



# **DISTRACTION KILLS**

## **CAMPAIGN TOOLKIT**



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# **CAMPAIGN OVERVIEW**

# CAMPAIGN OVERVIEW

Our flagship safety campaign **Beware the Bubble**, launched in 2021 and reminds the public of the dangers of distractions when on and around the railway. The campaign has been well received and delivered excellent results, including over 3.5 million YouTube views of the campaign hero video and a drop in incidents at In-Station and Level Crossing hotspots.

However, there has been a spate of recent incidents at Level Crossings, which have sadly included several fatalities. This has created a strong requirement to further increase focus on the dangers of distraction at Level Crossings through our safety advertising campaigns. We have therefore created a brand-new campaign called **Distraction Kills**, that focuses solely on the dangers of distraction at Level Crossings. Distraction Kills can run alongside, or independently from Beware the Bubble.

# KEY MESSAGES

The overall aim of Distraction Kills is to make people aware of the dangers of distraction at Level Crossings. To do this, we have filmed two brand-new videos, that show the dangers of distraction in two everyday scenarios.

The first shows the dangers of distraction when driving a car. The driver does not see the warning signs that the Level Crossing is closing because he is distracted by his Sat Nav. The second shows the dangers of distraction when walking a dog. In this scenario the owner is pulled onto the tracks and into the path of a train by her dog when the dog suddenly begins to misbehave.

Both videos will be surface on paid digital channels, including Hawk. They will also appear on Network Rail's organic social media, including Facebook and Twitter. The videos will also be supported by other assets including audio ads and static banners on digital, social media and out of home (OOH) billboards.

# KEY HEADLINES

Each of the headlines for the supporting assets deliver the key messages through quick and easy to read rhyme. Each headline relates to what is happening in their accompanying image and the scenario that is shown in the video.

Car driver:

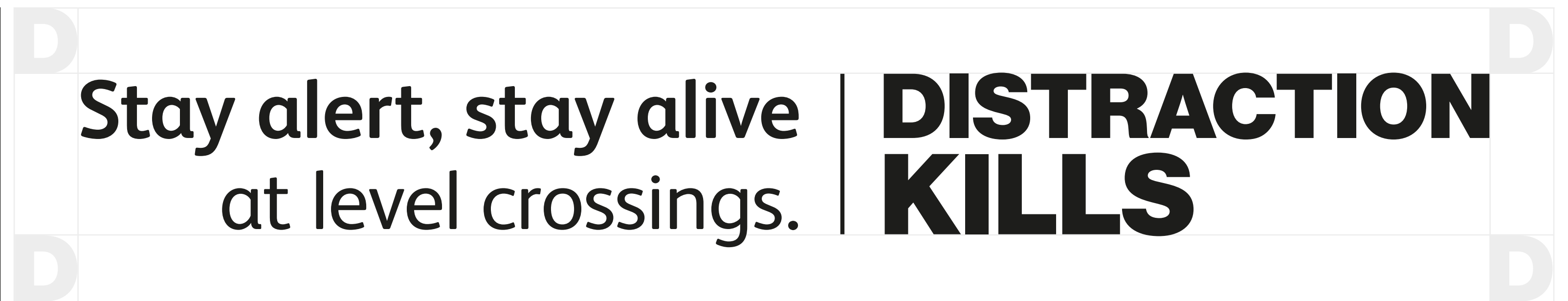
**ALWAYS  
LOOK AHEAD  
FOR A LIGHT  
TURNING RED**

Dog walker:

**KEEP  
CONTROL  
OF YOUR  
HOUND ON  
DANGEROUS  
GROUND**

# CAMPAIGN TAGLINES

The campaign taglines are shown on the end frames of the videos and on the bottom of the supporting still assets.



# NATIONAL ACTIVITY

The campaign will be live on the paid digital partner Hawk, which is a mobile display channel. The videos will be targeted at those who live in and around national Level Crossing hotspots for incidents and near misses involving cars, pedestrians, and pedestrians with dogs.

These hotspots have been determined by identifying the top top 10 – 15 locations for incidents and near misses involving cars, pedestrians, and pedestrians with dogs. Mobile phone and Axicom household data has allowed us to identify and target car drivers in these areas. To identify and target dog owners we have used supermarket and other purchase history data.

The videos will also be supported by accompanying banners and audio adverts that have been created for both target audiences. We will also be using our partnership with Global to secure OOH billboards around our hotspot locations.



# **CAMPAIGN RESOURCES**

# VIDEOS

There is a 20 second and 27 second video for the car driver story line. There is a 24 second and a 35 second video for the dog walker story line. These videos are suitable for channels such as social media and webpages and can all be downloaded below.

They are the most impactful way of spreading the message. Please use hashtag **#DistractionKills** when posting on social channels.

[DOWNLOAD HERE](#)

**Car Driver:** Available as 16:9, 9:16 and MPU



**Subtitled**

[DOWNLOAD HERE](#) – 20 seconds

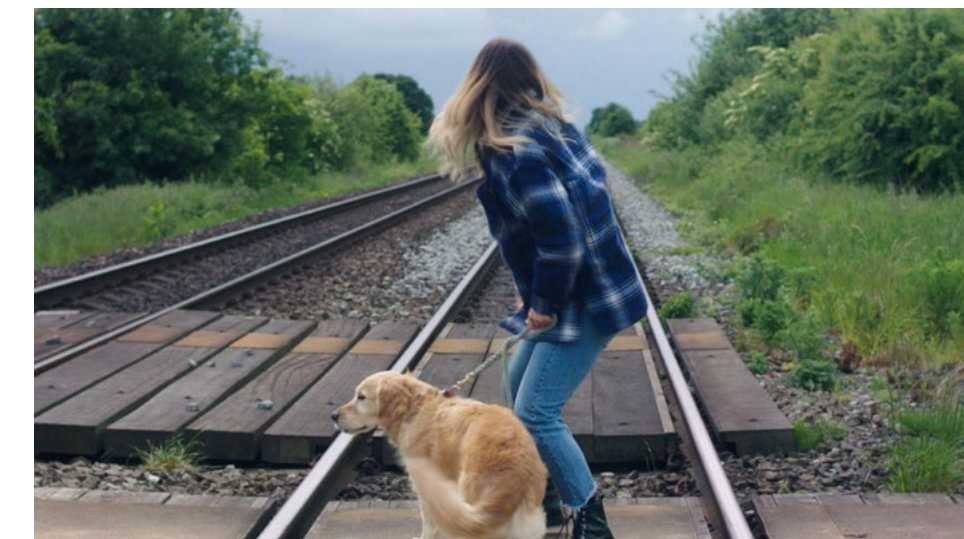
[DOWNLOAD HERE](#) – 27 seconds

**Non-Subtitled**

[DOWNLOAD HERE](#) – 20 seconds

[DOWNLOAD HERE](#) – 27 seconds

**Dog Walker:** Available as 16:9, 9:16 and MPU



**Subtitled**

[DOWNLOAD HERE](#) – 24 seconds

[DOWNLOAD HERE](#) – 35 seconds

**Non-Subtitled**

[DOWNLOAD HERE](#) – 24 seconds

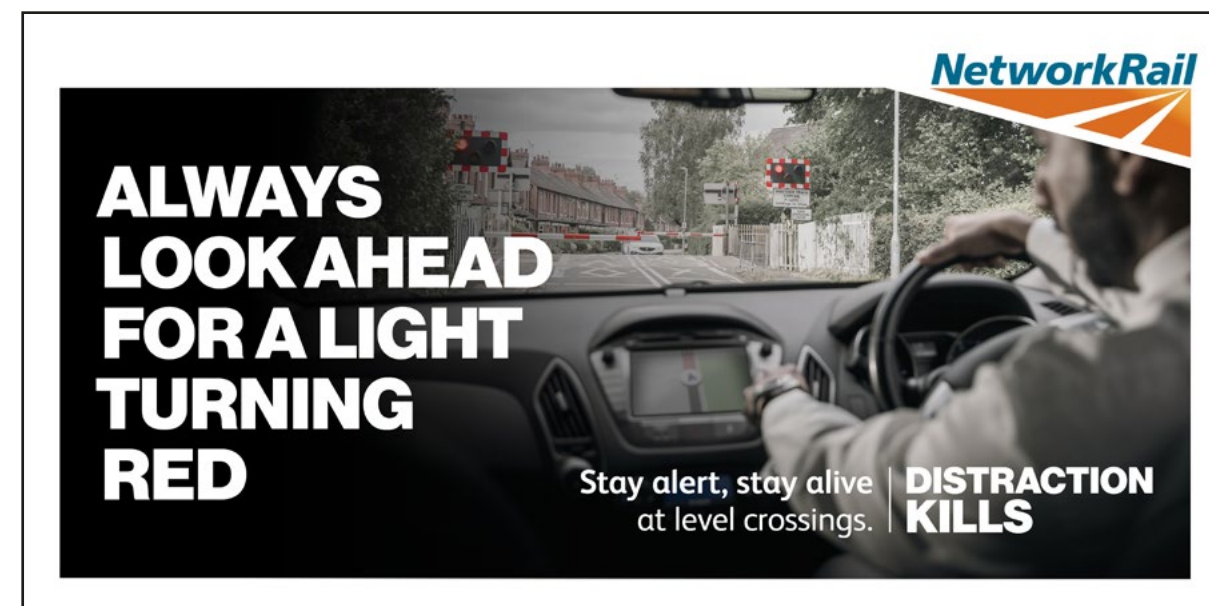
[DOWNLOAD HERE](#) – 35 seconds



# SOCIAL MEDIA ASSETS

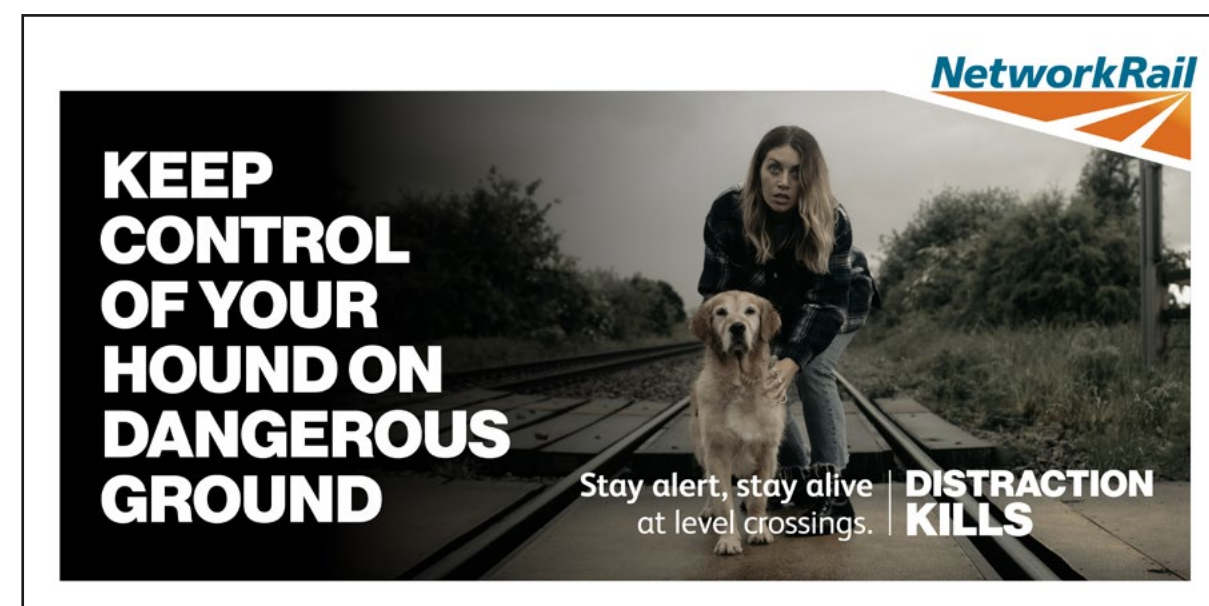
To download the image please click right click on webpage and select Save Image As.

Twitter 1024x512px - Car



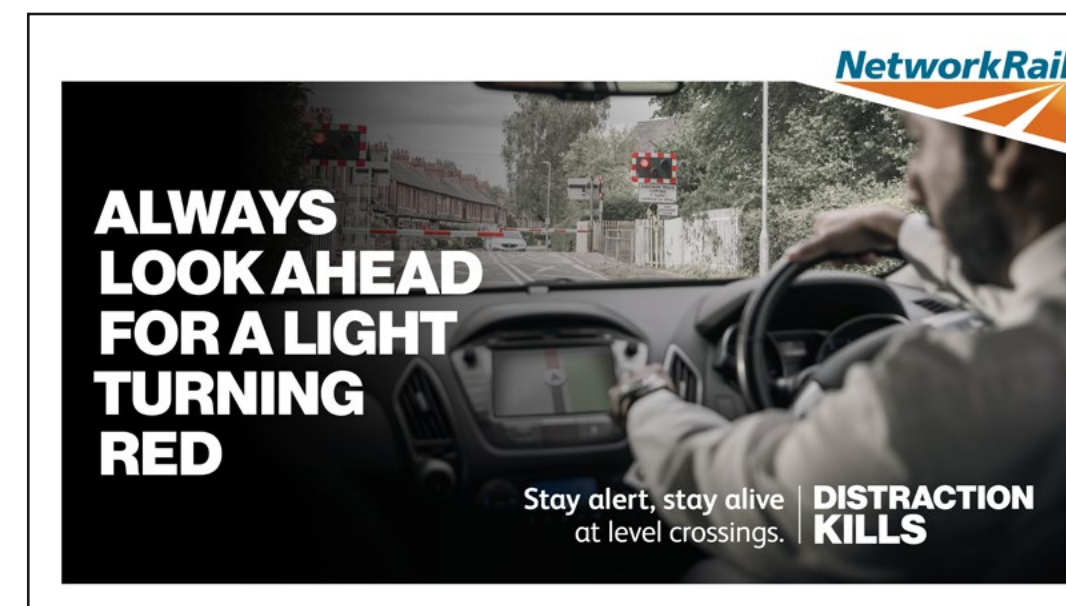
[DOWNLOAD HERE](#)

Twitter 1024x512px - Dog



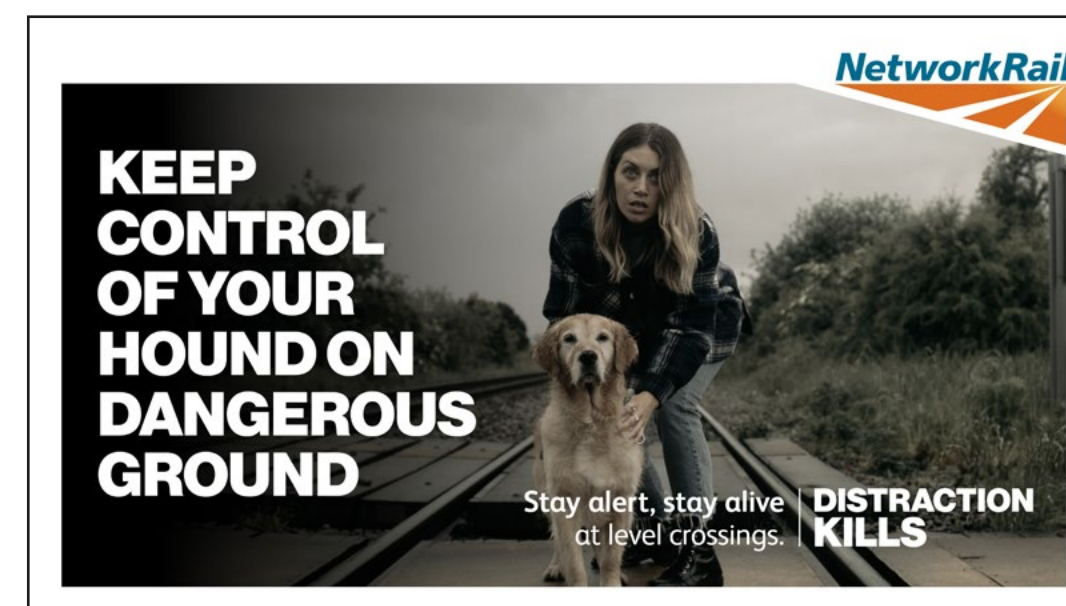
[DOWNLOAD HERE](#)

Facebook 1280x720px - Car



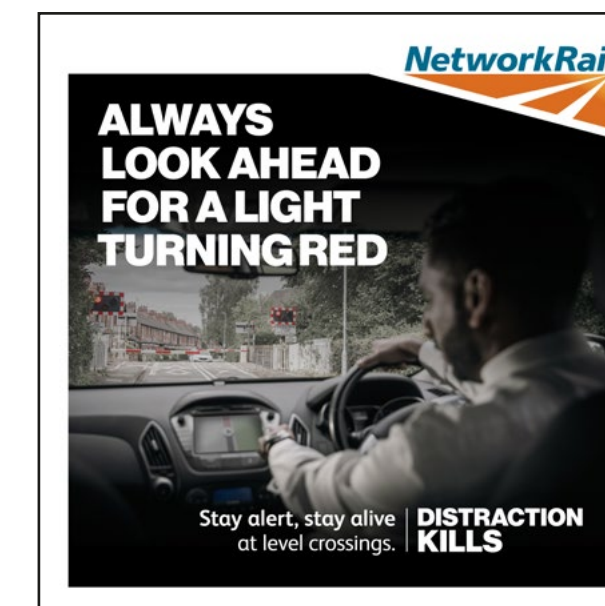
[DOWNLOAD HERE](#)

Facebook 1280x720px - Dog



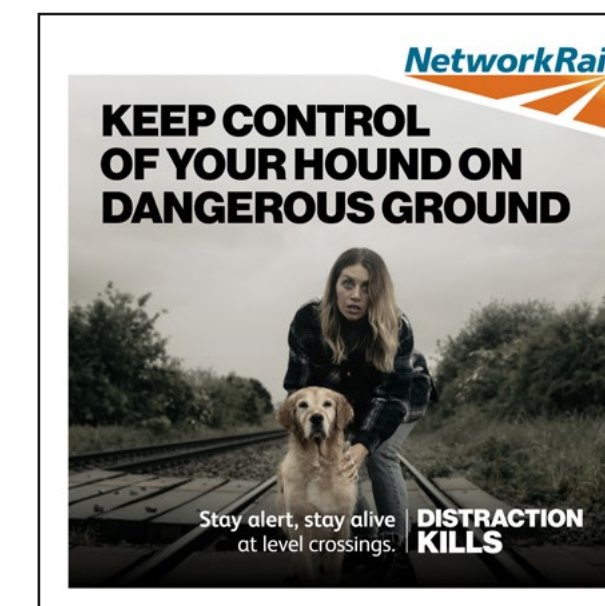
[DOWNLOAD HERE](#)

Instagram  
1000x1000px - Car



[DOWNLOAD HERE](#)

Instagram  
1000x1000px - Dog



[DOWNLOAD HERE](#)



# RECOMMENDED COPY

## DOG

Attention please! When walking your dog over or around Level Crossings, always be fully aware of your surroundings.

Distraction can be fatal for you both.

**#DistractionKills #BewaretheBubble**

## DRIVER

Running late for a meeting? Sat Nav not playing ball? Don't let distractions make you miss the important warning signs at Level Crossings.

Distractions can cost you your life.

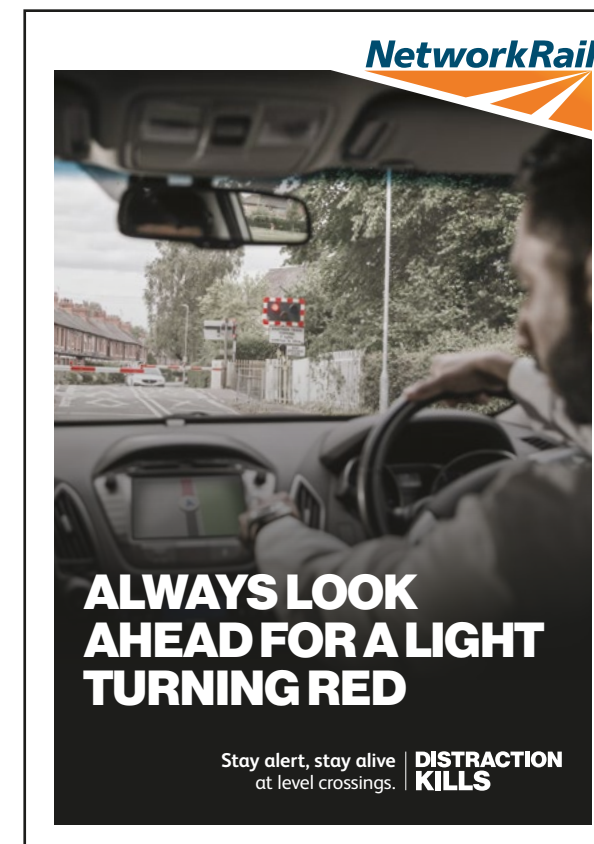
**#DistractionKills #BewaretheBubble**

# POSTERS AND DIGITAL SCREENS

We have created posters that are suitable for printing in a variety of sizes. We have formats for internal screens and in OOH print formats. Please share these where you can.

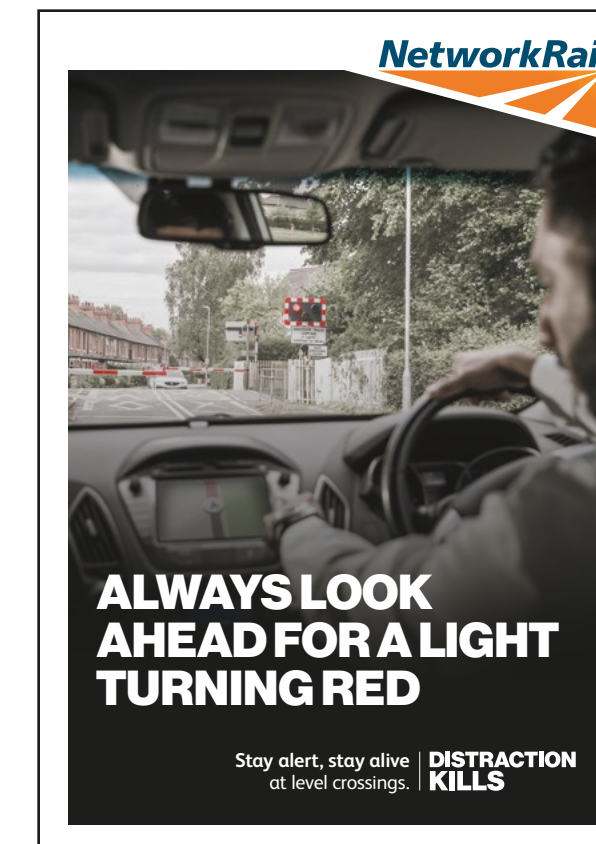
[DOWNLOAD HERE](#)

A3 Poster - Car



[DOWNLOAD HERE](#)

A4 Poster - Car



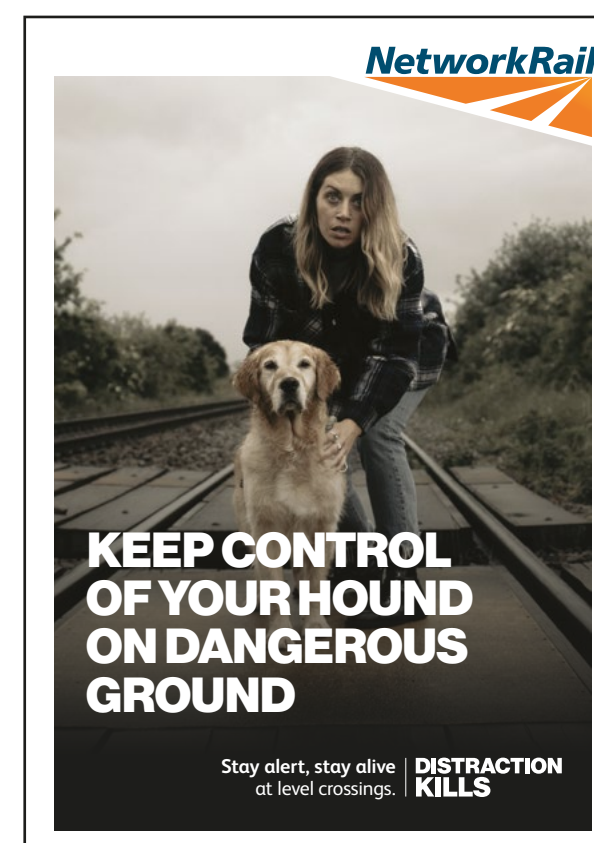
[DOWNLOAD HERE](#)

A5 Poster - Car



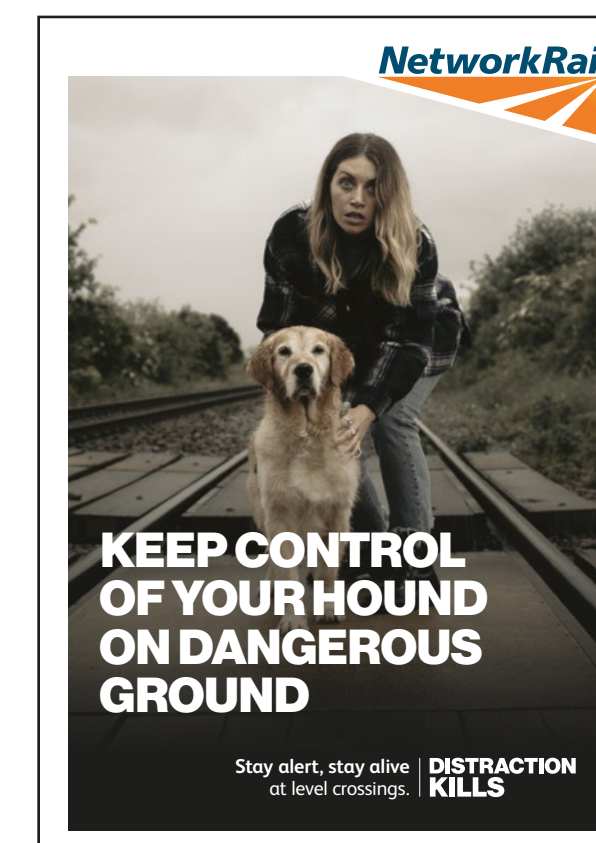
[DOWNLOAD HERE](#)

A3 Poster - Dog



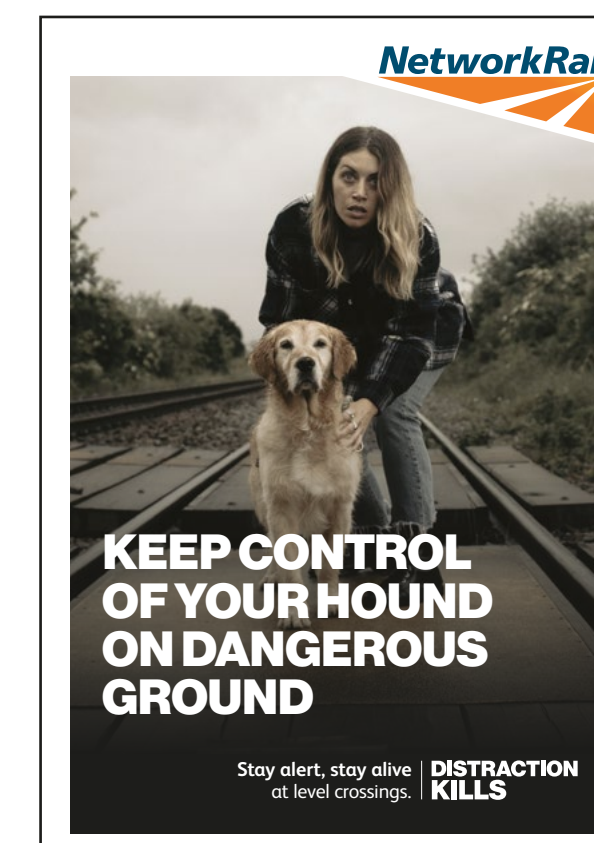
[DOWNLOAD HERE](#)

A4 Poster - Dog



[DOWNLOAD HERE](#)

A5 Poster - Dog

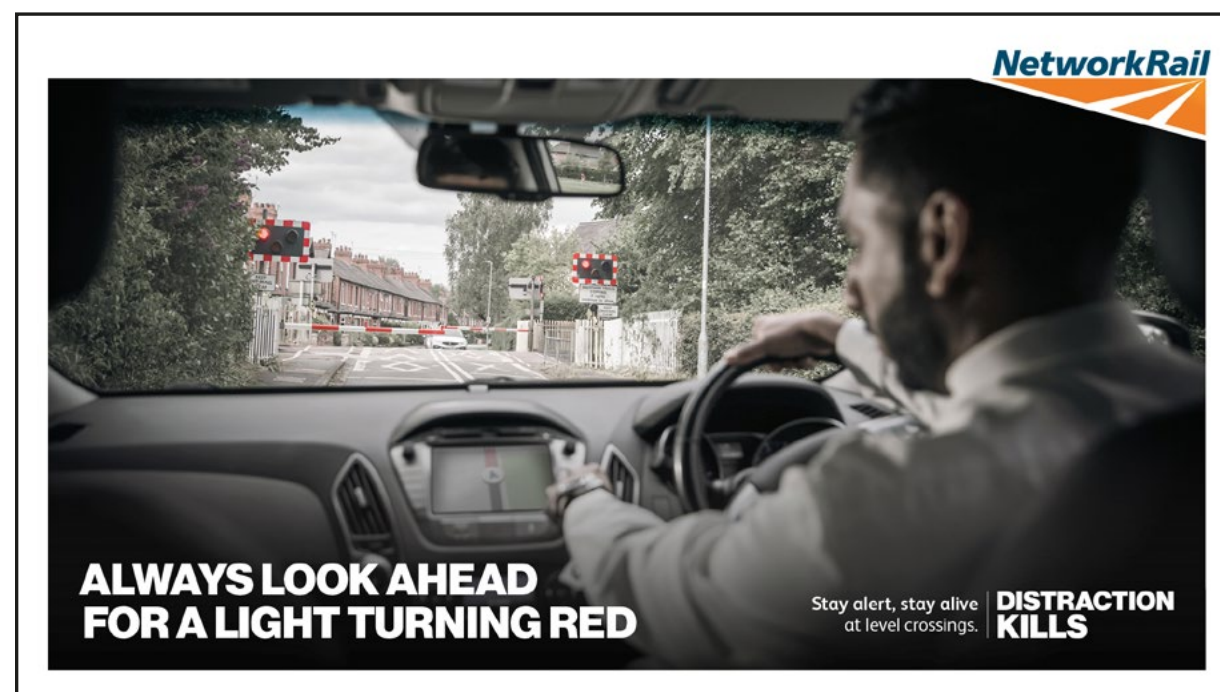


[DOWNLOAD HERE](#)



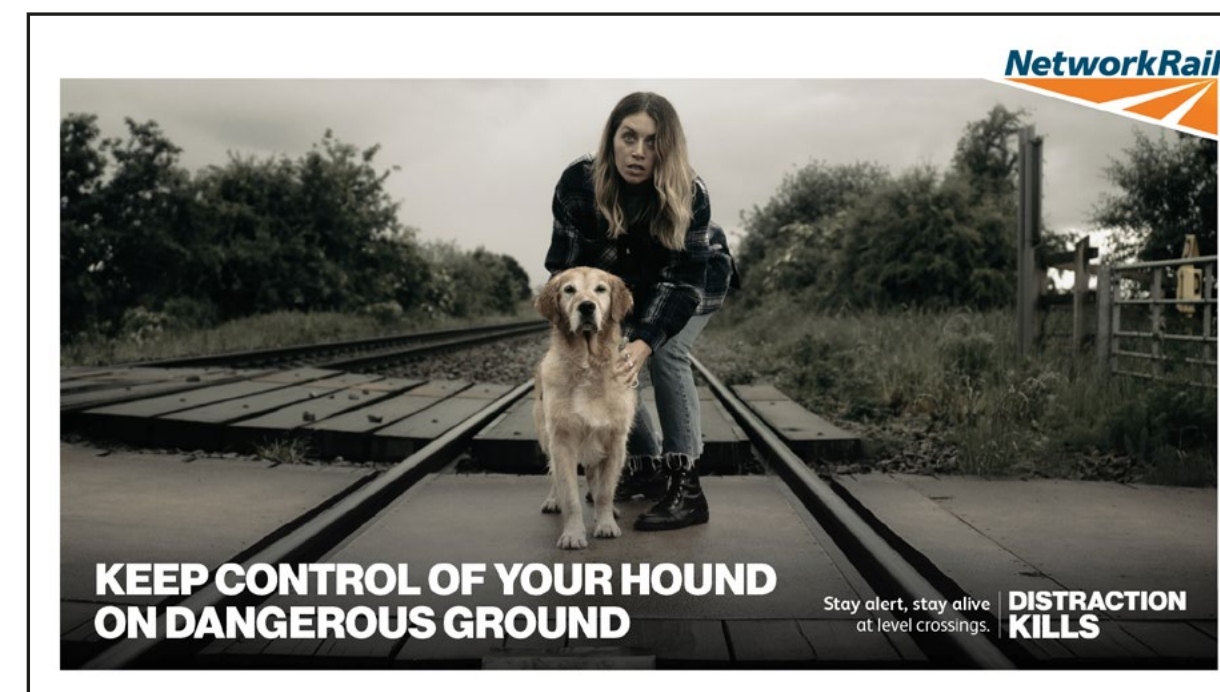
# POSTERS AND DIGITAL SCREENS

OIS Landscape 1920x1080px - Car



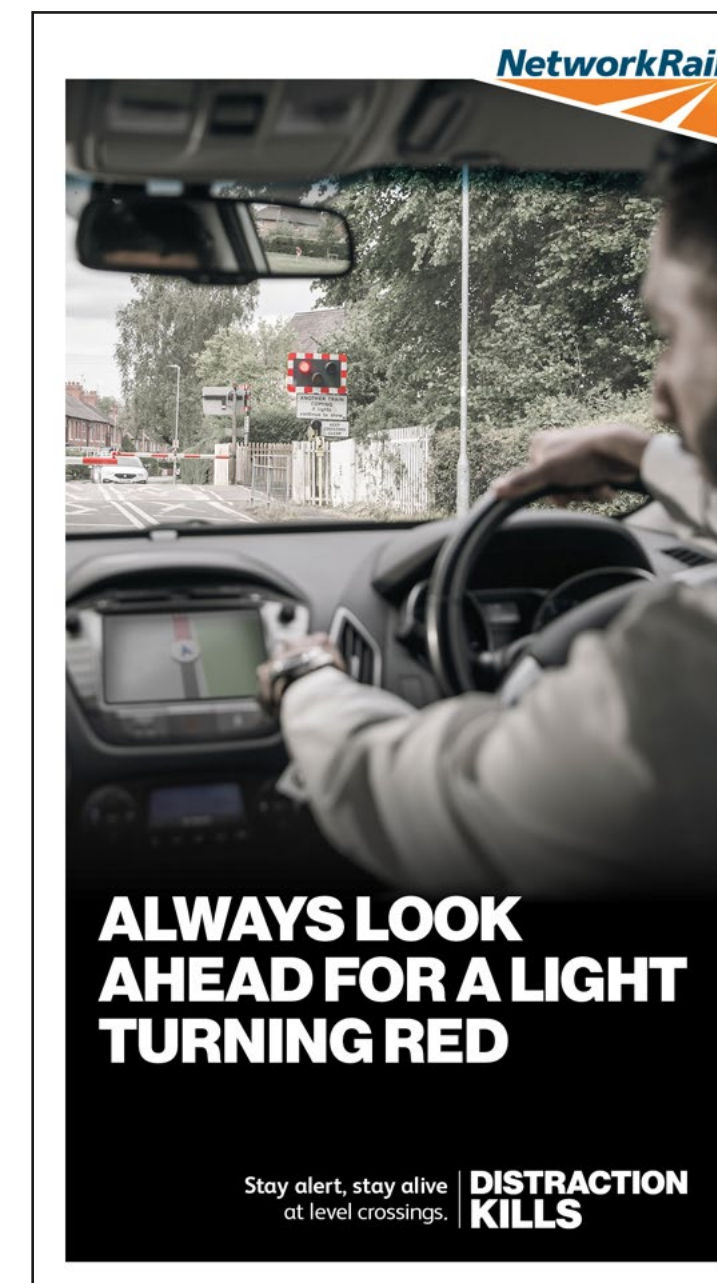
[DOWNLOAD HERE](#)

OIS Landscape 1920x1080px - Dog



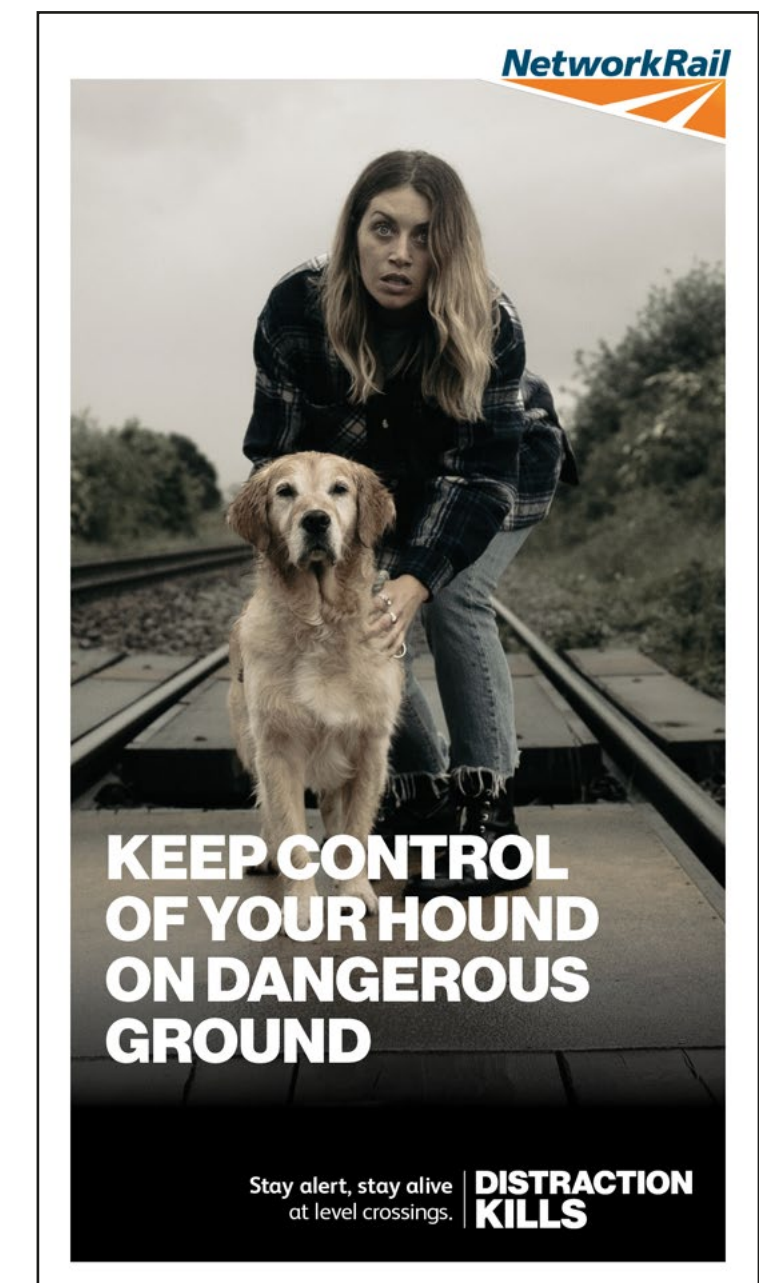
[DOWNLOAD HERE](#)

D6 1080x1920px - Car



[DOWNLOAD HERE](#)

D6 1080x1920px - Dog

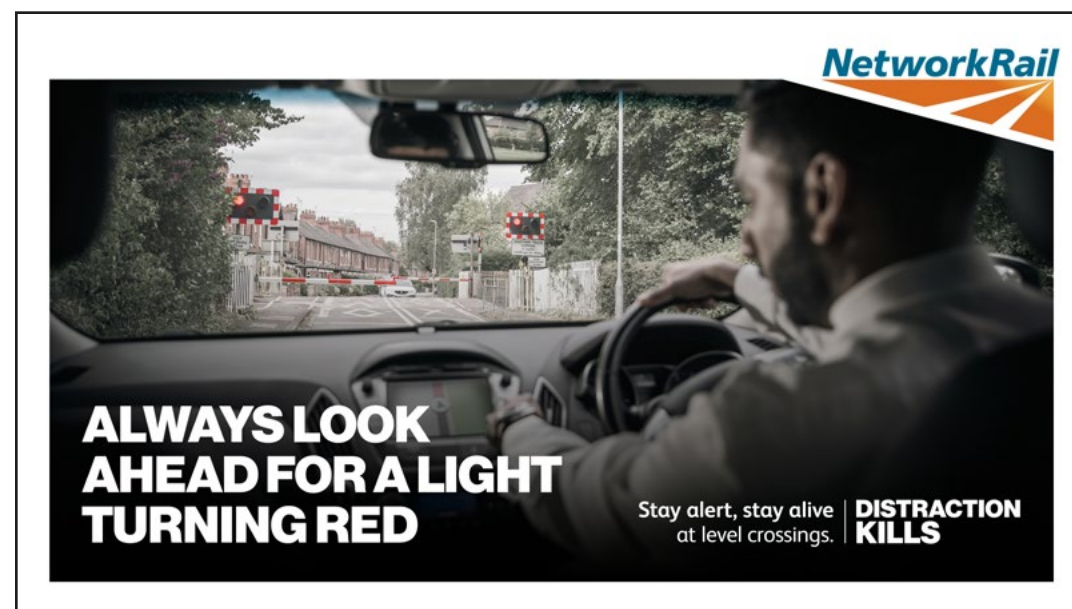


[DOWNLOAD HERE](#)



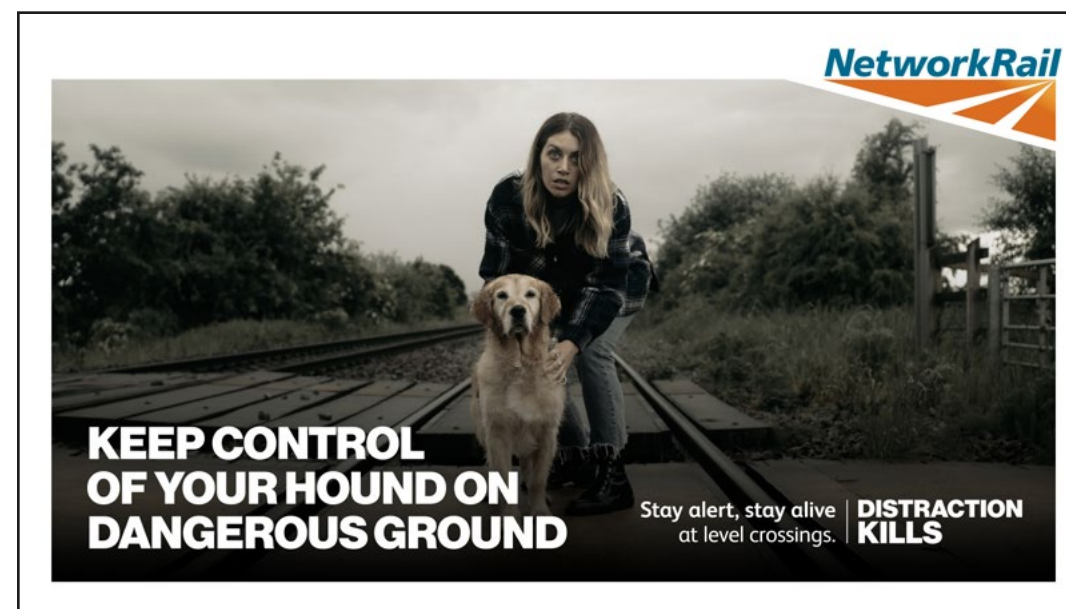
# POSTERS AND DIGITAL SCREENS

NR Internal Screens Landscape 1920x1080px - Car



[DOWNLOAD HERE](#)

NR Internal Screens Landscape 1920x1080px - Dog



[DOWNLOAD HERE](#)

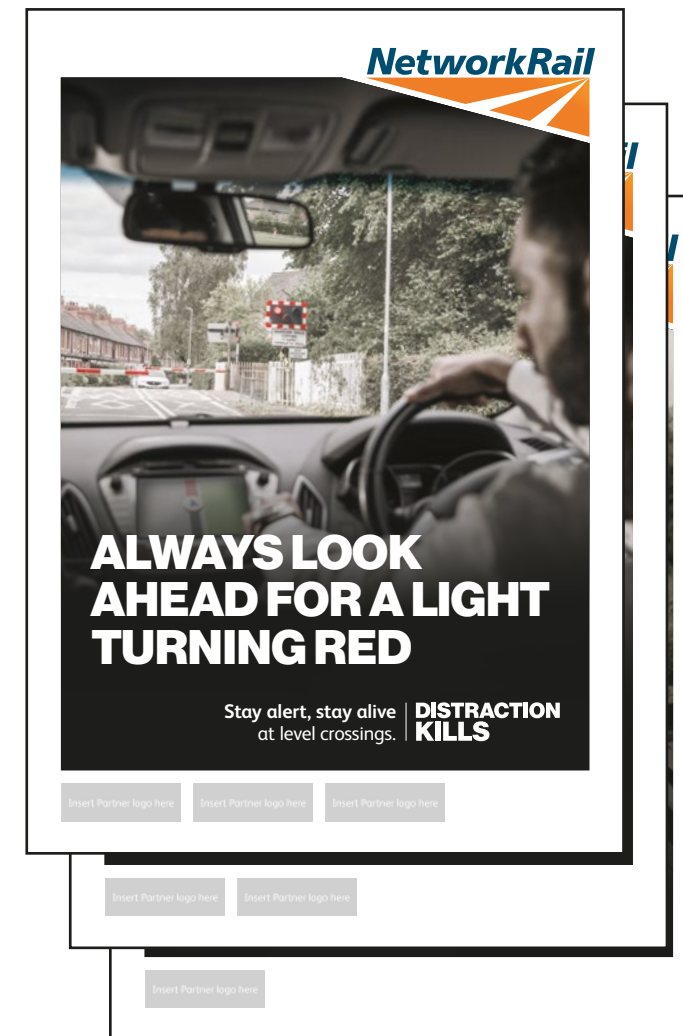
# PARTNER LOCKUPS

Industry partner logos should be in alphabetical order and adhere to the guidelines shown opposite.

To include a logo please follow the instructions below.

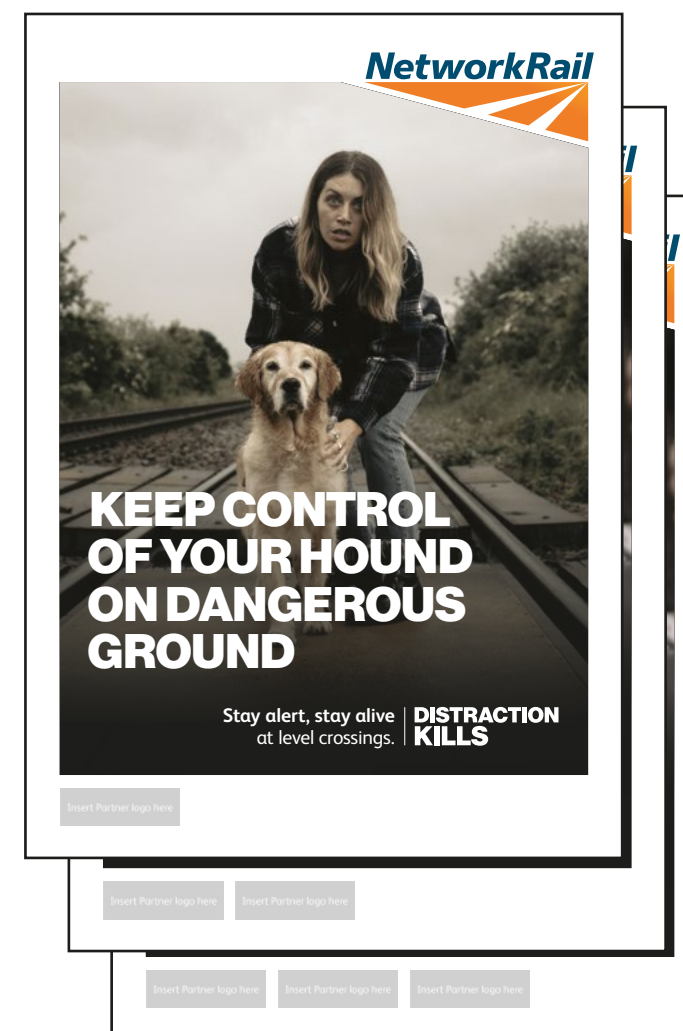
Please also ensure the logo is as high quality as possible for the best quality. High-res vector files are recommended.

1. Source a high-res landscape version of the partner logo you want to add to the bottom of the poster.
2. Open the PDF with your chosen creative (dog or car driver) and how many logos you are going to add (1, 2 or 3).
3. Click on the grey box that says 'Insert Partner Logo here'.
4. Click 'Browse' to find your logo file and then press 'Select'.
5. Save PDF.



DR - car    A3 - car    A4 - car    A5 - car

1 logo	1 logo	1 logo	1 logo
2 logos	2 logos	2 logos	2 logos
3 logos	3 logos	3 logos	3 logos



DR - dog    A3 - dog    A4 - dog    A5 - dog

1 logo	1 logo	1 logo	1 logo
2 logos	2 logos	2 logos	2 logos
3 logos	3 logos	3 logos	3 logos

Car poster with options for 1, 2 or 3 partner logos.

Available in sizes A3, A4, A5 and Double Royal.

Dog poster with options for 1, 2 or 3 partner logos.

Available in sizes A3, A4, A5 and Double Royal.

# | CONTACTS

If you have any queries on this campaign, please contact:

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