



TyreSafe[®]
tyresafe.org

Keep your tyres in good 'elf

**A TyreSafe
Christmas Adventure**



#ElfApprovedTyres
#TyreSafety

Campaign objectives:

1. **Raise Tyre Safety Awareness:** Educate the public about the importance of tyre safety during the holiday season.
2. **Engage and Entertain:** Create entertaining and memorable content to engage the audience.
3. **Drive Action:** Encourage the public to check their tyres and prioritise safety this Christmas.
4. **Spread Joy:** Infuse a touch of holiday spirit into the crucial message of tyre safety.

Core messaging:

- Get into the holiday spirit and tyre safety with “Keep Your Tyres in Good ‘Elf.’”
- Your tyres deserve some ‘elf-care this Christmas.
- Safety is the best gift you can give your loved ones.
- Check your tyres, spread the joy, and make your holiday journeys safe.

Campaign materials:

Social media post examples/ideas

1. Campaign announcement

(December 1st):

Introducing ‘Keep Your Tyres in Good ‘Elf’ - a whimsical journey with Santa’s helpers to make your holiday travels safer. Follow along for daily tips, fun facts, and a sprinkle of holiday magic!
#GoodElfTyres #ElfApprovedTyres #TyreSafety”

2. Offer announcement

(December 1st):

This Christmas, give the gift of safety! We’re offering ‘Free Tyre Elf Checks’ throughout December. Schedule yours today and keep your loved ones safe on the road. **#ElfApprovedTyres #TyreSafety”**

2. Elf scenario

(December 5th):

Santa’s ‘elves’ are checking tyre pressure today! Ensure your tyres are in perfect shape for safe holiday journeys. **#GoodElfTyres #TyreSafety**





3. Tread depth check

(December 12th):

The 'elf' gang is back, and this time they're examining tread depth! Don't tread on thin ice—make sure your tyres are ready for winter.

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4. The TyreSafe Elf has a message

(December 15)

Even elves know when to shelve their tyres! Driving on defective tyres is a false economy - and could make for a nightmare before Christmas.

#ElfApprovedTyres #TyreSafety"

5. Elf ignores his TPMS

Uh-oh! Elf's ignoring the TPMS light, and he's in quite the pickle! Don't let this happen to you - check your tyres and keep the holiday spirit alive.

#GoodElfTyres #TyreSafety #ElfApprovedTyres

6. Elf learned a tough lesson!

Buying part-worn without a stamp is risky business! Be the smart Elf and follow the safe and save advice this holiday season. **#GoodElfTyres #TyreSafety #ElfApprovedTyres**

Downloadable poster

We've created a festive poster featuring the "Keep Your Tyres in Good 'Elf'" logo and campaign hashtag #ElfApprovedTyres. Members can download this and add their own logo to display in their windows, reception areas or forecourts.

Press release template

We'll give you access to a press release template that you can populate with your own garage's information, giving the public an understanding of where and how they can access free tyre 'elf' checks.

How to get involved

1. Offer Free Tyre 'Elf Checks:

Throughout December, provide free tyre checks at your service centre. Advertise this service as part of the campaign.

2. Share Elf Scenarios:

Share the 'elf' scenarios provided as part of the campaign on your social media channels.

3. Use Campaign Hashtags:

Include **#GoodElfTyres** and **#ElfApprovedTyres** in your social media posts and stories to join the festive conversation.

4. Share the Poster:

Download the campaign poster, share it on your social media platforms, and encourage your followers to do the same.

Let's make this holiday season 'elf-approved and safe for all. Join us on this magical adventure, and remember, a safe car is the best sleigh of all!

Merry Christmas and safe travels to all!



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