

National Highways Breakdown Campaign Wave 4

Partner Toolkit

August 2022



National Highways Breakdown Campaign Partner Toolkit



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Campaign overview



Background and campaign objective

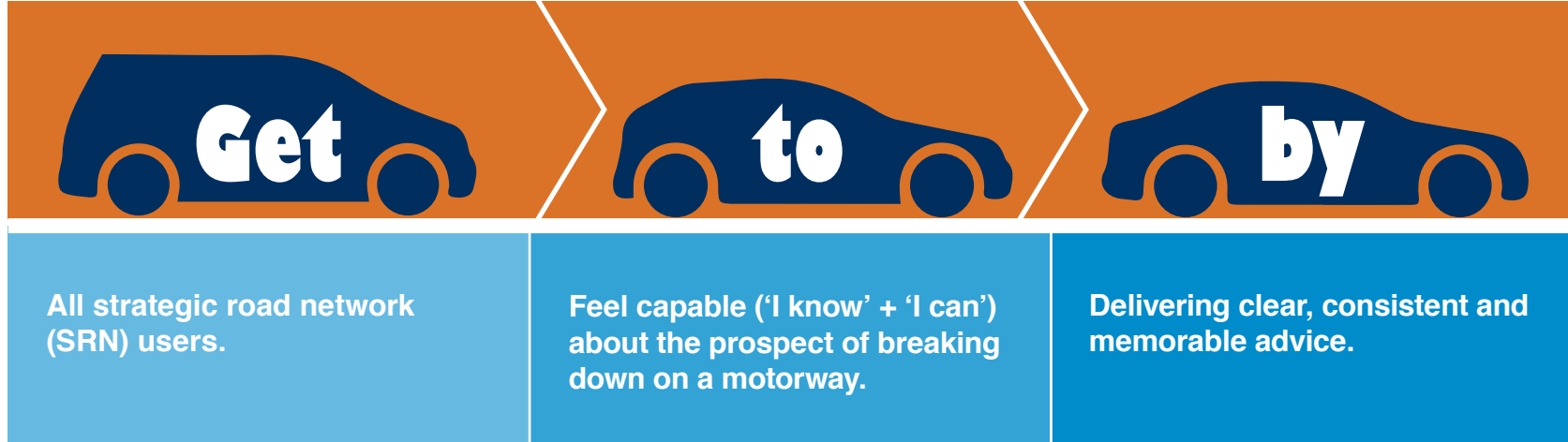
Safety is our number one priority – any death on our roads is one too many. While our roads are amongst the safest in the world, we recognise there is always an opportunity to make journeys safer, easier and more reliable for users.

National Highways Breakdown campaign, aims to improve road users' awareness and confidence around what to do in the event of a breakdown on a motorway, including those without a hard shoulder, helping people feel more capable and equipped should it happen to them.

The Breakdown campaign launched in March 2021 and now the fourth wave, starting 1 August 2022, will reinforce campaign messages via radio, out of home, video on demand and social media advertising, as well as partnership activity – all supported by a campaign toolkit.

Thank you for your earlier support of this campaign. We look forward to working with you again and further improving campaign awareness.

Marketing brief



Campaign landscape



Campaign messaging and creative

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While our breakdown advice can't be boiled down to a two or three-word phrase, **LEFT** is the golden thread that unites the most important campaign messaging.



Primary messaging

If you break down on the motorway:

1. Put your **LEFT** indicators on
2. Move into the **LEFT** lane
3. Exit **LEFT** at the next junction/services, or
4. Exit **LEFT** into an emergency area or hard shoulder
5. Put your hazard lights on
6. Get behind a safety barrier where there is one; keep well away from moving traffic
7. Call National Highways on 0300 123 5000; then a breakdown provider for help

If you cannot do the above, or in an emergency, stay in your vehicle, keep seatbelts and hazard lights on. Call 999 immediately.

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Other relevant messaging to breakdowns and preventative measures such as vehicle checks and journey planning will be communicated during the campaign.



Supporting messages

How you can help prevent a breakdown on the motorway:

- 1) Make sure you have enough fuel for your trip
- 2) Check your oil
- 3) Check your tyre pressure.

More supporting messages can be found on the campaign website:
www.nationalhighways.co.uk/breakdowns/

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The Breakdown campaign will be promoted with a number of offline and online creative assets including:

- Radio
- Video assets
- Posters
- Social assets

You can access and download all assets from the campaign resource page:
<https://nationalhighways.co.uk/road-safety/breakdown-campaign-resources/>

Creative assets



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Video assets

Social 'Go left' videos including:

- 30s and 20s

Social 'Behind the scenes' videos including four 20s films:

- Hard shoulder
- Emergency area
- Can't go left
- Preventing a breakdown

Accessibility videos including:

- Subtitled social films
- Subtitled British Sign Language (BSL) video

You can download the video assets [here](#).



Social 'Go left' video – 30s



Social 'Go left' video – 20s



Social, Hard shoulder



Social, Emergency area



Social, Can't go left



Social, Preventing a breakdown



Social BTS videos, subtitled



Social 30s, subtitled



BSL video

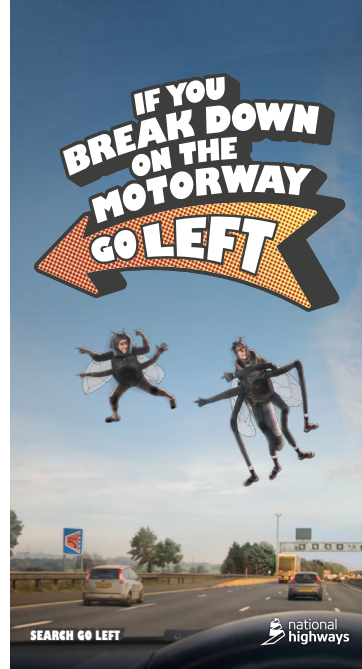
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Posters including:

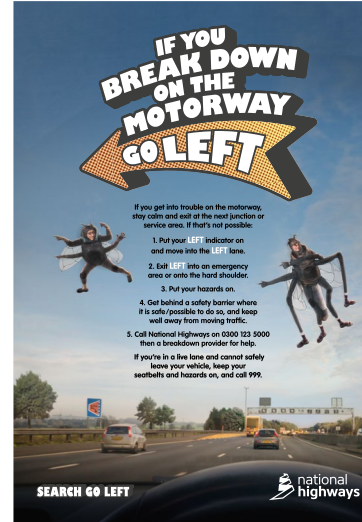
- Out of home
6-sheet poster
- A3 Key-steps poster
- A3 Poster

You can download the posters [here](#).

Posters



6-Sheet



A3 Key-steps poster



A3 Poster

Social stories and static images

Social stories including:

- 'Go Left' story
- 'Can't go left' story
- 'Preventing a breakdown' story

The social stories are to be used on Facebook and Instagram channels.

Social static images including:

- 1:1 square format
- 16:9 landscape format
- 9:16 portrait format

You can download the social assets [here](#).



'Go left' story



'Can't go left' story



'Preventing a breakdown' story



Static 1:1, 16:9 and 9:16



Campaign **partner support**

How you can get involved

We would be delighted for you to help spread the word about this campaign. Please support us through your channels.

To promote the campaign messages, you could:

- Distribute the posters where your audience might see them – retail areas, notice boards, waiting rooms 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 that if they get into trouble on the motorway, go left!

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



Campaign localisation

You can also localise the campaign by adding your logo on printed and digital resources to make them even more relevant to your audience.

To ensure that the Breakdown campaign is communicated in an appropriate and consistent manner we would require all co-branded materials to be supplied to the National Highways marketing team for approval.

If you would like to discuss co-branding opportunities, or have any questions, please contact us at marketing@nationalhighways.co.uk

Thank you
for your support

