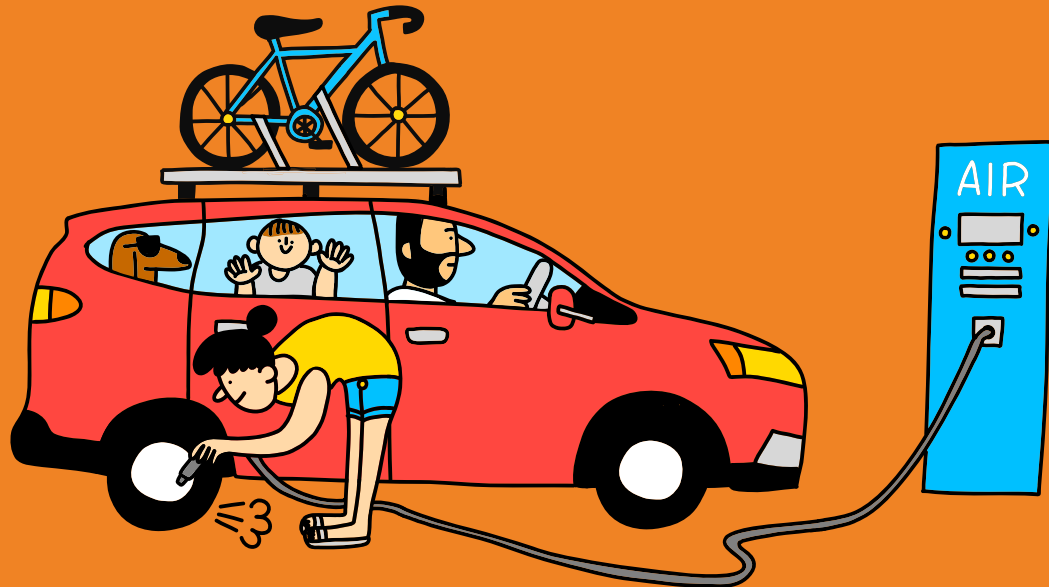


# Highways England Summer Tyre checks campaign Partner Toolkit

Version 1.0  
July 2021



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# campaign overview

# campaign background



**Highways England is responsible for operating, maintaining and improving all 4,517 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 the Covid-19 restrictions reducing since 'freedom day' on 19 July 2021, holidays and day trips in England are expected to form a big part of the 'return to a new normal' throughout July and August – perhaps more this year than ever before.

Yet, with vehicles used significantly less during the last 15 months, many require maintenance to make sure they are fully roadworthy. Because of this, it is more important than ever to carry out essential vehicle checks, especially where tyre pressure, tread and general condition are concerned.

# campaign objective and audience



## Objective:

The campaign goal is to encourage drivers to check their tyre pressure before they set off on long journeys this summer, with a secondary objective to carry out further vehicle checks while in situ.

## Audience:

The campaign aims to reach all road users but with a focus on families and young drivers. Families are a priority, due to the likelihood of day trips and holidays in England this summer.

# Marketing brief

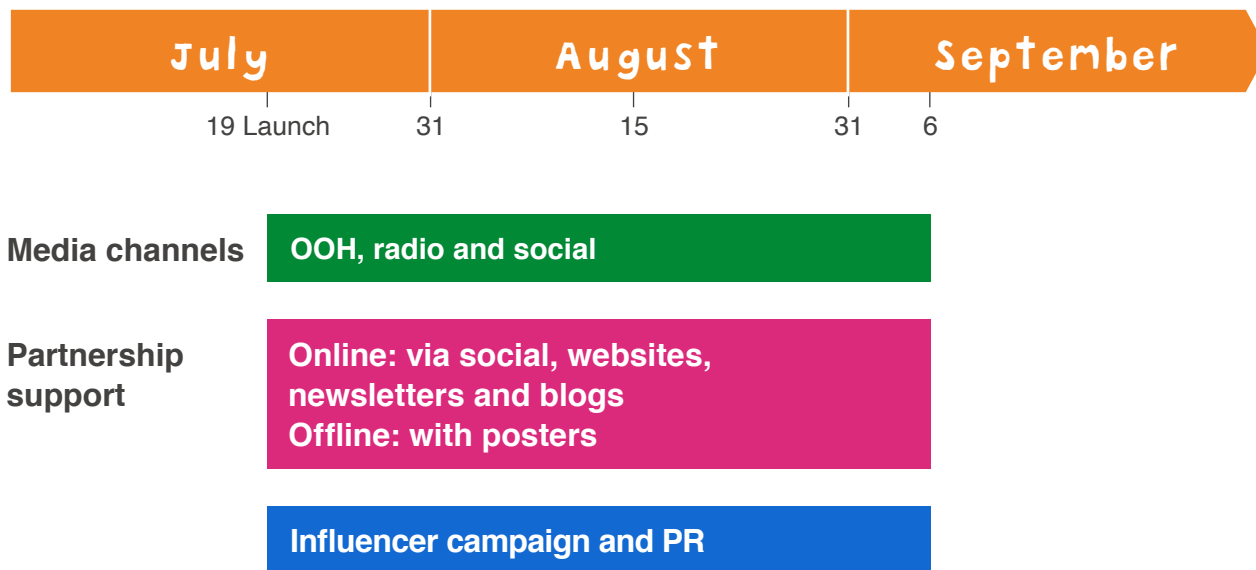


# campaign implementation

# campaign media landscape

Running throughout summer 2021 (from 19 July to 6 Sept), the campaign features a simple creative encompassing out-of-home advertising at large supermarkets with a petrol station on site or in close proximity, through to radio and social, plus search, as well as partnership activity to drive awareness.

This is alongside a programme of owned and earned social media, media relations and PR activity.





# campaign messaging and creative

# Primary message



**One in five motorway breakdowns are caused by tyre problems. You're more likely to be involved in a breakdown if your tyres are incorrectly inflated. Make sure you check your tyre pressure before you go on a day trip or holiday this summer.**

## Key stats:

- One in five motorway breakdowns are caused by tyre problems.
- In 2019, almost half of accidents on the SRN (Strategic Road Network) in which vehicle defects were a contributory factor were due to under-inflated, defective or illegal tyres.
- One in five adults, and three in five young people, admit to never having checked their tyre tread depth (TyreSafe).
- 2.2 million (7%) of MOT failures in the UK during 2018 to 2019 were due to tyre failures.

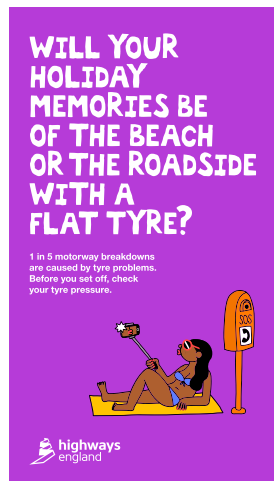
# Secondary messages

- Driving with incorrectly inflated tyres – even as little as 10% below or above – makes your braking distance longer, your vehicle harder to steer, uses more fuel, more quickly, and shortens the lifespan of your tyres, forcing earlier and more frequent replacement.
- Driving with low-tread tyres reduces the control you have over your vehicle, makes your braking distance longer and costs you more in fuel.
- Legally, your tyres should have a tread of at least 1.6mm. If you're stopped by the police and found with illegal tyres, you could receive a £2,500 fine and three penalty points per tyre.
- Poor tyre pressure and over-worn tyres cause accidents and breakdowns.
- Correctly inflated tyres are also better for the environment – using less fuel, reducing your carbon footprint, creating less environmental pollution and reducing waste, as the tyres don't wear out as quickly.
- As the nation's Covid-19 national lockdown comes to an end, families will be looking forward to getting back to day trips and holidays this summer.
- With most cars driven considerably less frequently during lockdown, vehicle checks are more important than ever.
- Anyone taking a long or significant journey should check their vehicle before setting off, including tyre pressure, tyre tread, fuel, oil, screenwash and lights.
- After 15 months of reduced car use during the pandemic, vehicles may be lacking essential maintenance. For any significant or long journey, always check your tyre pressure is in line with your make and model's recommendations – found in your vehicle's manual, petrol cap or driver door – and that tyre tread is more than 1.6mm.
- It takes around 10 minutes to check tyre pressure and tread before setting off on a long journey – don't risk ruining a long-awaited day trip or holiday with a breakdown or incident caused by poorly maintained tyres.



# creative approach

With bright and eye-catching creative, engaging headlines and distinctive illustrations we want to remind drivers that failure to check their tyres before travelling could result in a 'less than ideal' start to their holiday.



SOS creative



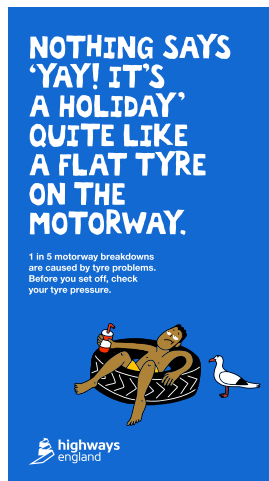
Jellyfish creative



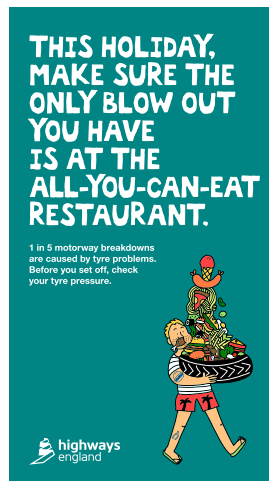
Picnic creative



Sandcastle creative



Rubber ring creative



All-you-can-eat creative

# creative assets



The campaign offers a range of assets for partners to use, including:

- **Campaign narrative**, that can be used for creation of web content, blogs, newsletter for your audience to read, or any internal comms to your colleagues or members.
- **Posters**, to be used at OOH placements as well as in-store or any indoor area where your audience might see them.
- **Digital and social assets** (including static posts as well as animated gifs), to be used on your social media channels, websites or any other digi channels, e.g. digital screens.
- **Radio ad**, to be used on your tannoy channels.

We also have a range of existing **video assets** on vehicle checks that you are welcome to share on your channels. They are available to download at [highwaysengland.co.uk/tyrecheck-resources/](https://highwaysengland.co.uk/tyrecheck-resources/)

# Posters

## Posters including out-of-home 6 sheet with:

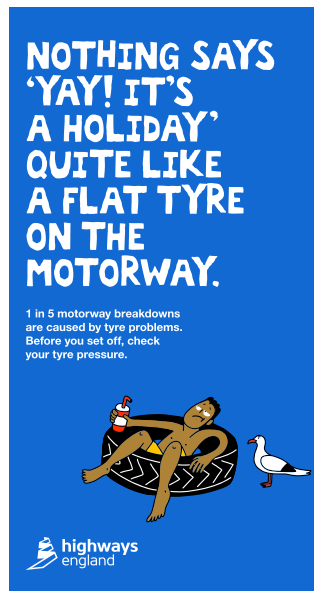
- Jellyfish creative
- Rubber ring creative
- Sandcastle creative

These assets and the rest of the creative posters will be available to download at [highwaysengland.co.uk/tyrecheck-resources/](https://highwaysengland.co.uk/tyrecheck-resources/)

If you require any additional formats (e.g. A0, A2, A3, or A4) please contact [partnerships@highwaysengland.co.uk](mailto:partnerships@highwaysengland.co.uk)



Jellyfish creative



Rubber ring creative



Sandcastle creative

# Digital assets

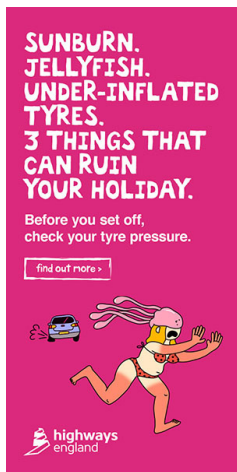
## Web banners with Jellyfish creative including:

- 300x600
- 160x600
- 300x250
- 728x90
- 320x50
- 970x250

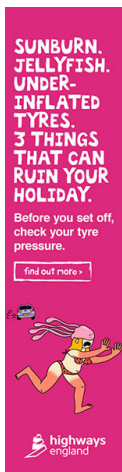
## Mailchimp banner with Tyre Pressure creative:

- 1200x250

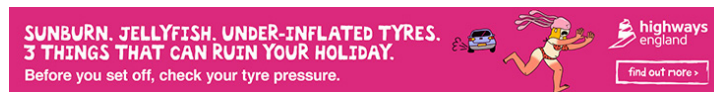
These assets and the rest of the creative banners will be available to download at [highwaysengland.co.uk/tyrecheck-resources/](https://highwaysengland.co.uk/tyrecheck-resources/)



300x600



160x600



728x90



970x250



320x50



1200x250



300x250

# Social assets

Social assets with Jellyfish creative including:

- 9x16
- 16x9
- 1x1 (with and without call to action)

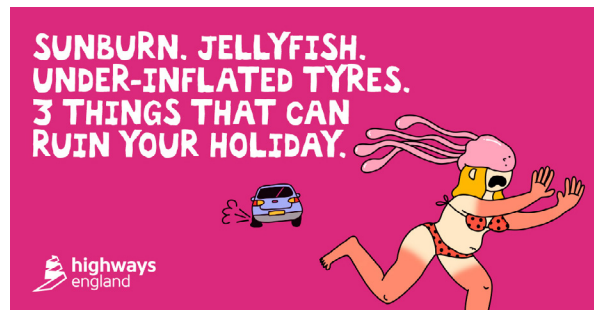
These assets and the rest of the creative social assets will be available to download at [highwaysengland.co.uk/tyrecheck-resources/](https://highwaysengland.co.uk/tyrecheck-resources/)



9x16



1x1



16x9



# 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 messages, you could:

- Distribute the posters where your audience might see them – outdoor and any retail areas, notice boards or washrooms.
- Use a range of digital and social resources on your social media channels, websites or any other digital channels, e.g. digital screens.
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues, customers or members.
- Have a conversation with your customers, letting them know about the importance of tyre checks and basic vehicle maintenance before embarking on a long journey.

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

# Thank you for your support



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