



# OCG ENGAGES PUBLIC WITH NEW TWIST ON TRADITIONAL MESSAGE



## OBJECTIVE

Safety Week is a national awareness campaign instituted by the Construction Industry Safety Group and the Incident and Injury Free CEO Forum. The goal is to encourage safe practices in the construction industry and on construction job sites.

## SOLUTION

OCG developed a larger-than-life campaign to engage workers and the public. The messages correlated to construction site and work zone safety concerns — including speeding and distracted driving.



## TACTICS

The Barrel Monsters were designed and built by construction workers. Six teams developed unique designs with differing safety messages.

OCG brought the barrel monsters to life through social media. The public was encouraged to vote for their favorite monster via social media.

## RESULTS

Barrel Monsters made headlines and were featured by media outlets throughout Texas and the Southwest region.

- Hundreds took action and voted online
- 17,467 people reached on Facebook
- The campaign received a Work Zone Safety Awareness Award from the American Road and Transportation Builders Association



## VALUE PROPOSITION

Safety is a frequently discussed topic on the construction site, but messages can sometimes lose impact when delivered the same way via the same channels. Barrel Monsters was a clever safety awareness campaign that engaged workers and the traveling public. OCG's creative community engagement team can make your company's traditional messages dynamic and responsive with innovative solutions that get results.

