

Company: Kidde

Nomination Submitted by: Citizen Relations

Company Description: For over 100 years, Kidde has been a trusted name in fire safety, manufacturing residential smoke alarms, carbon monoxide detectors, fire extinguishers, and safety accessories. After introducing the first integrated smoke detection system a century ago, Kidde continues to set the standard and help protect people and property with advanced, smart and connected solutions for today's modern consumer.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Consumer PR for an Existing Product

Nomination Title: Kidde Detect: Protecting You from You Campaign



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Kidde's *Protecting You from You* campaign launched in May of 2024.

3. Specify the date on which this campaign or program was launched:

The fire safety category has long relied on repetitive, technical messaging. Kidde saw an opportunity to break this pattern by turning complexity into memorability.

Kidde transformed frustrating and uninspiring topics into engaging, easy-to-understand scenarios—making them entertaining and emotionally resonant. By establishing an approachable, human connection, the campaign delivered messaging that was not only more relatable but also more memorable and easier for consumers to retain.

Consumers underestimate the risk of house fires due to optimism bias¹—believing their home is a controlled environment and focusing more on external threats. However, simple, everyday actions can pose serious fire hazards. According to the NFPA, the leading causes of home fires include cooking, heating equipment, electrical distribution, and unattended candles—common, routine behaviors that don't feel dangerous. This disconnect between perceived safety and real risk formed the foundation of the campaign's message: fire safety starts with awareness of what we often overlook.

4. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 244 words used.

In 2024, Kidde developed a first-ever brand campaign. The goal was to make Kidde the first fire safety brand recognizable by name, driving both improved awareness and a more positive brand perception.

Kidde brought the "Help Protect You From You" campaign to life with a humorous yet insightful twist: showing how everyday human mistakes — even our own actions—can create fire hazards. Various talent served as the stand-in for all of us, embodying those well-intentioned but absentminded behaviors people perform without realizing the risk. Relatable people are placed in everyday scenarios like cooking, overloading the extension cord, or forgetting to clean the dryer lint trap, which can lead to potentially hazardous moments. The tone stays surprising and light, allowing humor to offset tension, making technical fire safety information feel approachable and emotionally grounded.

In [our hero TV spot](#) (please see attachment), as Nancy flubs through these everyday moments, a new Kidde device serves as her unobtrusive guardian — detecting faster, acting smarter, and saving time. The campaign positions the product not as a technical tool, but as your own cautious self — helping protect you from you (and your own lapses).

The campaign used lighthearted, emotionally resonant scenarios to reflect real-life moments where people unintentionally put themselves at risk. By showing that fire hazards often come from our own actions, it reframed safety as something personal and approachable.

The result: memorable, human-centered storytelling that made fire safety and Kidde feel relevant, engaging, and top-of-mind.

5. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 137 words used.

The campaign launched nationally across TV and digital video platforms to introduce the Kidde Detect product line. Ads featured emotionally resonant and relatable storytelling that highlighted everyday fire risks, helping to humanize fire safety. These spots ran across both traditional broadcast and streaming platforms to maximize reach.

In parallel, targeted social media efforts on platforms like YouTube, Facebook, and Instagram used a mix of organic content and paid promotions to extend the campaign's reach, drive engagement, and encourage consumer interaction.

In year one of the campaign (2024), Kidde saw strong performance across key brand metrics. Aided brand awareness increased by **9%**, and brand consideration rose by **10%**, demonstrating success in shifting perception and relevance. Additionally, digital performance improved significantly, with a **48% increase in ad click-through rates**, indicating stronger engagement and message resonance with the target audience.

6. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 172 words used.

The Kidde Detect campaign ignited powerful results, generating over **850 million impressions** across earned media, brand channels, and influencer content.

In addition to a strong press and mat release strategy, the team secured high-impact earned placements—from expert tech reviews to campaign-focused features—contributing **841+ million impressions** and establishing Kidde Detect as a leader in smart safety innovation.

To bring our "Protecting You From You" (HPYFY) message to life, we partnered with Emmy-winning actor **Eric Stonestreet**, whose comedic timing and authenticity made complex safety topics relatable. His humorous take on everyday mishaps added levity to a serious subject—driving **5.2 million impressions** and a **3.3% engagement rate**.

Further amplifying reach, we collaborated with **six nano to mid-tier influencers** who shared personal "oops" moments and real-life reasons they trust Kidde Detect for their homes and families. This content struck a chord with audiences, earning **3.2 million impressions** and a **3.4% average engagement rate**.

Together, these efforts delivered big impact—blending education, entertainment, and innovation to engage consumers and spark smarter fire safety conversations.

7. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 126 words used.

Attached is a document featuring links to top-tier media coverage spotlighting the launch of **Kidde Detect**, Kidde's most advanced line of smoke and carbon monoxide alarms to date. These placements serve as third-party validation of the claims made in this nomination and highlight the campaign's wide-reaching impact.

Coverage from leading tech, consumer, and lifestyle outlets—including *TechHive*, *MediaPost*, *Security Sales & Integration*, *SDM*, and *Good Housekeeping*—reinforced the innovation and relevance of Kidde Detect in today's connected home landscape. Stories consistently called out the product's faster response time, dual detection technology, and bold new brand positioning.

Collectively, these materials demonstrate how Kidde Detect broke through a crowded category with strong messaging, credible voices, and tech-forward storytelling—successfully shifting the fire safety conversation and deepening consumer trust in the brand.

Attachments/Videos/Links:

[Kidde Detect: Protecting You from You Campaign](#)

[REDACTED FOR PUBLICATION]