

Have a safe

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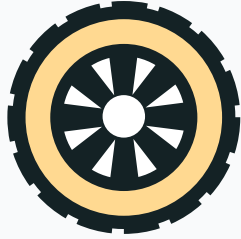
National Highways Seasonal Campaign

Autumn 2024

Partner Toolkit



Contents



Campaign overview 3

Campaign background 4

Objective and audience 5

Focus on inspect tyres 6

Campaign media landscape 7

Campaign messaging 8

Key messaging 9

Behaviours messaging 10

Campaign creative 14

Creative assets 15

Social media support 16

Campaign partner support 18

How you can get involved 19

Campaign overview





Campaign background

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

Safety is our number one priority; it underpins everything we do. We are committed to reducing the number of people killed or seriously injured on our roads.

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

After a successful launch in summer 2023 and with seasonal waves over the winter, spring and this summer, we are running another autumn campaign in October 2024.



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.

Focus on INSPECT TYRES

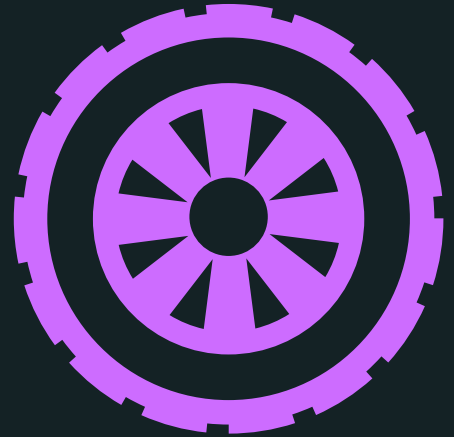
With weather conditions changing in autumn, we are focusing on the 'inspect' element of the T.R.I.P acronym, with a call to action for drivers to check their tyres before setting off.

With more than half (55%) of UK drivers – equating to 18.9 million drivers in England – admitting they don't check their tyre tread most or all of the time before a long journey (>2 hours), and 48% (equivalent of 16.5 million) not checking their tyre pressure most or all of the time,

National Highways is calling for all drivers to get tyre confident and check them before embarking on long journeys this autumn.

We're holding a series of regional events led by our Regional Safety Programme Managers and working with our partners to engage with road users about tyre safety.

To find out more about tyre checks, click [here](#).



Campaign media landscape



The campaign will be promoted through owned and earned media channels including social media and partnership activity.



Campaign messaging



Key messaging

To have a safe T.R.I.P. follow these steps 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



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TOP-UP

fuel, oil, screen-wash

Behaviours messaging

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.

R



REST
every 2 hours

Behaviours messaging **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.



INSPECT
tyres

Behaviours messaging

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.

P



PREPARE

for weather

Behaviours messaging

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.

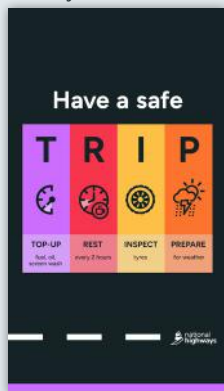
Check your route in advance of setting out to see if there are any incidents or roadworks that you should be aware of.

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



Acronym asset 9x16



Acronym asset 1x1



Acronym asset 16x9



Imagery asset 9x16



Imagery asset 1x1



Imagery asset 16x9



Social media – static assets

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

They include:

- TRIP acronym assets in three formats: 1x1, 9x16, 16x9
- Imagery assets in three formats: 1x1, 9x16, 16x9

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

Social media support

Please help encourage safer driving and help to reduce collisions by sharing this campaign on your social feeds. Use the following captions, or take messaging from this toolkit to direct your audience to 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.*

Reshare our posts on your social channels to align with our messaging. Please visit our channels below:

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

Vehicle checks videos

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

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

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](#)



Tyre pressure | [download here](#)



Tyre tread | [download here](#)



Oil | [download here](#)



Screen-wash | [download here](#)



Lights | [download here](#)

**Campaign
partner
support**



How you can get involved

You can help to influence safer driving behaviour on our roads by supporting this campaign through your own channels. To promote the campaign:

- 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).
- 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**

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



Have a safe

T R I P

this Autumn

Thank you for
your support

For any questions about
the campaign please email
marketing@nationalhighways.co.uk