

END FAMILY FIRE: Ad Council Targets Accidental Gun Violence in the Home with Addressable TV through Xandr.



Family Fire is a shooting involving an improperly stored or misused gun in the home



OUR CHALLENGE

Kids are curious and can often find guns that their families think are well hidden. What's the best way to target gun owners specifically to teach them to protect their kids from family fire?

OUR SOLUTION

Make sure the right people get the message. To do this, the Ad Council partnered with Xandr, AT&T's advertising unit, deploying the company's unique *addressable television* capabilities, to deliver personalized advertisements in real time to DirecTV subscribers.

The Ad Council's "End Family Fire" television spot – showing an active, curious boy in conversation with his gun-owning father, who begins to realize he hasn't effectively hidden his gun – was targeted to specifically reach hunting enthusiasts with children under 18 living in the home.

OUR RESULTS

More than a third of subscribers from the target group recalled the Ad Council's ad, a 400 percent increase over the control group of general viewers, demonstrating that we successfully got our ad in front of our target – and they remembered it.

After seeing the ad, 46 percent of viewers said they planned to take some action, such as talking to friends and family about safe gun storage, visiting EndFamilyFire.org or even considering removing the guns they own from their household.

PARTNERSHIP ELEMENTS

- Measurement study with third-party partner, Buzzback
- Discovered new potential markets to target

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Every day, **8 kids** are unintentionally injured or killed by family fire

AT A GLANCE:

46%

of viewers planned to take some action after seeing ad

8M

TV impressions in one month

More than three-quarters of viewers who remembered the ad said it made them more aware of gun safety