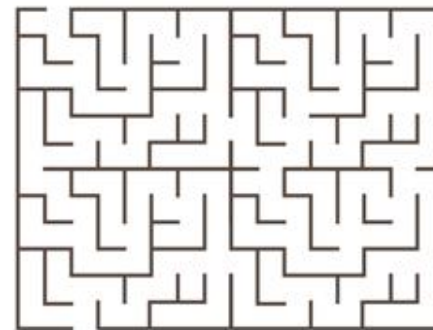
Spelbord



Kwartet



Uitbreiding familie



Vakantieboek

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From results tot the future

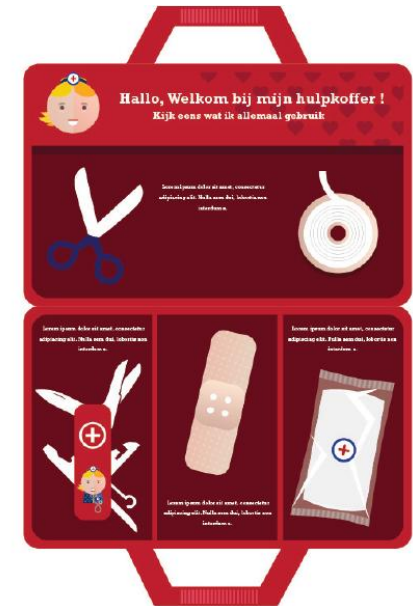
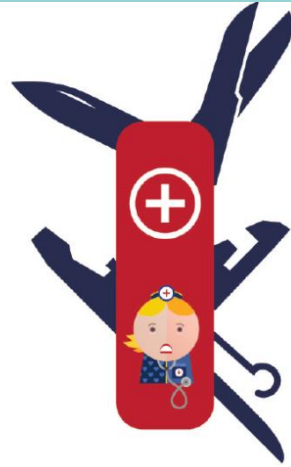
The adoption by the Public-Health-service

Welcome to:



From results tot the future

The adoption by the Public-Health-service





**Thank you for
your attention**