

When it comes to reporting a potentially dangerous natural gas situation, anyone can be the one.

Not enough people are calling 911 when they smell gas. They just assume someone else did. And, not enough people are calling 811 before they dig. When it comes to reporting a potentially dangerous natural gas situation, it's everyone's responsibility to "Be the 1" to call 911 or 811.

To reach customers with this life-saving message, our goal was to keep it simple. We told them:



If you smell something, do something.

We wanted to let our audience know that all it takes is one phone call to stop a potentially dangerous situation. The message—delivered across a mix of channels including television, digital audio and paid social media—was simple: if you smell gas, Be the One to call 911.



Know where gas lines are—and where they aren't.

There are 35,000 miles of natural gas pipeline beneath us—and all around us. Delivering safe, reliable energy to homes and businesses. Anyone can dig where these lines are buried. Our message—delivered across multiple channels—was to play it safe and call 811 before you dig.

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