

Dear Admiral

I was both shocked and dismayed to view your latest advert on television.

As part of the insurance industry I would have thought you would have had more sense than to show a fire sprinkler system being actuated from a mobile phone by accident!

For over thirty years we have been trying to educate the film and television industry as to how automatic fire sprinklers operate to save lives and property.

We recently visited the BBC Studios to meet with Directors and Producers to educate them on the reason sprinklers actuate and how they actuate.

As a Member of the Fire Sprinkler Insurance Liaison Group we work closely with Members of the ABI and Independent Insurance Companies.

Post-Grenfell we have been working to educate Councils, Politicians and the construction industry as to the value of fitting sprinklers to save lives.

We are currently campaigning with Zurich to get sprinklers installed in schools in England following our success in Scotland and Wales.

To be faced with such a mindless cartoon which does nothing to assist ourselves or the insurance industry to encourage the use of sprinklers to save lives and protect property really beggars belief.

I fail to see how this cartoon will attract new business to the industry and sadly it will cause people to hesitate to fit a life saving system that benefits insurance companies.

Please remove this pathetic piece of advertising from our screens before it does more damage to the sprinkler industry and the insurance industry.

Yours faithfully

Keith MacGillivray

Keith MacGillivray MBE MA BSc
Chief Executive
British Automatic Fire Sprinkler Association

Dear Keith

Thank you for taking the time to contact us and give us the opportunity to address your concerns regarding the use of a fire sprinkler system in our new advertising campaign.

We are very sorry for any offence that may have been caused by our new advert, and that you think it could cause people to hesitate to fit a life-saving system. It was never our intention to suggest that automatic home sprinklers are anything but a vital, preventative measure which could potentially save lives.

The animated advert is meant to show how complicated life can be through the dramatisation of a situation, rather than a realistic claim scenario. Our focus is not supposed to be the sprinkler system, or the advantages that they offer.

Throughout the production process we carried out due diligence to allay potential issues for consumers and our stakeholders. As a result, we had no cause for concern about the use of sprinklers in the animated advert.

Please rest assured that we recognise the importance of fire sprinklers and the safety role they play in homes and business premises.

We are very grateful to you for bringing your concerns to our attention and also for raising awareness of the importance of sprinklers to industry and the general public.

We will consider the points you have raised before we produce any future adverts of this nature.

Yours faithfully,

Victoria Newman

Head of PR, Content and Social

DD: 029 20602071