

Dig Safe® - Meeting the Challenges of a Consortium

Dealing with a consortium where a number of different companies join together in an advertising and public relations program is a challenge for any agency. Media analysis, planning, and buying become more complicated when you have to answer to a number of different companies. Dig Safe is a consortium of



utility companies that joined together to provide contractors and property owners with a single point of contact to determine where they can dig safely avoiding buried gas, water, communica-

tions, and electric lines. The goal: eliminate digging in hazardous or inappropriate locations by mapping and marking utility lines.

AAI developed an awareness campaign using broadcast and cable television, radio, as well as outdoor and print advertising to reach the widest possible audience with a simple message “Call Before You Dig.”

Results:

Going beyond awareness to achieve high name recognition, today, throughout the New England region, you can see construction sites where the words “Dig Safe” have been painted on the pavement to show contractors and excavators exactly where it is safe to dig. As a result *no* utility lines have been hit on properly sites marked by Dig Safe helping the member utility companies maintain exemplary safety records.