



**TyreSafe**<sup>®</sup>  
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. **#ElfApprovedTyres #TyreSafety**

### 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:

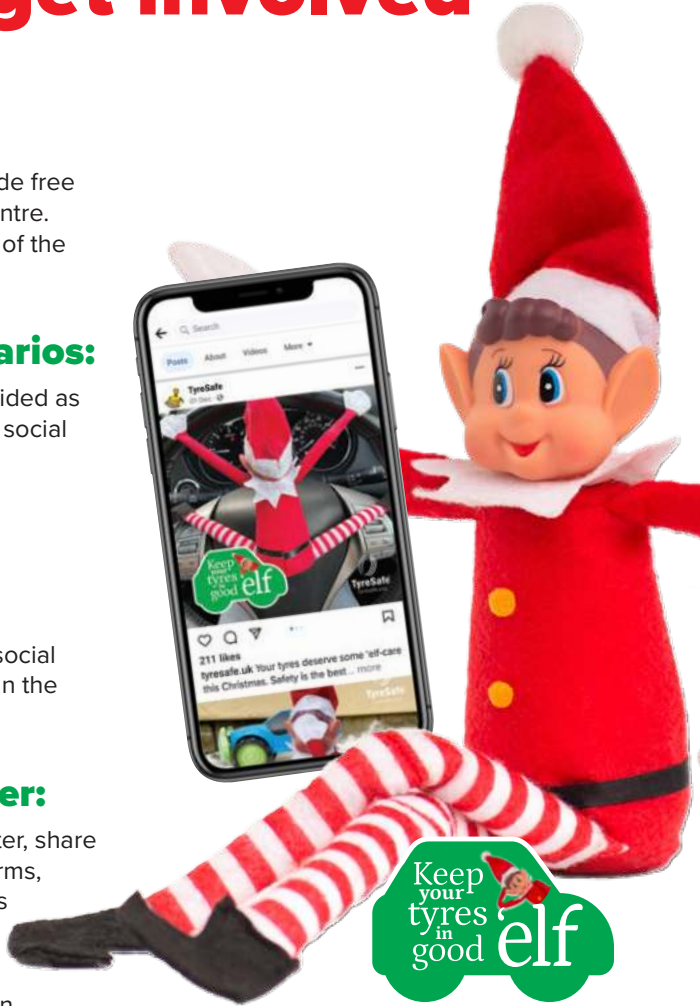
Include **#GoodElfTyres** and **#ElfApprovedTyres** in your social media posts and stories to join the festive conversation.

## 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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Registered Charity Number 1168354 (England & Wales)