



**BEWARE THE
BUBBLE**

CAMPAIGN TOOLKIT

Version 1.0

Updated May 2021

PURPOSE

This document provides guidance for those helping to promote Network Rail's new public safety campaign – Beware the Bubble.

Collateral highlighted in this guide is for use across digital and station channels.

Network Rail is providing design guidance only, printing and installation is to be managed locally.

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1.0 CAMPAIGN OVERVIEW & MESSAGING

1.1 CAMPAIGN OVERVIEW

Network Rail has a reputation as one of the safest railways in the world. We work hard to keep the general public and passengers safe and we want everyone home safe every day. However, the railway is only as safe as the way it's used by people and despite our strong track record, we still see too many accidents on our network every year.

In 2018 we undertook extensive research to understand public and passenger safety attitudes and behaviour towards the railway. The findings identified 'significant proportions of the population are unaware of the dangers around the railway' particularly at train stations and level crossings.

Furthermore, most public and passenger injuries in stations are caused by slips, trips and falls, and the greatest risk at level crossings is pedestrians struck by trains (RSSB, 2020). Data shows that accidents can happen anywhere and at any time, but the key common behaviour is that they are caused by inattention – people who are distracted or have become complacent about the dangers around them.

'Beware the Bubble' is a new public safety campaign, which aims to combat this distraction by encouraging people to be more present and mindful of their surroundings when using the railway. The campaign has been developed based on one simple, psychological and relatable truth – we all live our lives 'in a bubble' but sometimes this can lead to injury or harm. We see far less of the world than we think we do, especially when we're distracted by something.

The primary objective of the campaign is to remind all rail users of the potential dangers around the railway and positively encourage them to take responsibility for their own personal safety.

1.2 NATIONAL CAMPAIGN ACTIVITY

Beware the Bubble will launch in June 2021 and be promoted across communication channels including audio, digital, social and out-of-home (OOH).

The support of the rail industry will be essential in helping to maximise the reach of the campaign to our target audience.

This document sets out resources you can use so that together we can help keep people safe, wherever they are on the railway.



1.3 CAMPAIGN NARRATIVE

Copy from the campaign narrative can be used to help communicate the campaign to public and passenger audiences across a range of platforms.

Ever feel like you're in a world of your own?

That private 'bubble', where you can be lost in your phone, your favourite song, or simply your thoughts.

It might be a more dangerous place than you think... while the UK's railway is one of the safest in Europe, we still see hundreds of accidents each year across our stations and level crossings.

An increasing number of studies have shown that many of these accidents may be due to inattention – when we lose sight of what's around us because our head's elsewhere.

So we're calling on everyone to take care as they travel, wherever their attention wanders. And help us keep people safe, wherever they are on the railway.

KEY MESSAGES

Campaign name

Beware the Bubble

Primary

Take care as you travel, wherever your attention wanders.

Secondary

Help us keep you safe, wherever you are on the railway.



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1.4 CAMPAIGN AUDIENCES

Whether a passenger, lineside neighbour or someone who occasionally comes into contact with the railway, we're all prone to slipping into that 'bubble'. And so this campaign seeks to address individuals who may be distracted in certain scenarios through their behaviour rather than talking to specific audience groups.

The three main scenarios the campaign focuses on include:

- Travelling through a station
- Crossing a level crossing
- Using stairs within the railway environment





**2.0 DIGITAL
CHANNEL
RESOURCES**

2.1 THE FILM

The campaign's main resource is a 30 second film which aims to bring 'the bubble' to life for our audiences by building an emotional connection.

The film features various rail users on autopilot across multiple scenarios, providing a very real illustration of how people might be distracted in their 'bubble' and how this could lead to potentially dangerous situations. There is a time and a place for everyone to enjoy being in a 'bubble' – but the railway is not one of them.

The 30 second film will be available on YouTube and across social media and digital advertising. The film can be shared on your website, social media channels or via digital screens in stations.

[WATCH VIA YOUTUBE](#)

[DOWNLOAD 30 SECOND FILM](#)

[DOWNLOAD 30 SECOND FILM \(SUBTITLED\)](#)



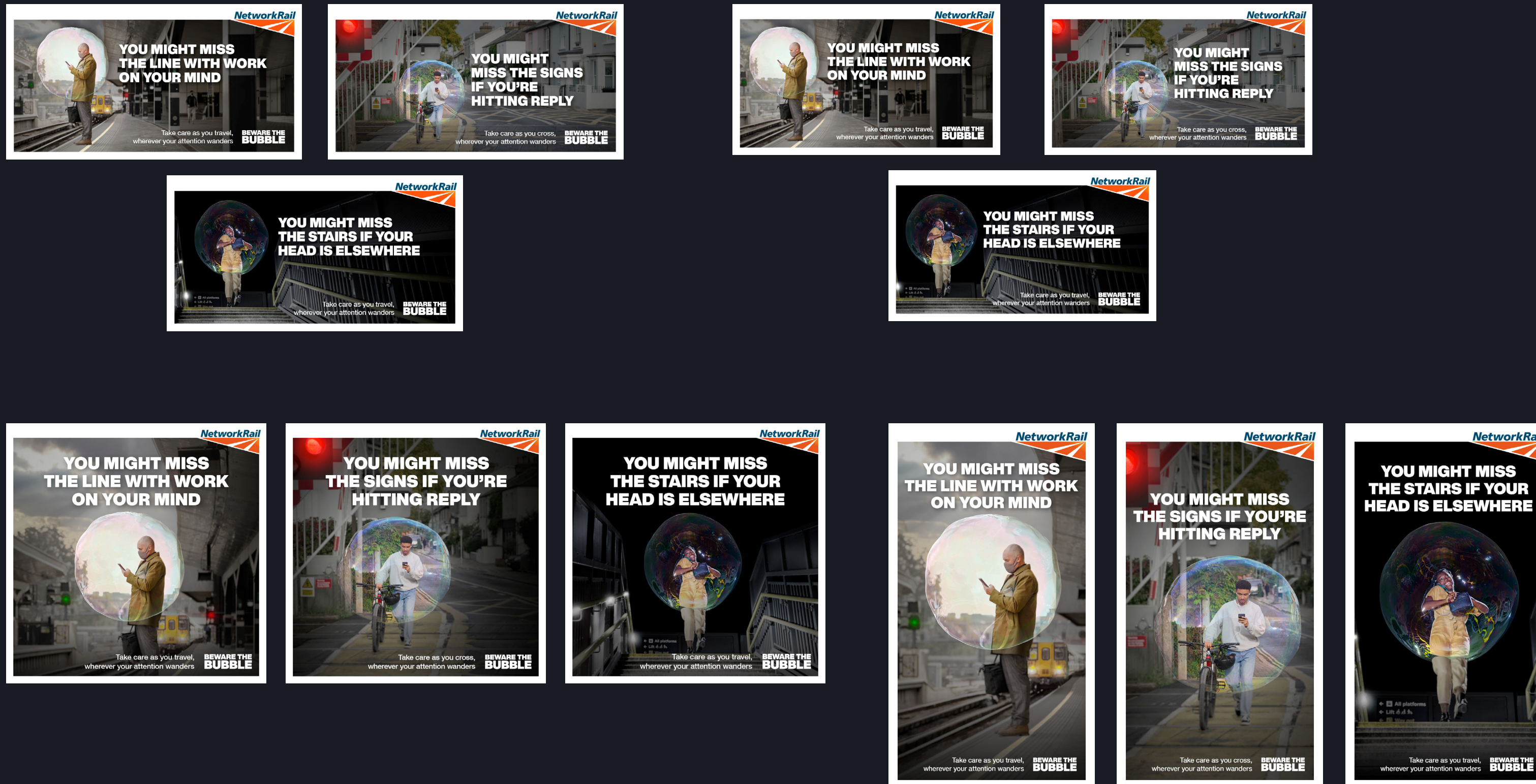
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2.2 SOCIAL MEDIA RESOURCES

SOCIAL GRAPHICS

Facebook 1200 x 630 px, Twitter 1200 x 675 px, Instagram 1080 x 1080 px, Instagram Stories 1080 x 1920 px

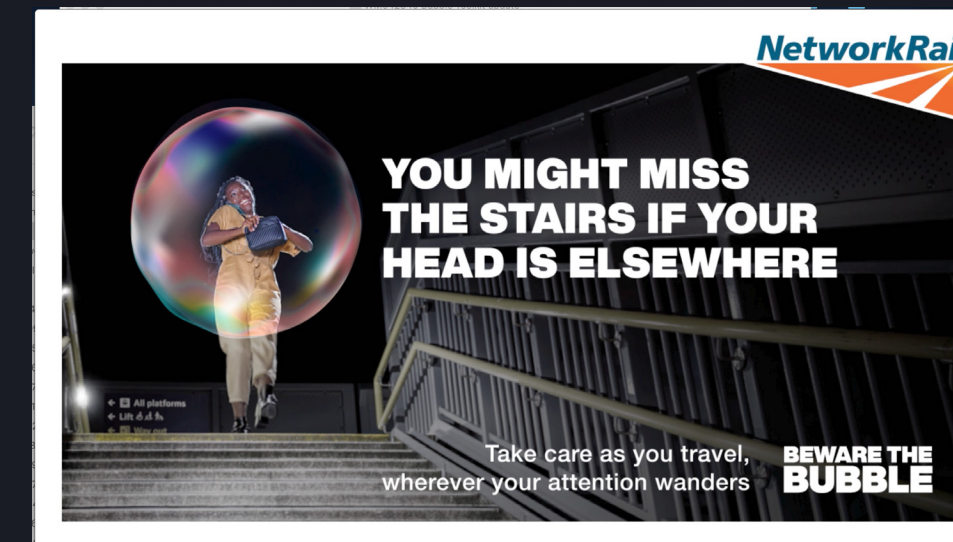
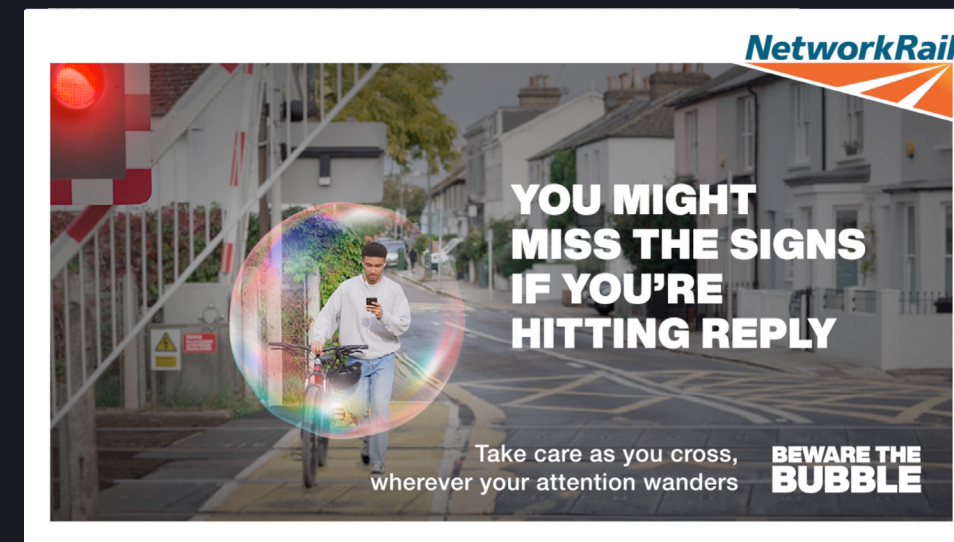
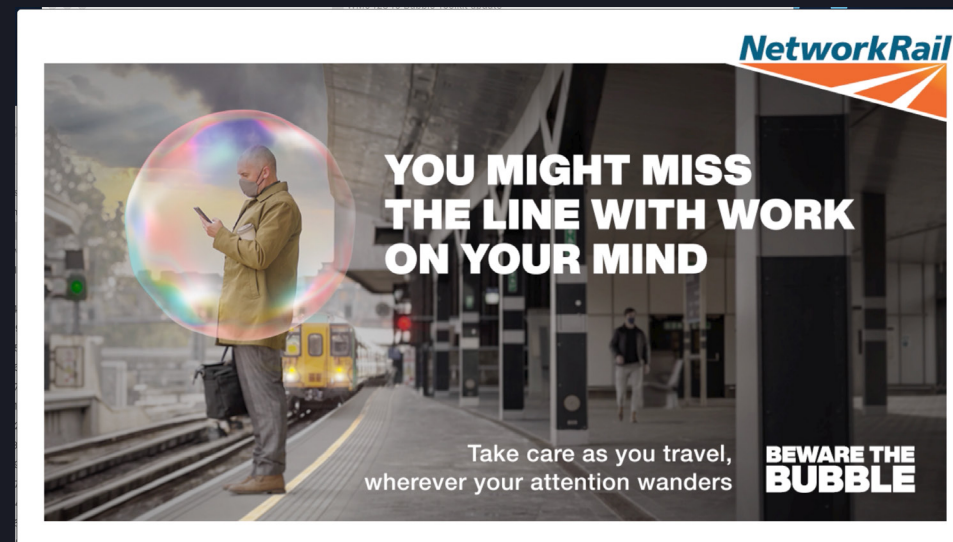


Please use the hashtag #Bewarethebubble in your post copy, and with any social media activity relating to the campaign.

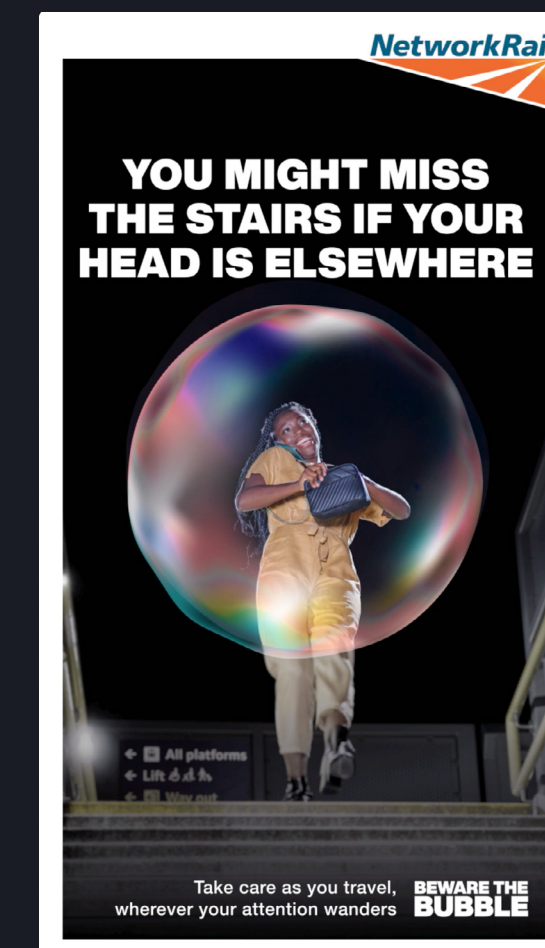
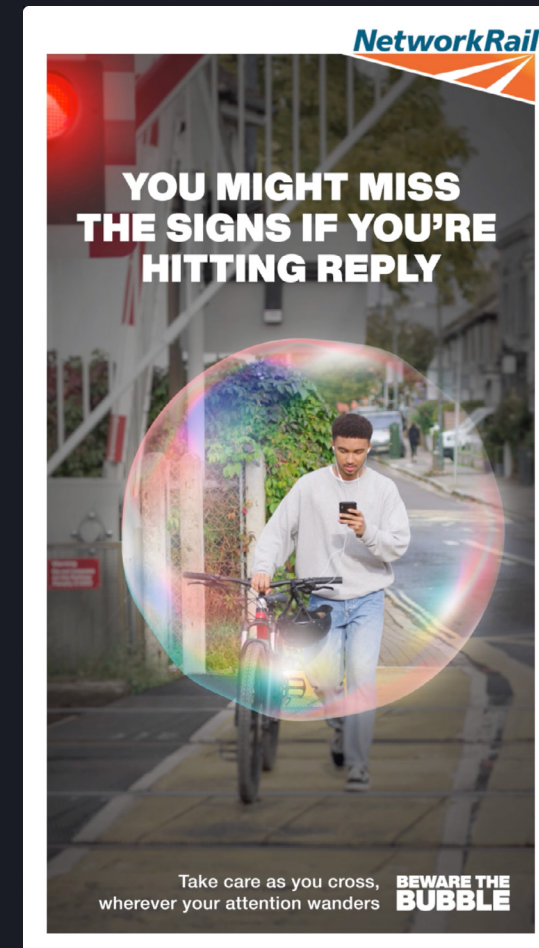
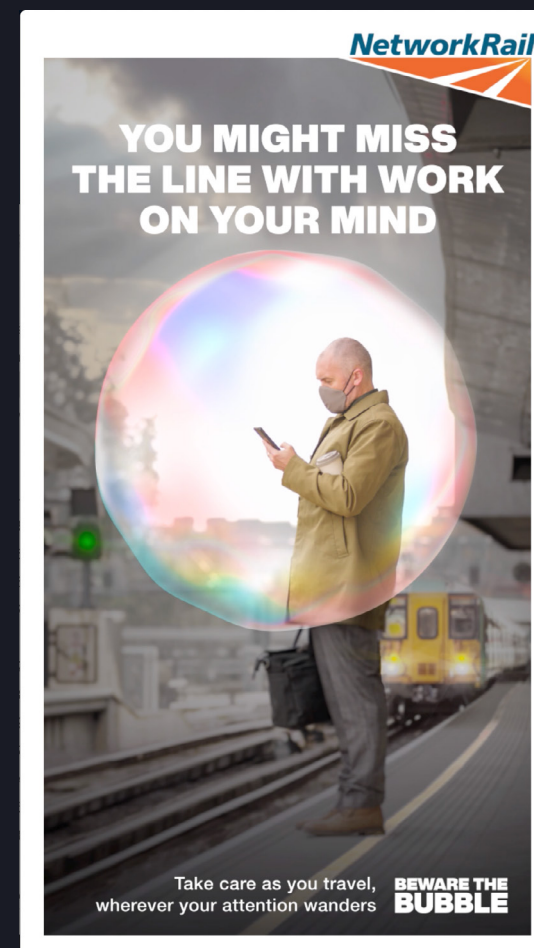
[DOWNLOAD THESE ASSETS](#)

2.2 SOCIAL MEDIA RESOURCES (CONTINUED)

SOCIAL GIFS



Please use the hashtag **#Bewarethebubble** in your post copy, and with any social media activity relating to the campaign.



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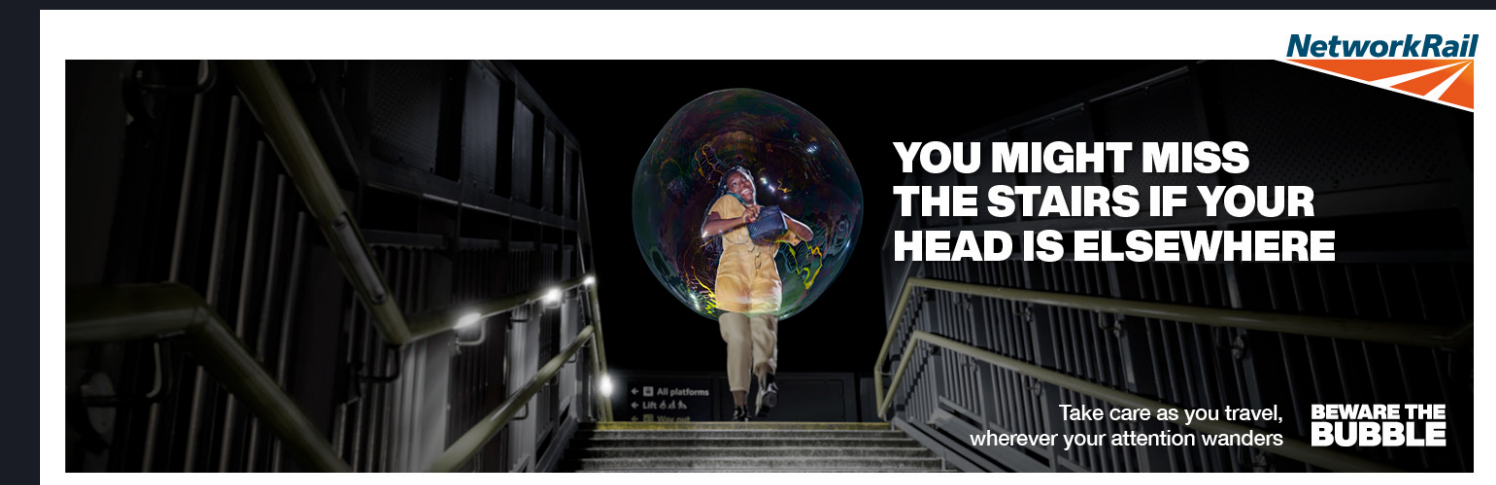
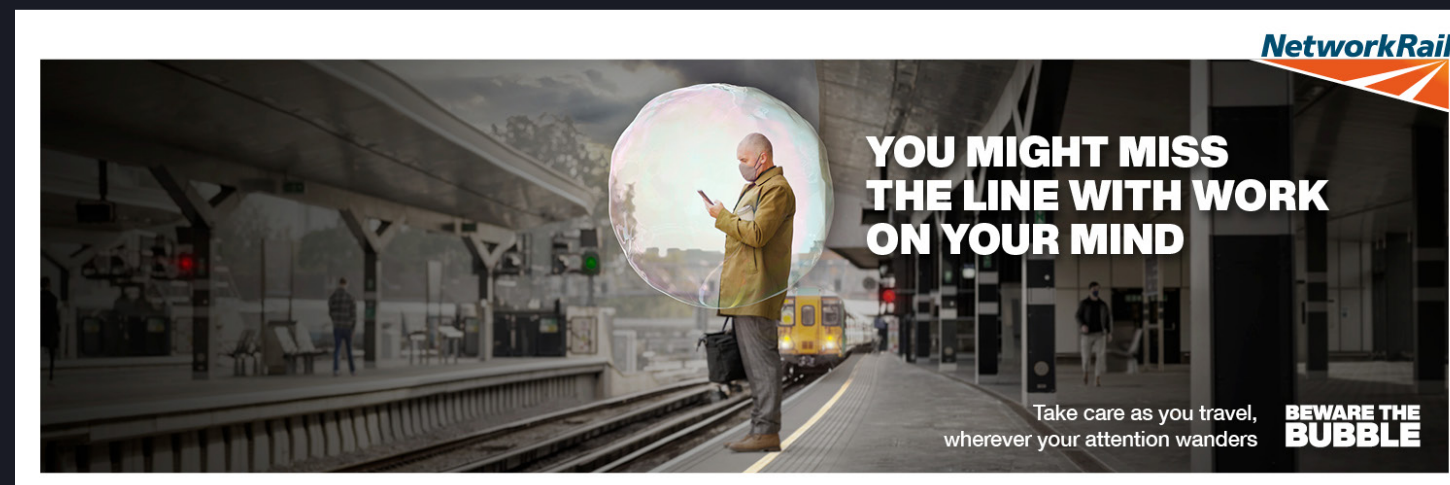
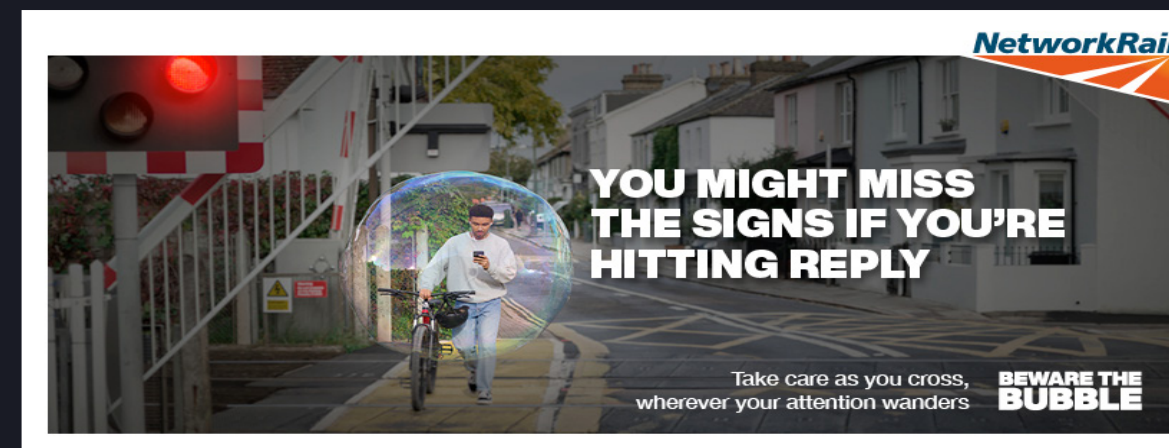
2.2 SOCIAL MEDIA RESOURCES (CONTINUED)

PROFILE HEADERS

Twitter 1500 x 500 px / Facebook 820 x 360 px

We would strongly encourage you to show your support of this campaign by using the social profile header graphics we have created for Facebook and Twitter.

There are versions both with and without the NR logo, the version without the NR logo should only be used where the NR logo is displayed elsewhere on the same page.



[DOWNLOAD THESE ASSETS](#)

2.3 SOCIAL MEDIA FILM

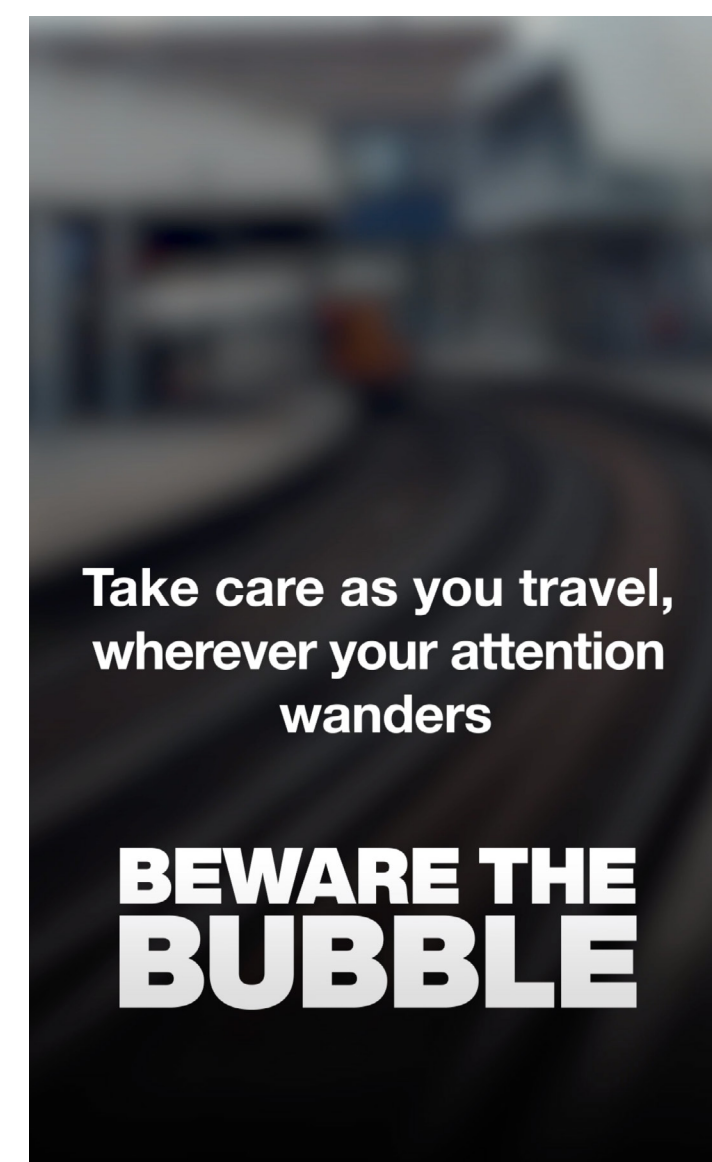
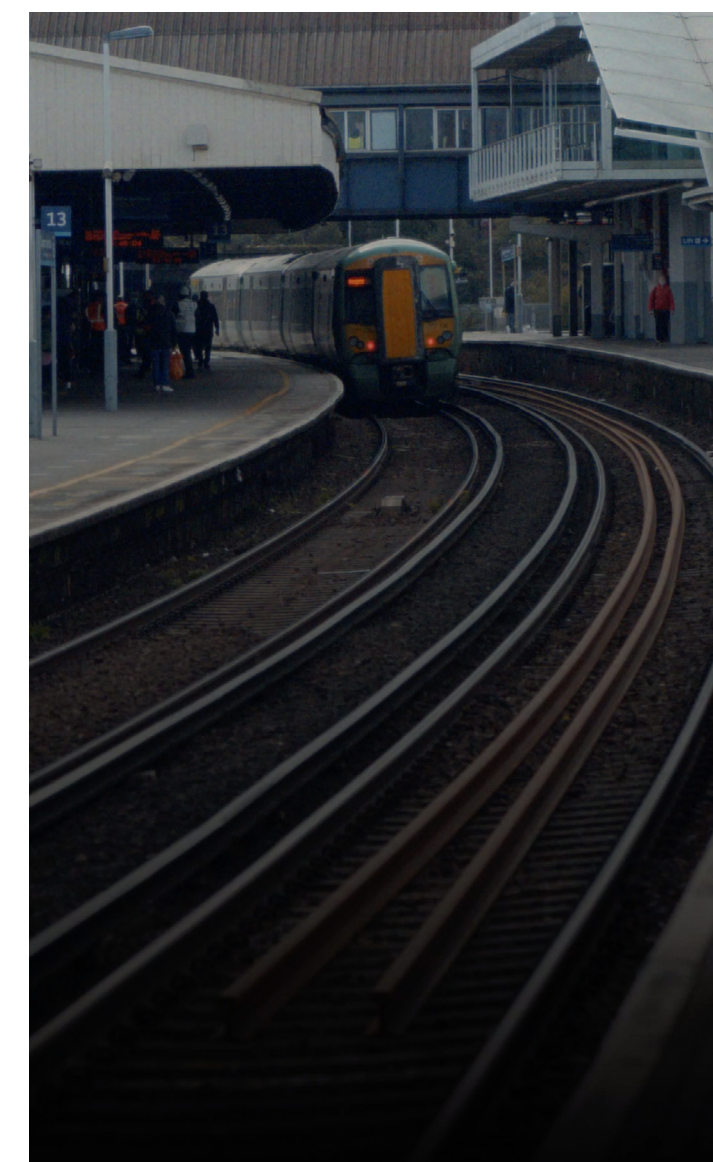
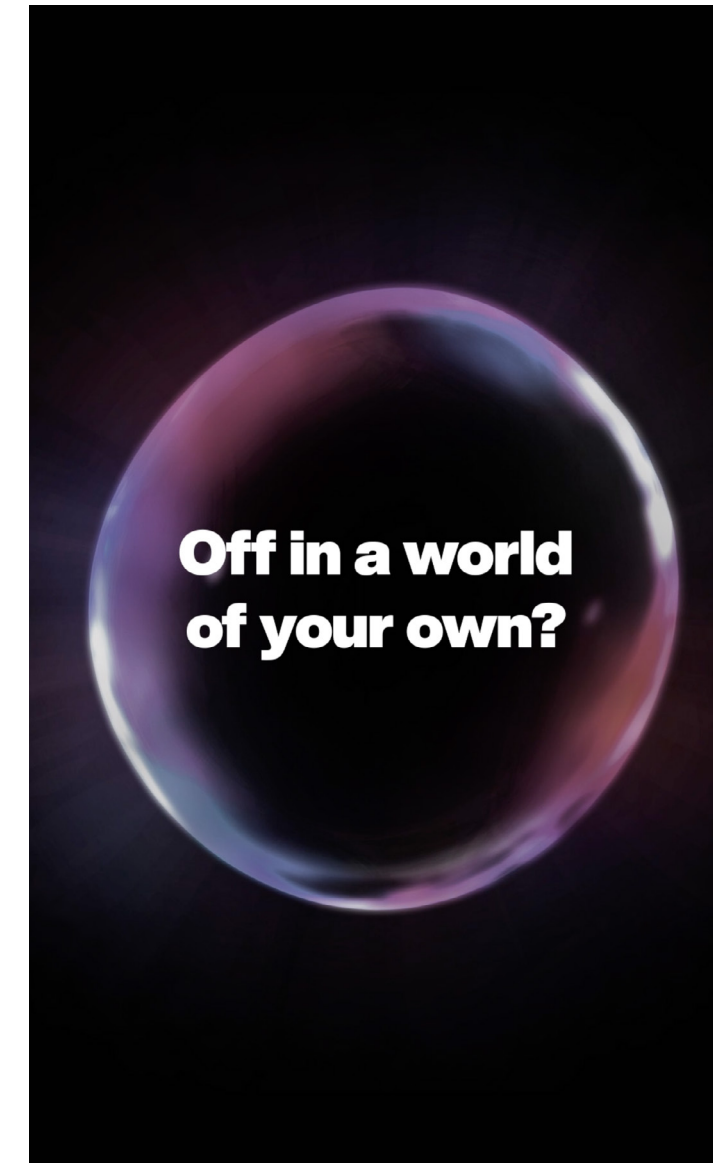
Films in portrait orientation, specifically for social that talk to individuals who may be in their bubble and abruptly cuts to a scene of a train flying past someone on the platform.

The films take a more conceptual approach to the bubble to grab attention and demonstrate the reality of potential risks when your attention is elsewhere.

There are two versions of the social film that follow the same storyline but differ in duration, one being 25 seconds and one 10 seconds.

We encourage you to share either or both versions across your social media channels.

DOWNLOAD SOCIAL MEDIA FILMS



2.4 SOCIAL MEDIA POST COPY

The following are suggestions of copy you could use for your social media posts alongside the social media resources:

Are you lost in thought right now? About to reply to a WhatsApp message?

Being distracted around the railway can be fatal.

Take care as you travel, wherever your attention wanders.

#Bewarethebubble

Are you scrolling through your social media right now? About to read a book?

There's a time and place to enjoy your 'bubble' – but the railway is not one of them.

Take care as you travel, wherever your attention wanders.

#Bewarethebubble

Stop scrolling for a minute. Before you check your emails or listen to that podcast, watch this.

It's easy to be less aware when our head's elsewhere.

Take care as you travel, wherever your attention wanders.

#Bewarethebubble

Remember that time when you were deep in conversation or running to catch the train?

Each year we see hundreds of accidents around the railway due to distractions – don't be another statistic.

Take care as you travel, wherever your attention wanders.

#Bewarethebubble



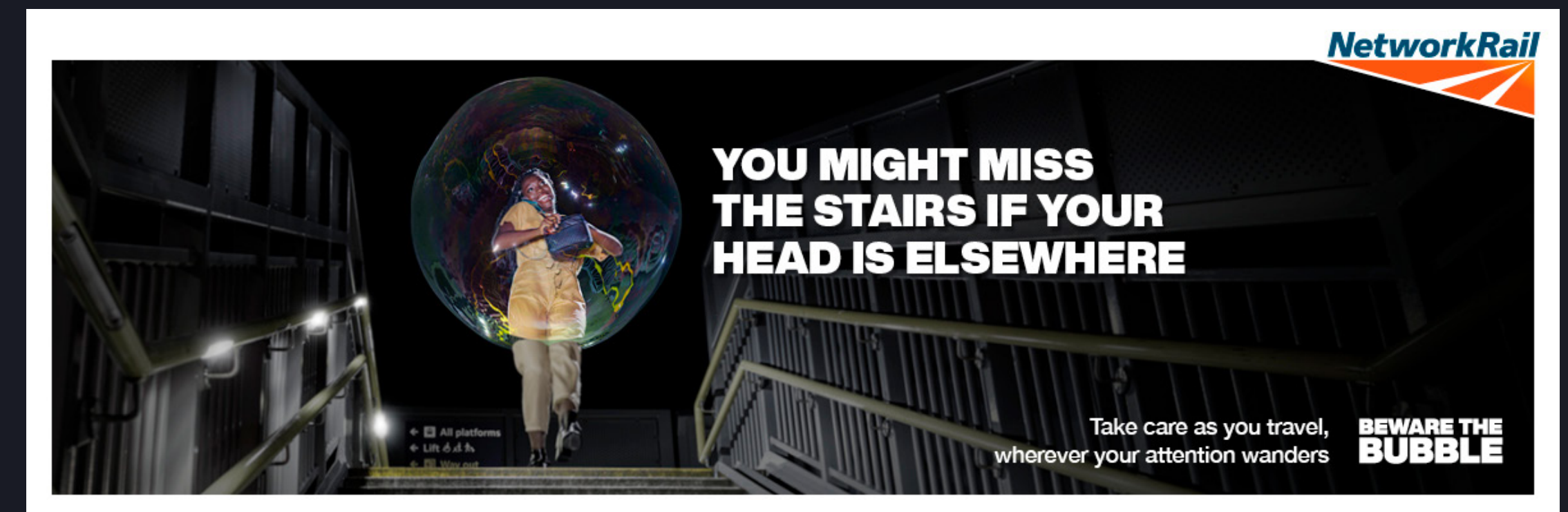
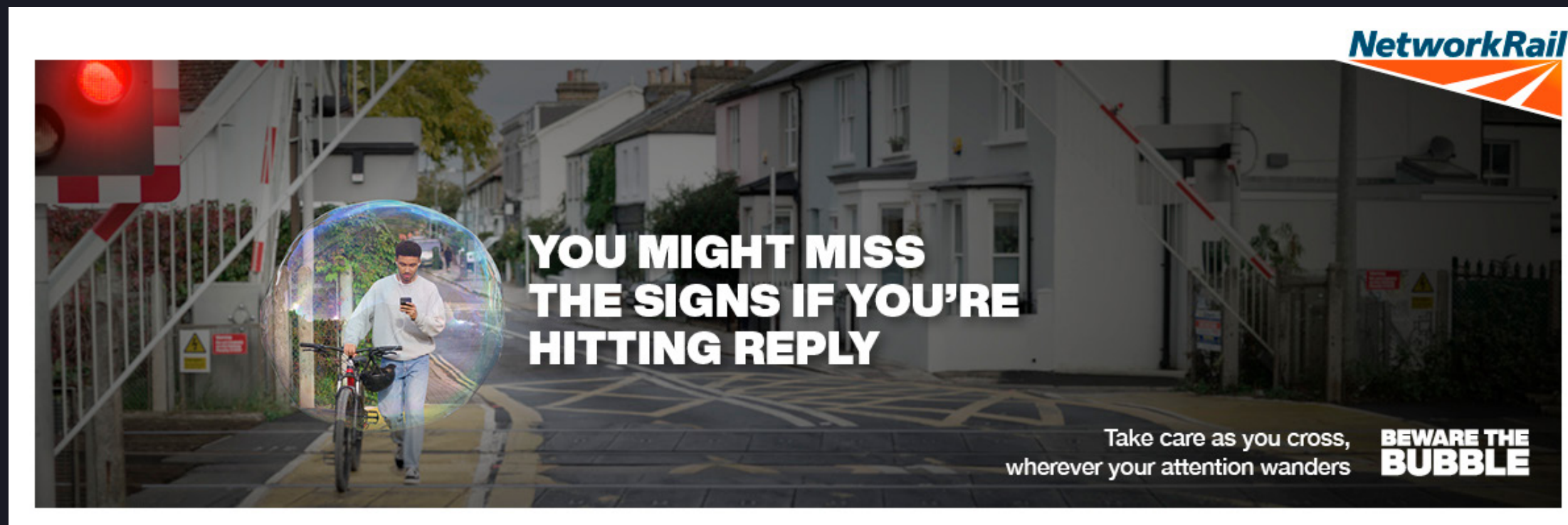
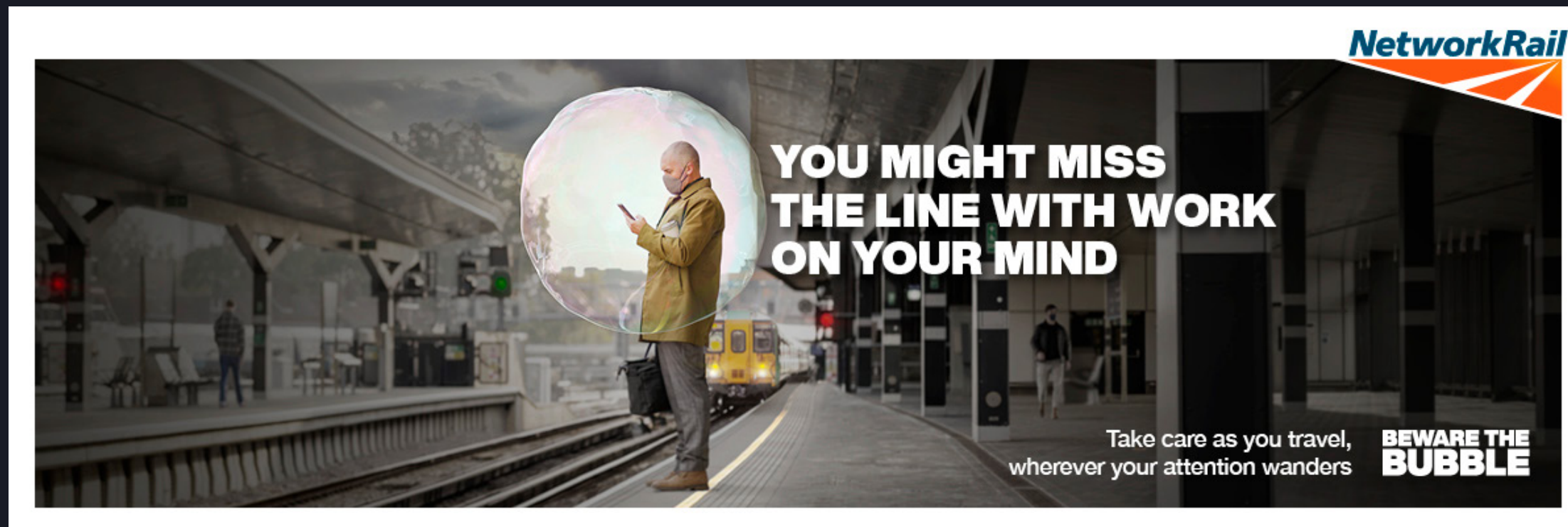
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2.5 DIGITAL HEADER

1200 x 400 px

For use on digital channels e.g. web pages or emails

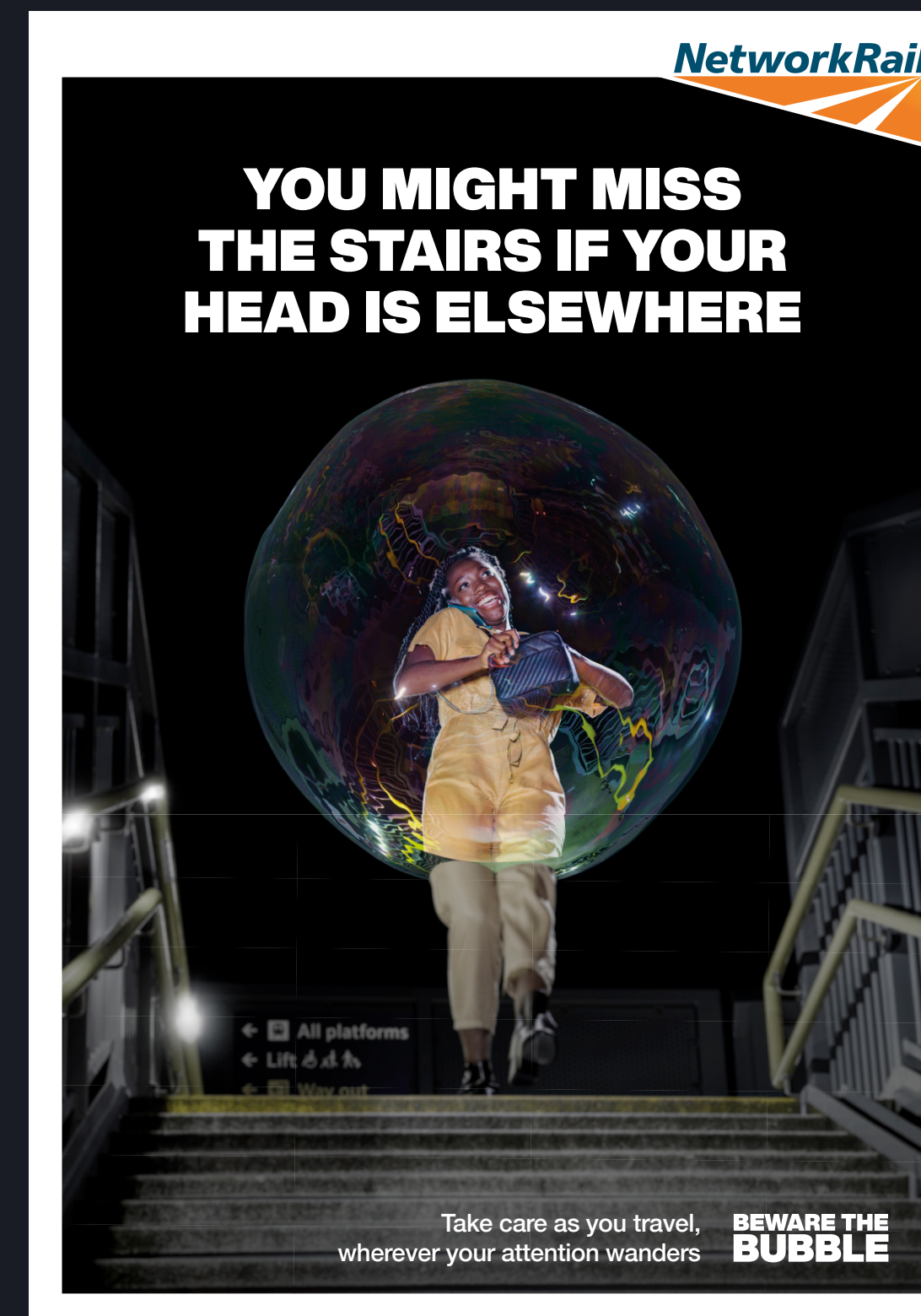
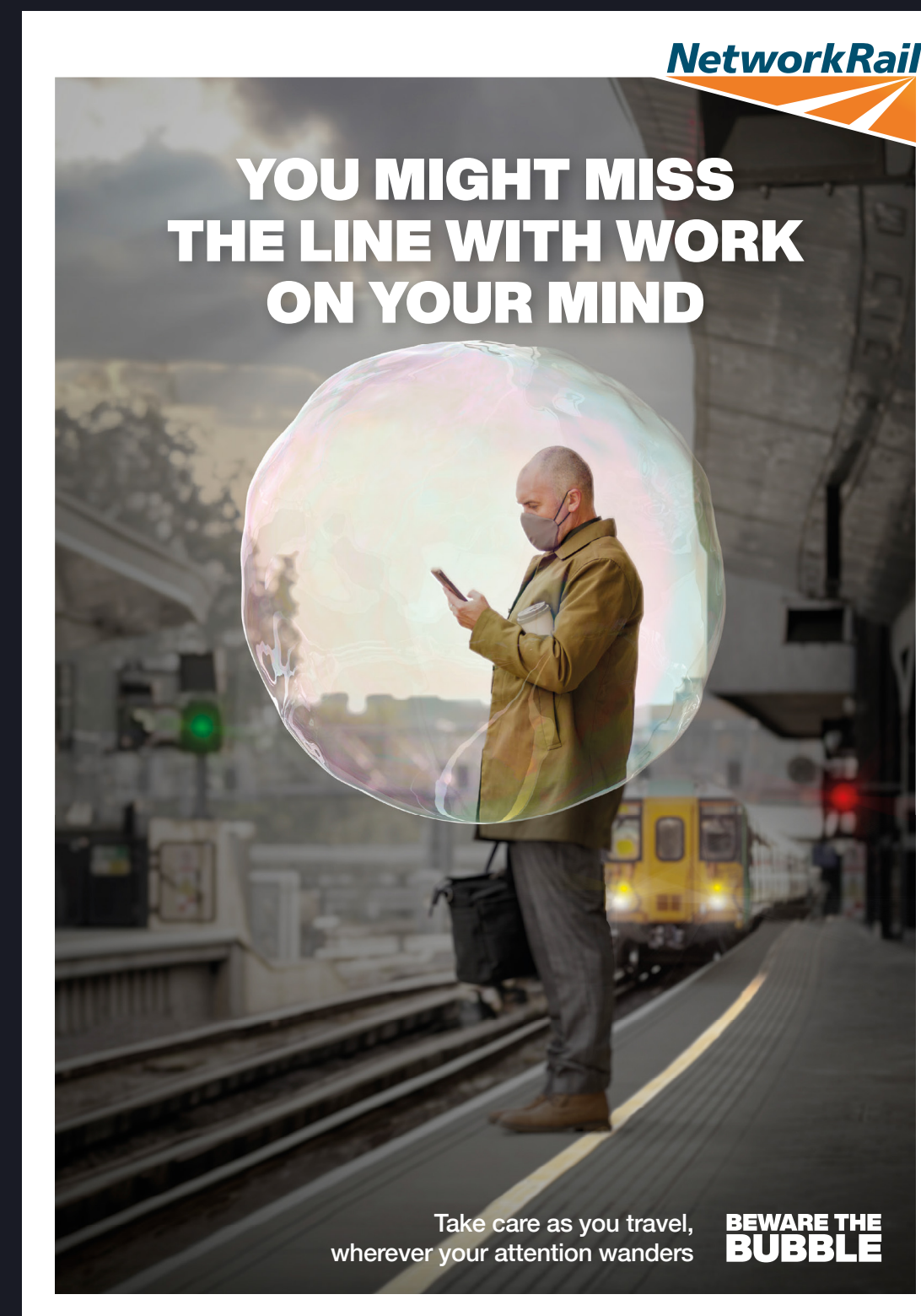


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3.1 POSTERS

DR – 635 x 1016mm, A3 – 297 x 420mm, A4 – 210 x 297mm, A5 – 105 x 210mm, D6 – 1080 x 1920 px
These posters can be displayed in available spaces inside and outside of the station.



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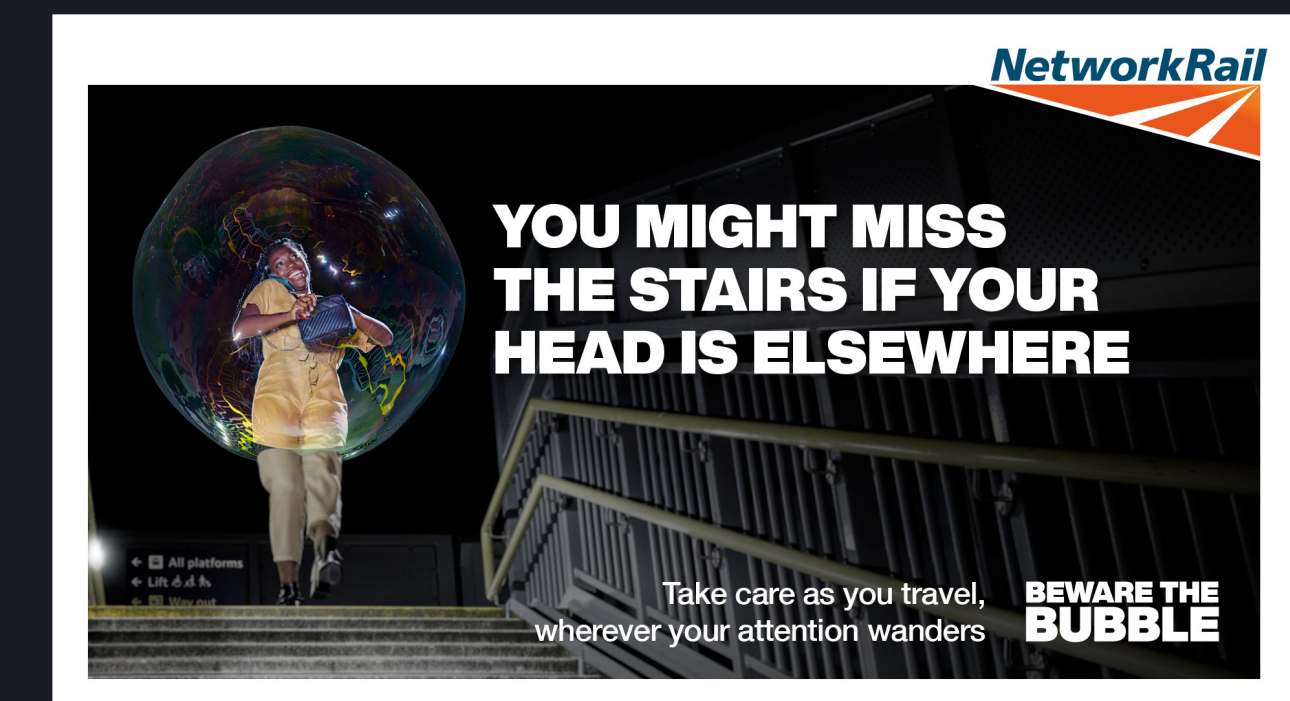
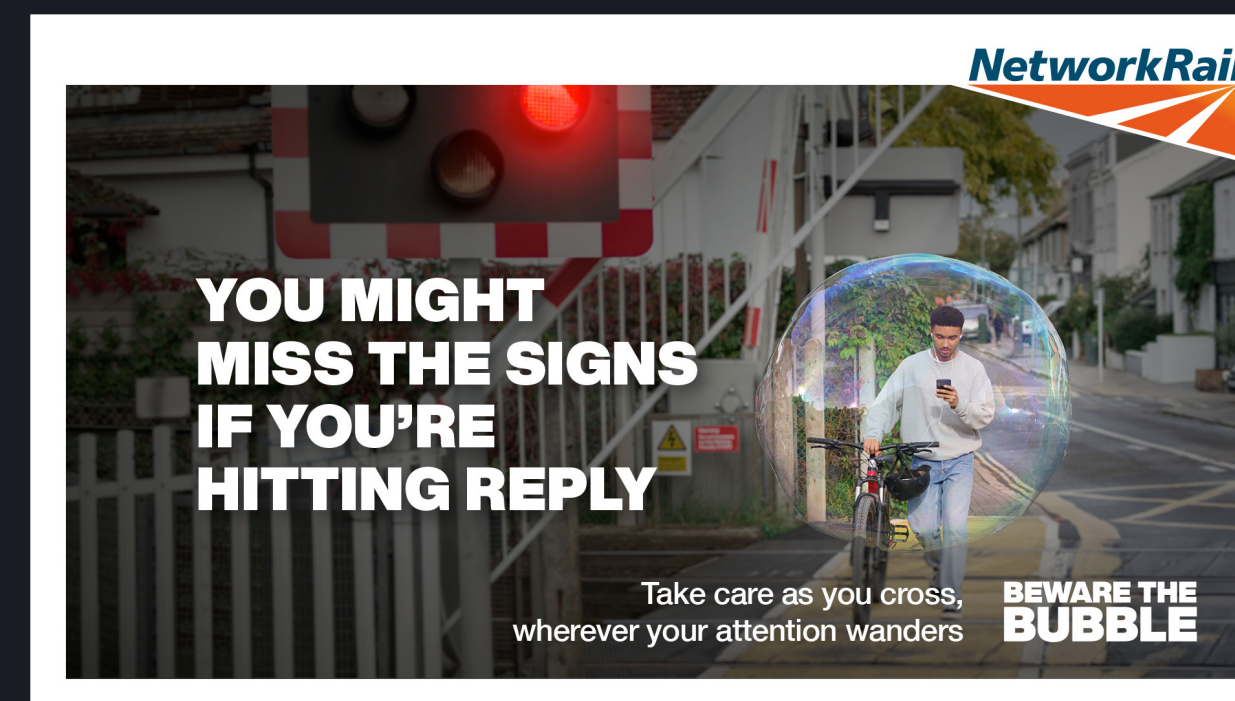
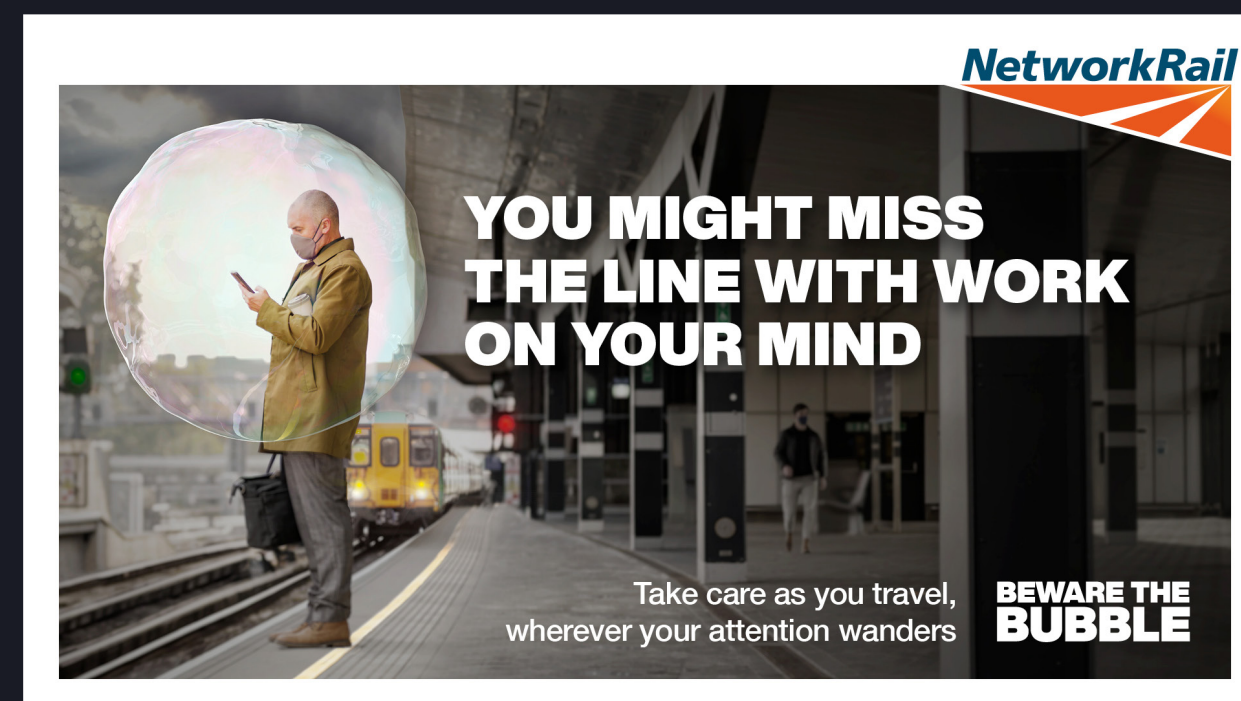
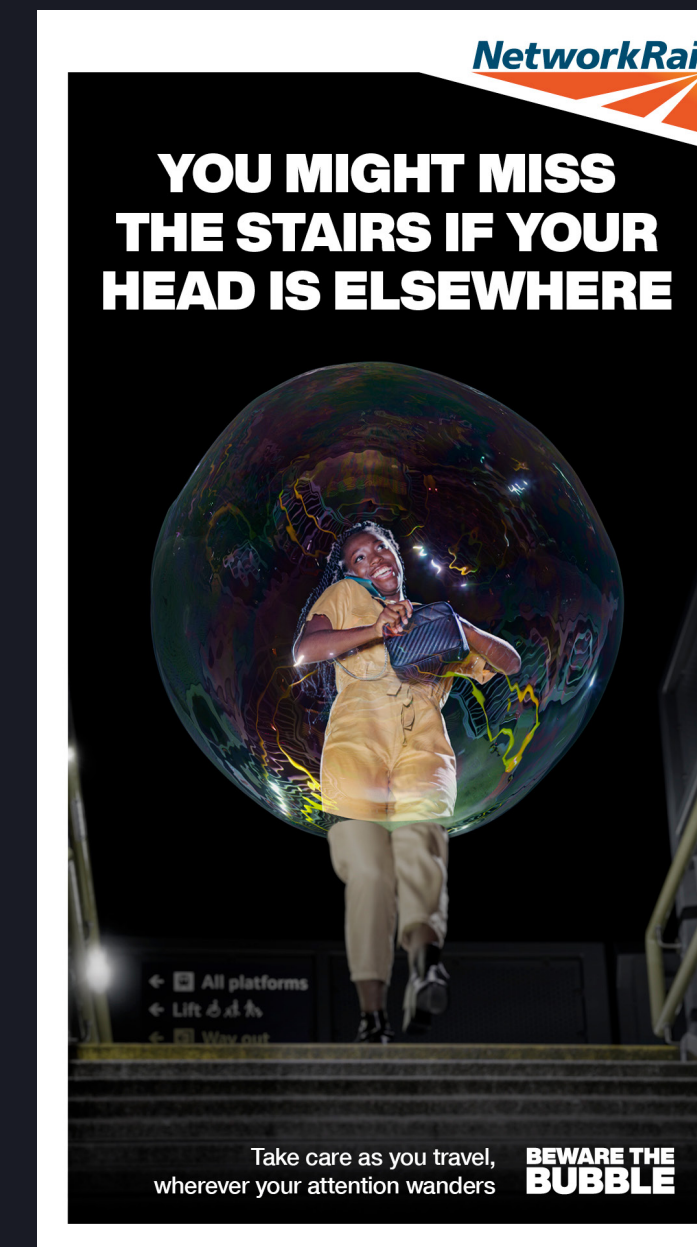
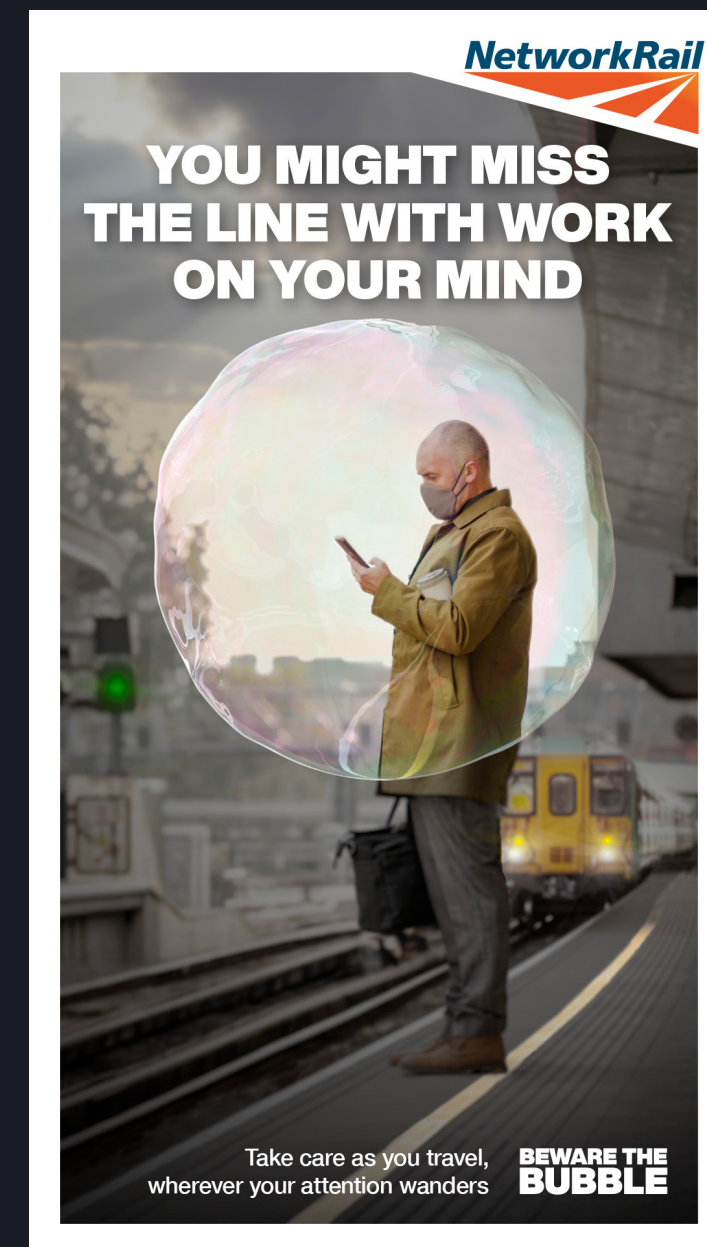
3.2 DIGITAL DISPLAYS

For use across digital display screens in stations or other railway buildings.

D6 displays – 1080 x 1920 px JPEG

OIS displays – 1920 x 1080 px JPEG

If you require additional sizes for digital displays please contact marketing@networkrail.co.uk with the size needed.



[DOWNLOAD THESE ASSETS](#)



4.1 WELSH ASSETS

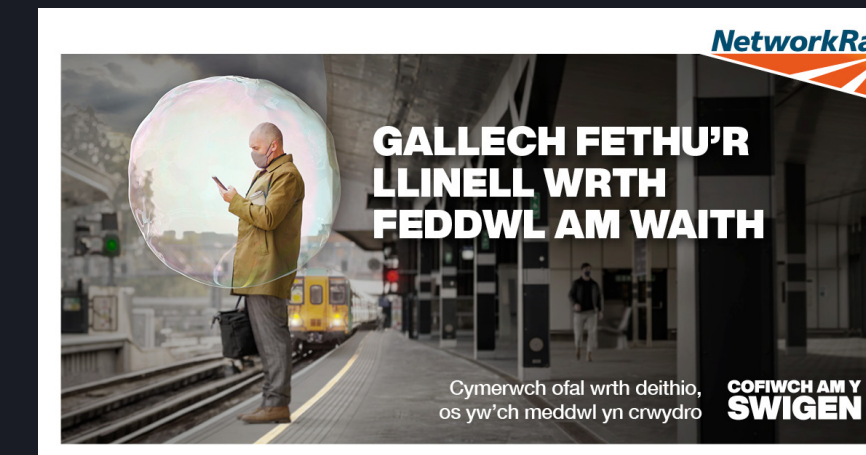
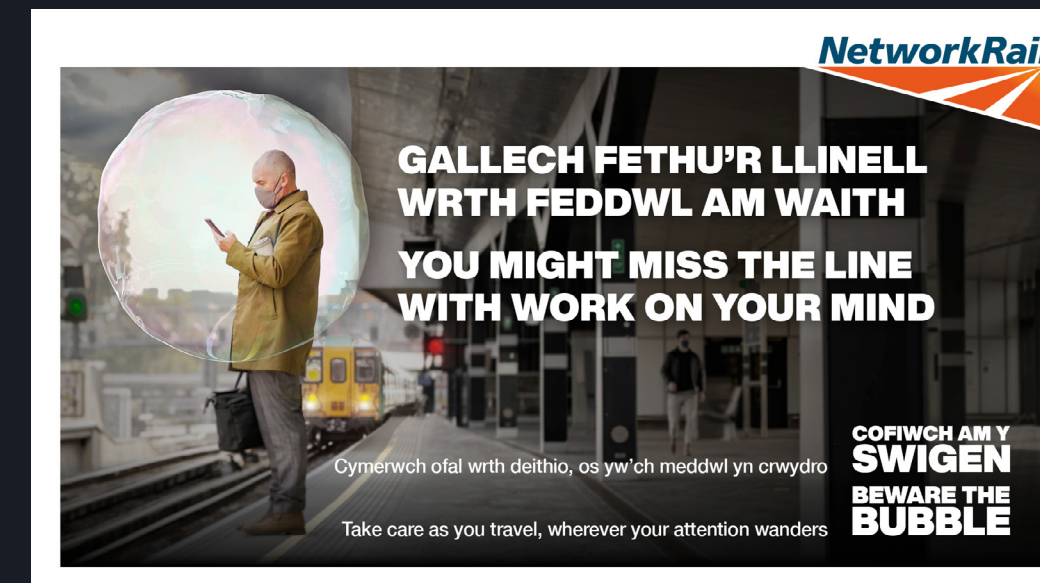
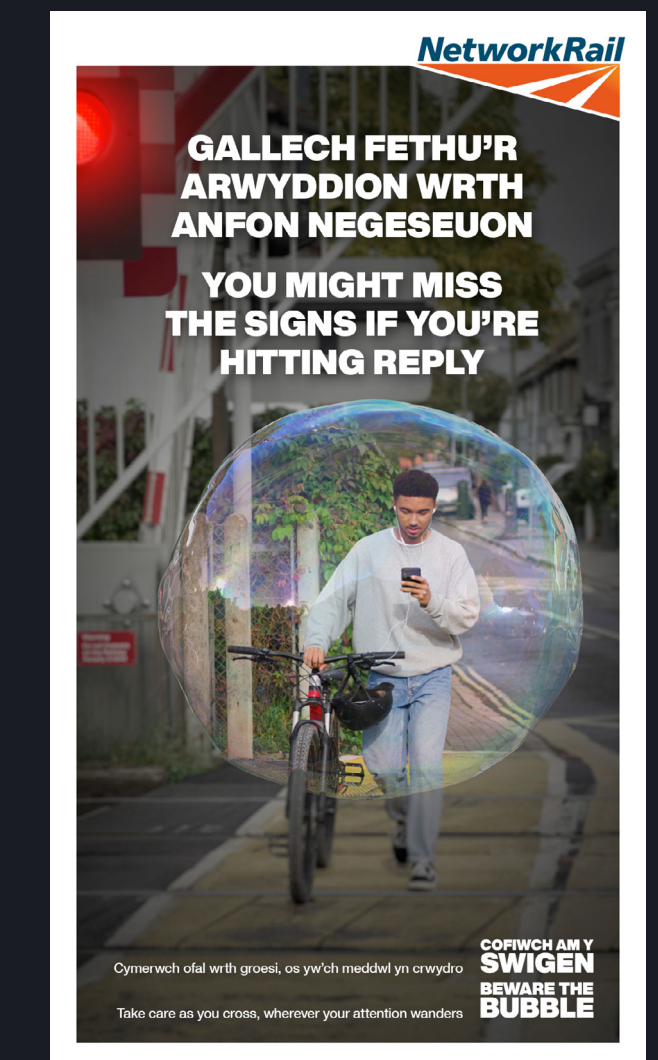
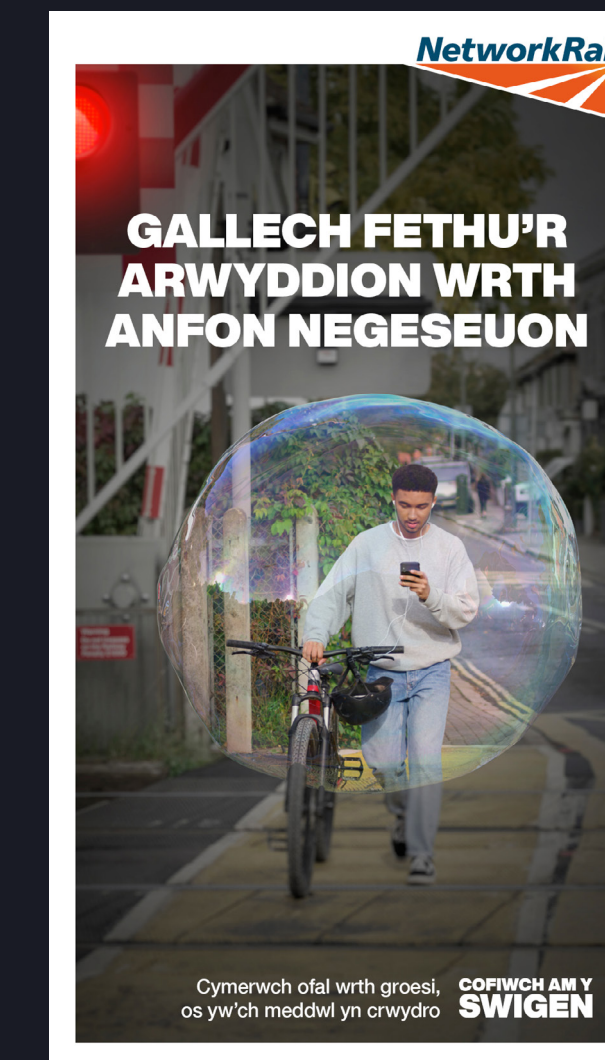
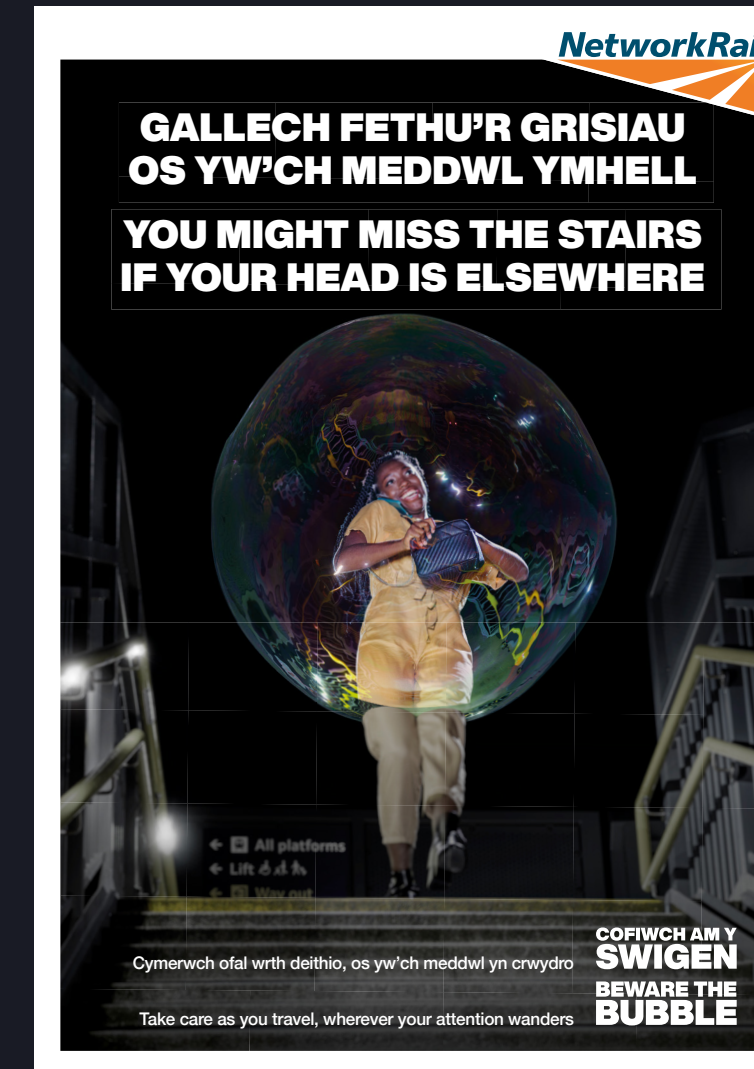
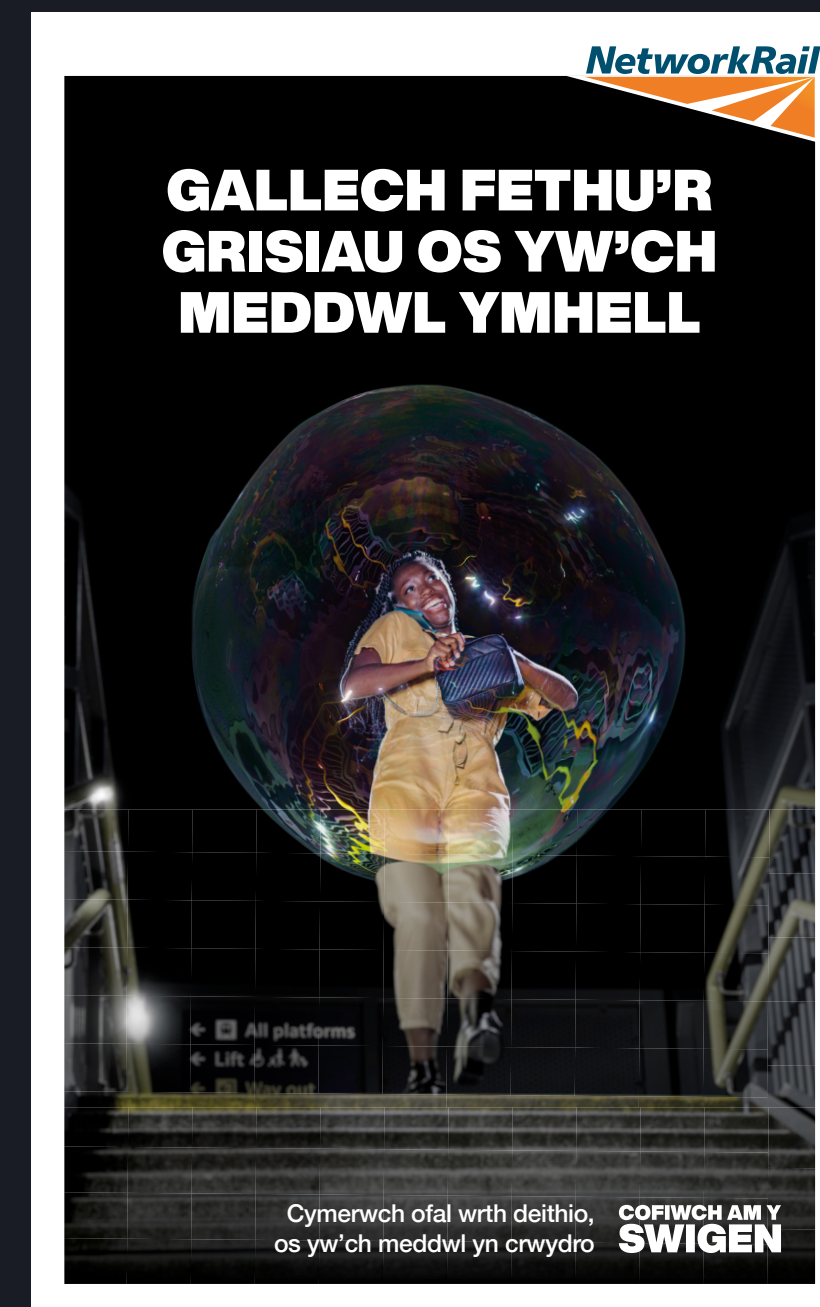
The following assets across all 3 creatives have been made available in the Welsh language.

OIS and D6 displays
Posters (A5, A4, A3, DR)
Social media graphics
Co-branding partnership files

Bilingual versions are also available for the following formats.

OIS and D6 displays
Posters (A3 and DR)

If you require additional formats in Welsh please contact marketing@networkrail.co.uk with the size required.



[DOWNLOAD THESE ASSETS](#)

4.2 ADDING PARTNER LOGOS

Partner logos should be placed with the grid system set out in the wider [Network Rail brand guidelines](#), which determines distance and size when multiple partner logos appear together on a piece of communication.

Logos should be sized according to the framework outlined in the Network Rail brand guidelines, and shown here on the right.

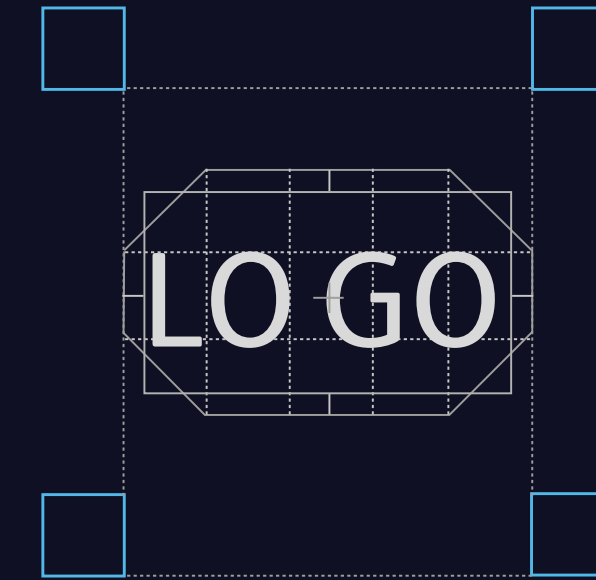
Rules

- Logos should be arranged alphabetically
- Logos should be centred to the grid
- Logos must stay within the solid lines of the framework outlined
- There should be at least two grid squares horizontally between any two partner logos
- There should be at least one grid square vertically between any two partner logos
- There should be at least one grid square

The Beware the Bubble partnership logo is available in two forms, with and without the bubble. In any campaign visual only one bubble should be visible. When a bubble is used within the creative visual, such as encapsulating a point of focus, the partnership logo without the bubble should be used.

The following assets have been created with space to allow for co-branding:

OIS and D6 displays
Posters (A5, A4, A3, DR)
Social graphics



[DOWNLOAD CO-BRANDING PARTNERSHIP ASSETS \(ENGLISH\)](#)

[DOWNLOAD CO-BRANDING PARTNERSHIP ASSETS \(WELSH\)](#)

[DOWNLOAD CAMPAIGN LOGO](#)

[DOWNLOAD CAMPAIGN BRAND BOOK](#)



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THANK YOU

KEY CONTACTS

For more information, or if you have any questions regarding the resources provided in this toolkit, please contact marketing@networkrail.co.uk