

# HAVE A SAFE

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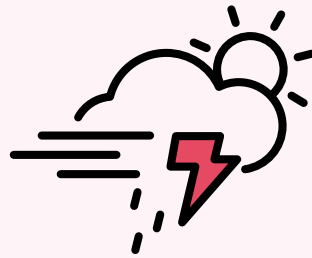
**P**

**JOURNEY PLANNING CAMPAIGN - AUTUMN/WINTER 2023**

Partner Toolkit



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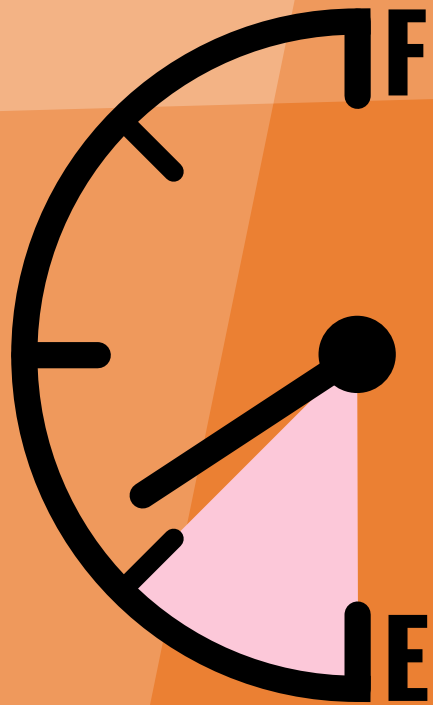
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# CAMPAIGN OVERVIEW

# CAMPAIGN BACKGROUND



**National Highways is responsible for operating, maintaining and improving 4,500 miles of England's motorways and major A-roads, linking towns, cities, ports and airports, and getting people to where they need to be on time – safely and reliably.**

With safety our number one priority, we aim to at least halve the number of people killed or seriously injured on our roads by the end of 2025, with a longer-term goal of achieving a zero-harm network.

To support this vision and help road users to stay – and feel – safe on our road network, National Highways has developed a long-term road safety campaign that demonstrates to drivers how to prepare for long journeys during holiday periods.

After a successful summer campaign, the second wave runs from 27 October until 22 December 2023. The first four weeks will focus on autumn creative, before switching to winter on 24 November.

# OBJECTIVE AND AUDIENCE



## Objective

The campaign goal is to encourage drivers to plan their journey in advance, including all necessary vehicle checks as well as factoring in rest stops before they set off on any long or significant journey.

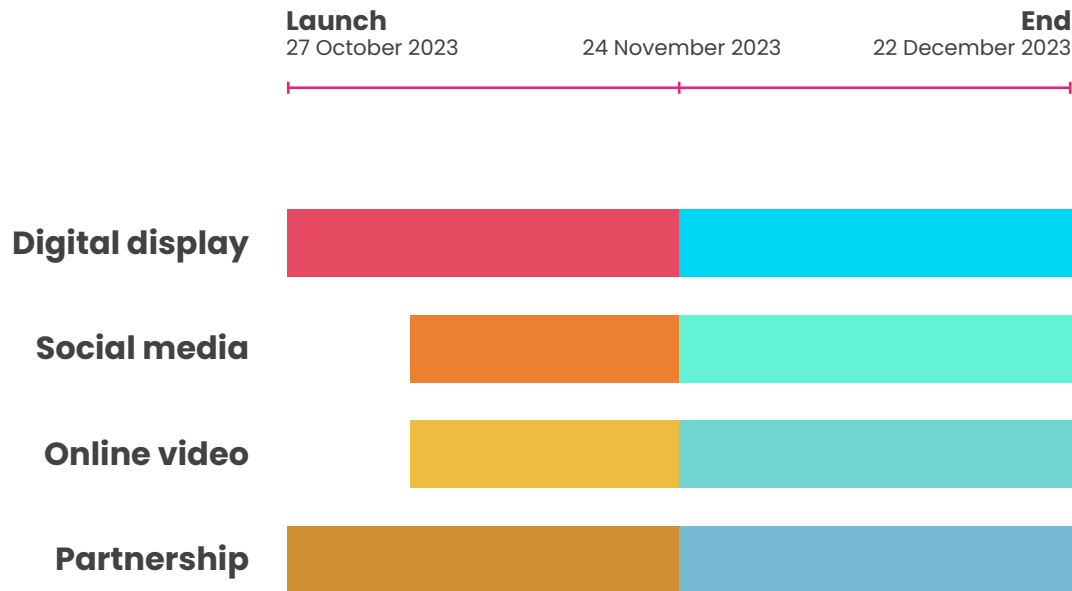
## Audience

The campaign aims to reach all road users, but with a focus on families and young drivers.

# CAMPAIGN MEDIA LANDSCAPE

Running during autumn and winter 2023, the campaign will be promoted through paid media, including on-line video, digital display and social, as well as partnership and owned channels activities.

On 24 November the creative executions will change from autumn to winter messaging





# CAMPAIGN MESSAGING

# KEY MESSAGING

Have a safe T.R.I.P. before you embark on any long journey:

- **Top-up** fuel/battery, oil and screen-wash
- **Rest** plan your rest stops every 2 hours
- **Inspect** tyre pressure and tread
- **Prepare** for all weather conditions

## HAVE A SAFE

<b>T</b> 	<b>R</b> 	<b>I</b> 	<b>P</b> 
<b>TOP-UP</b> fuel, oil, screen-wash	<b>REST</b> every 2 hours	<b>INSPECT</b> tyres	<b>PREPARE</b> for weather





# BEHAVIOURS MESSAGING

# T



## TOP-UP

fuel, oil, screen-wash

## TOP-UP

**Fuel/Battery** – Before setting out on a long journey, check your fuel or battery levels.

- For petrol or diesel vehicles – make sure you fill up your tank and always keep it at least one quarter full to avoid running out of fuel.
- For electric vehicles – make sure your battery is fully charged and plan your journey to include stops with en route chargers; try to keep your battery level above 20% at all times.

**Oil** – Use your dipstick to check oil regularly and before any long journey, top up when needed.

**Screen-wash** – To ensure you have good visibility, always keep your screen-wash topped up so you can clear any debris or dirt off your windscreen.

This will help you avoid breaking down on a busy road or motorway, and potentially putting yourself and others at risk.

# BEHAVIOURS MESSAGING

# R



**REST**  
every 2 hours

## REST

Having a rest while driving is not only important for your safety but also contributes to a more enjoyable and stress-free travel experience.

- Get a good night's sleep the night before your journey.
- Plan your journey and factor in rest stops with a minimum break of at least 15 minutes every two hours to help you stay alert.

# BEHAVIOURS MESSAGING

# I



## INSPECT

tyres

## INSPECT

One in five motorway breakdowns are caused by tyre problems. You're also more likely to be involved in a breakdown if your tyres are incorrectly inflated.

Make sure you check your tyre pressure and tyre tread before you go on a day trip or holiday this season.

- Driving with incorrectly inflated tyres – even as little as 10% below or above – makes your braking distance longer, your vehicle harder to steer and shortens the lifespan of your tyres.
- Driving with low-tread tyres reduces the control you have over your vehicle, making your braking distance longer, especially in wet conditions.

# BEHAVIOURS MESSAGING

# P



**PREPARE**  
for weather

## PREPARE

Check the weather forecast for your route and destination and ensure you are prepared for severe weather.

- Use your visor in low sun and always keep a pair of sunglasses in the car to help with glare.
- If heavy downpours, strong winds or fog are expected, consider delaying your journey until it clears.

Check your route in advance of setting out to see if there are any incidents or roadworks that you should be aware of.

Foggy mornings and low-level sunlight at dawn and dusk can make driving challenging. Plan for early sunsets and adjust to the reduced daylight.



**CAMPAIGN CREATIVE**

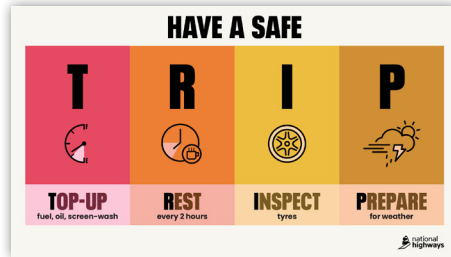
# SOCIAL MEDIA - AUTUMN



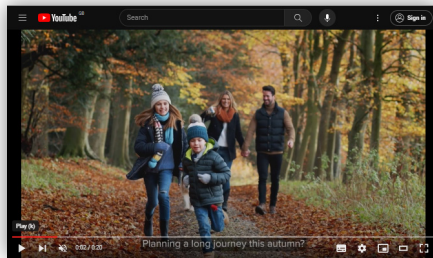
Social static 9x16



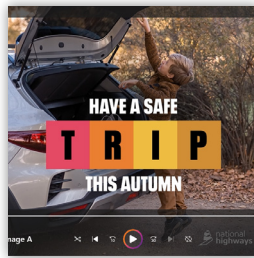
Social static 1x1



Social static 16x9



20s YouTube video



Social videos 1x1 – also available as 16x9 and 9x16



We have a range of social assets available that can be used on social media channels, websites, blogs or newsletters. They include:

- Static assets available in three formats: 1x1, 16x9, 9x16
- Video assets, with two different images available in three formats each: 1x1, 16x9, 9x16

To download the assets, click [here](#).

- YouTube video that you can link to in your social posts. You can view it [here](#).

# DIGITAL DISPLAY - AUTUMN



Skyscraper 300x600



Billboard 970x250



MPU 300x250



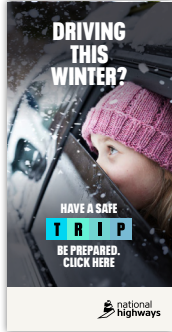
MPU 300x250

We have also produced set of digital banners that can be used on any digital channels and internal comms.

If you use these assets on your channels, please hyperlink them to the campaign page [nationalhighways.co.uk/TRIP/](https://nationalhighways.co.uk/TRIP/)

To download the assets, click [here](#).

# WINTER EXECUTIONS



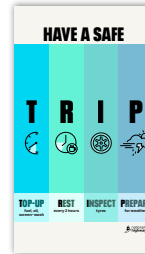
Skyscraper  
300x600



MPU 300x250



Billboard 970x250



Social static  
9x16



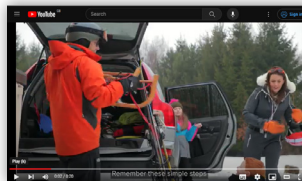
Social static 1x1



Social static 16x9



Social videos 1x1 – also available as 16x9 and 9x16



20s YouTube video

Winter creative assets will be available [here](#) for download on 24 November 2023.



# VEHICLE CHECKS VIDEOS



Tyre pressure | [download here](#)



Tyre tread | [download here](#)



Oil | [download here](#)



Screen-wash | [download here](#)



Lights | [download here](#)

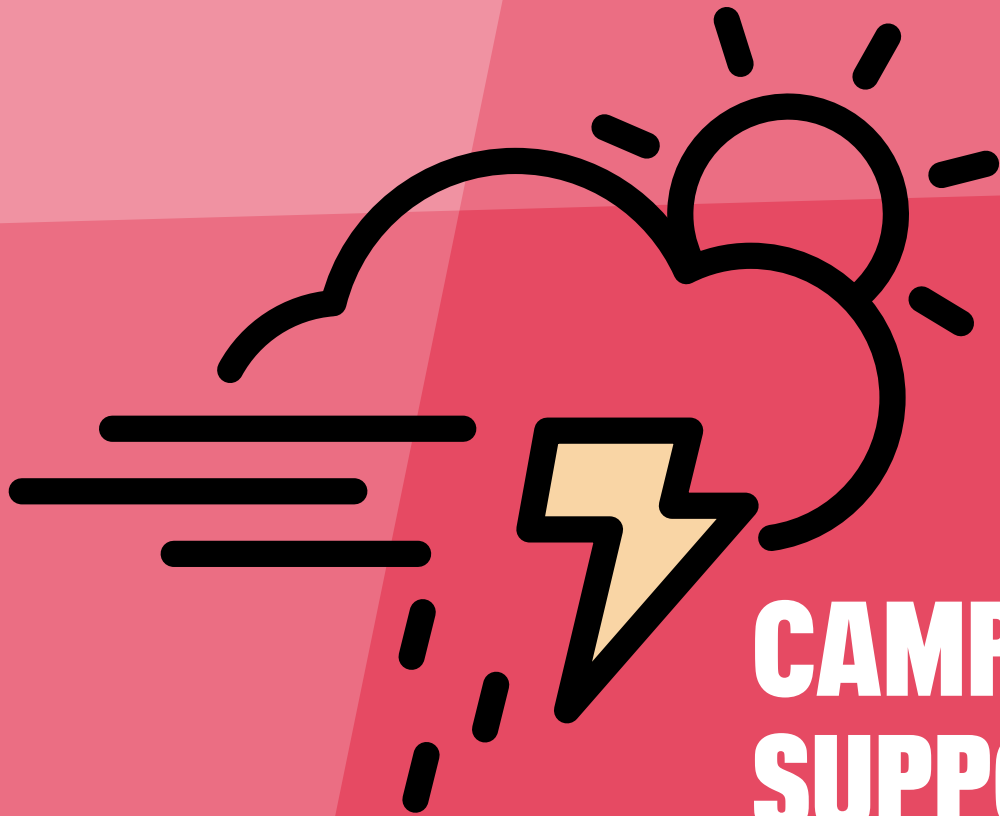
We also have 1-minute video assets that show how to conduct essential vehicle checks including:

- **Tyre pressure**
- **Tyre tread**
- **Oil**
- **Screen-wash**
- **Lights**

You could share them on your social media channels throughout the campaign and beyond.

To download them, click the respective links underneath the images and go to the three dots at the bottom right corner of the video.

The videos are also available on [YouTube](#)



**CAMPAIGN PARTNER  
SUPPORT**

# HOW YOU CAN GET INVOLVED



We would be delighted for you to help spread the word and support this campaign through your channels. To promote the campaign, you could:

- Use a range of digital and social resources on your social media channels, websites or any other digital channels, e.g. digital screens (if you require any bespoke formats that are not included in this toolkit, please request it on [marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk)).
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues, customers or members.
- Reshare the campaign's social posts from National Highways' **Facebook**, **X**, **Instagram** and **LinkedIn** on your social channels using #TRIP
- Have a conversation with your audience, letting them know about the importance of vehicle checks and journey planning, and direct them to the campaign page for more information **[nationalhighways.co.uk/TRIP](https://nationalhighways.co.uk/TRIP)**

If you do support the campaign, we would love to hear about it for our evaluation – please email us on [marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk)

# SOCIAL MEDIA SUPPORT

To support the campaign on your social media you could create your own posts using the messaging from the toolkit, or you can use the following captions and direct your audience to [nationalhighways.co.uk/TRIP](https://nationalhighways.co.uk/TRIP) for more information.

- Breakdowns can be avoidable. Simple vehicle checks can help you have a safer journey and save you time and money. For your safety, remember #TRIP: Top-up, Rest, Inspect and Prepare.
- Thinking about going away? Remember #TRIP to ensure you get to your destination on time, and safely. You will need to Top-up, Rest, Inspect and Prepare.
- If you're heading out this autumn, make sure your #TRIP is a safe one. Always remember to Top-up, Rest, Inspect and Prepare.
- Have a safe #TRIP this autumn. Remember to Top-up, Rest, Inspect and Prepare before travelling to your destination.
- Top-up, Rest, Inspect, and Prepare. It's the easy, quick way to ensure your #TRIP is a safe one.

Or you could reshare our post on your social channels to align with our messaging. Please visit our channels below:

- [Facebook posts](#)
- [X posts](#)
- [Instagram posts](#)
- [LinkedIn posts](#)

# THANK YOU FOR YOUR SUPPORT

For any questions about  
the campaign please email  
[marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk)