

# Get Home Safe

Intoxication campaign toolkit

November 2022

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## Any questions?

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

Marketing team:

[marketing@networkrail.co.uk](mailto:marketing@networkrail.co.uk)

Campaign lead:

[Kathryn.Awde@networkrail.co.uk](mailto:Kathryn.Awde@networkrail.co.uk)

Section 1

About the campaign

## Campaign context:

Network Rail faces the challenge of increased incident rates amongst passengers who've had too much to drink.

This tends to peak during the summer months and the Christmas party season. With the addition of a winter Football World Cup happening this year, even more alcohol-related incidences could be occurring during November and December.

That is why Network Rail are launching this campaign to influence passengers to take more care around railway stations when they've had a drink.

Ongoing, the campaign has the potential to make as big an impact as possible in preventing passengers from becoming an alcohol-related accident statistic throughout the year.



## Campaign considerations:

As with all awareness and behaviour change campaigns, we've identified certain contextual considerations to feed into the creative thinking.

### Environmental

- World Cup fever and Christmas party season should provide the context for celebratory times (alongside higher alcohol intake).
- Socio-economic pressures could mean higher alcohol intake as a form of release.
- In the run up to Christmas we can expect a higher number of positive communications.

### Social

It tends to be easier to identify when others have had too much to drink than recognise ourselves as that person. This provides an opportunity to target those around the individual for in-the-moment action.

### Psychological

It'll be hard to prevent people getting 'carried away' in the heat of the moment or reach them while inebriated due to impaired cognition.

### Audiences

- Individuals who are planning to attend a social engagement during the campaign period.
- The people around the drunk person after the event and on their way home.



## 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.

Heading out with the lads to watch the footie? Looking forward to letting your hair down with work colleagues at your Christmas party? Whatever your cause for celebration this winter, we want you to get home safe.

We all know that having a few drinks can impair our judgement and coordination. This can make even the safest of situations tricky to navigate. The types of incidents we see on and around the railway where alcohol has played a role tend to include:

- slips, trips and falls in stations
- jumping or weaving level crossing barriers
- trespassing and running across the track

In recent years we've seen that a quarter of alcohol related incidents that happen, take place across November and December. So, if you're out having a few drinks, we're asking you to please take care on your way home.

## Key messages

### Campaign name

Get home safe

### Primary message

Please take care at the station on your way home

### Secondary message

Out celebrating?  
Don't become the next trending tumble

## Campaign activation:

Get Home Safe will launch in November 2022 and be promoted across Network Rail owned communication channels in managed stations and across our social media channels.

There will be some targeted paid and contra media activity focussed on priority stations where incident numbers have been highest over the last 12 months.

The support of the rail industry will be essential in helping to maximise the reach of the campaign to our target audience. This toolkit provides you with resources to use so that together we can encourage everyone to get home safe.

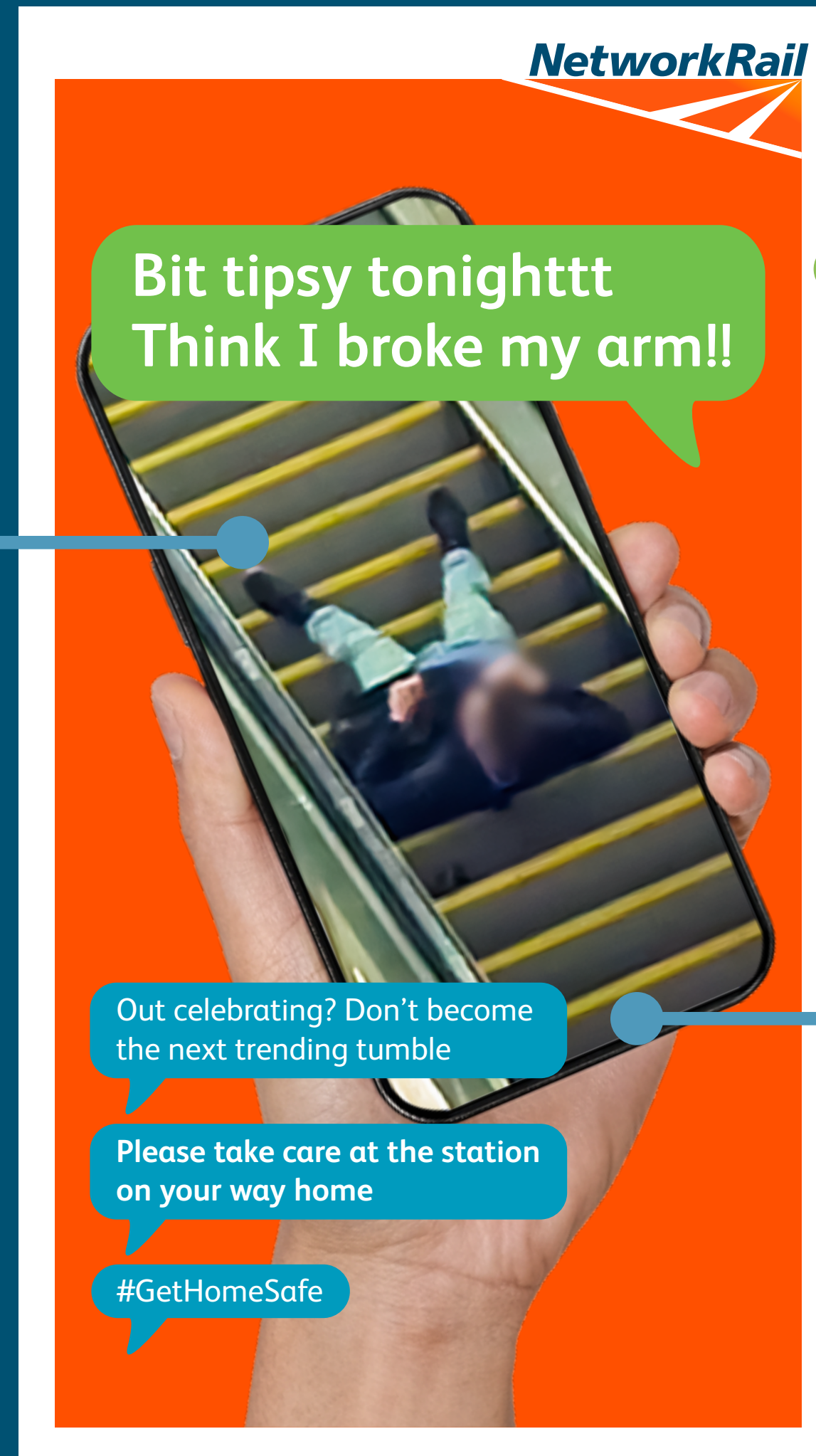
## Campaign platform: As seen on a meme

### Caught on CCTV

We're using station camera footage to illustrate the dangers of being intoxicated in and around the station to trigger an emotional response.

It mildly mocks the drunk passenger without being overly judgemental.

And is exhibiting behaviour everyone would recognise in others and maybe even in themselves.



### Real stories

We want people who typically don't recognise themselves as the person who's had too much to drink.

That's why our headlines use a station visitor's voice to tell their own unfortunate story of an intoxicated mishap, typed as a message to friends or family.

### Friendly advice

By tapping into a sense of 'loss aversion' we're encouraging the audience not to 'be the next...'

A clear and upfront call to action offers simple advice that isn't judgemental about having a great night out.



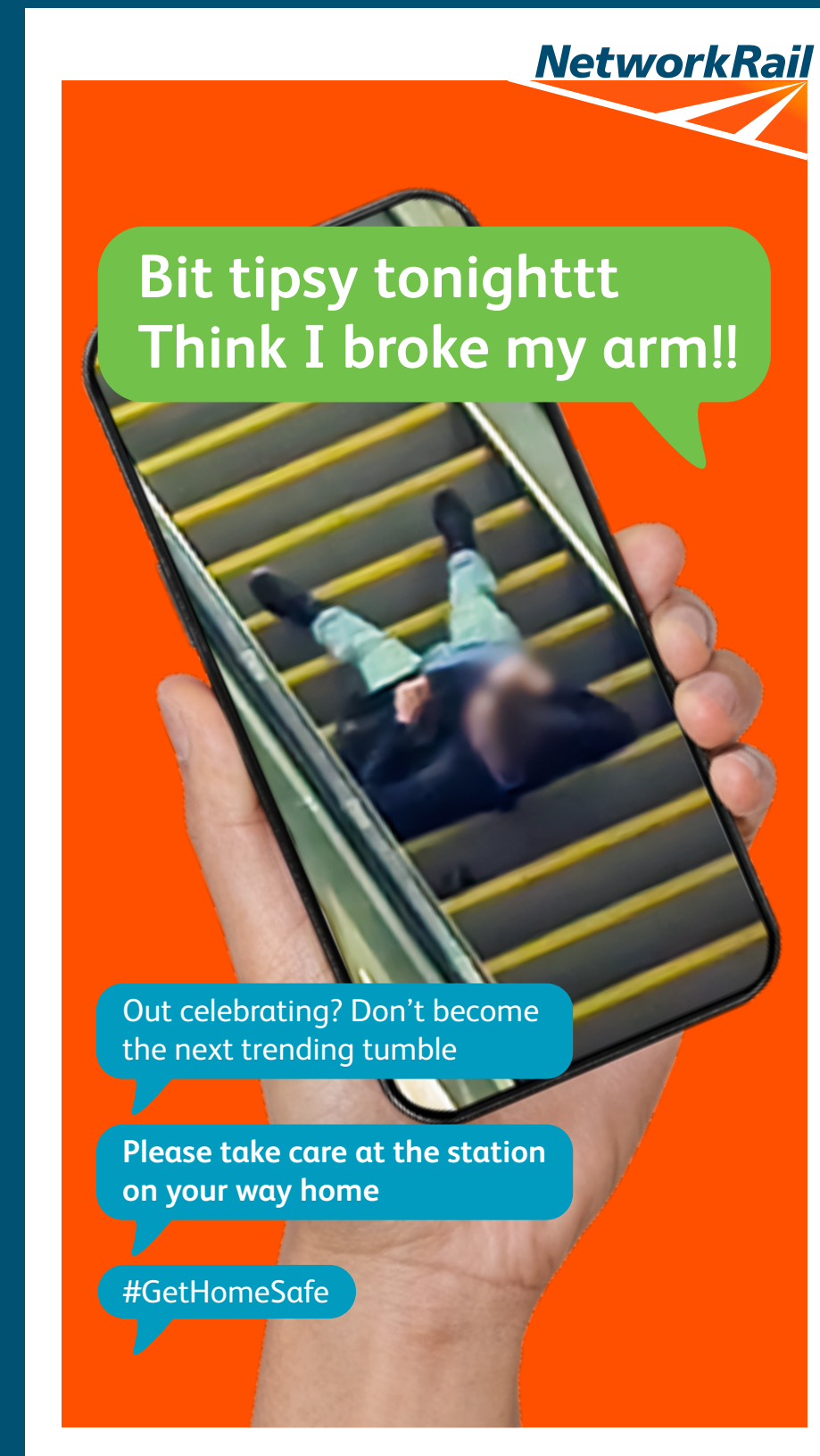
# Campaign platform: As seen on a meme

## Three stories

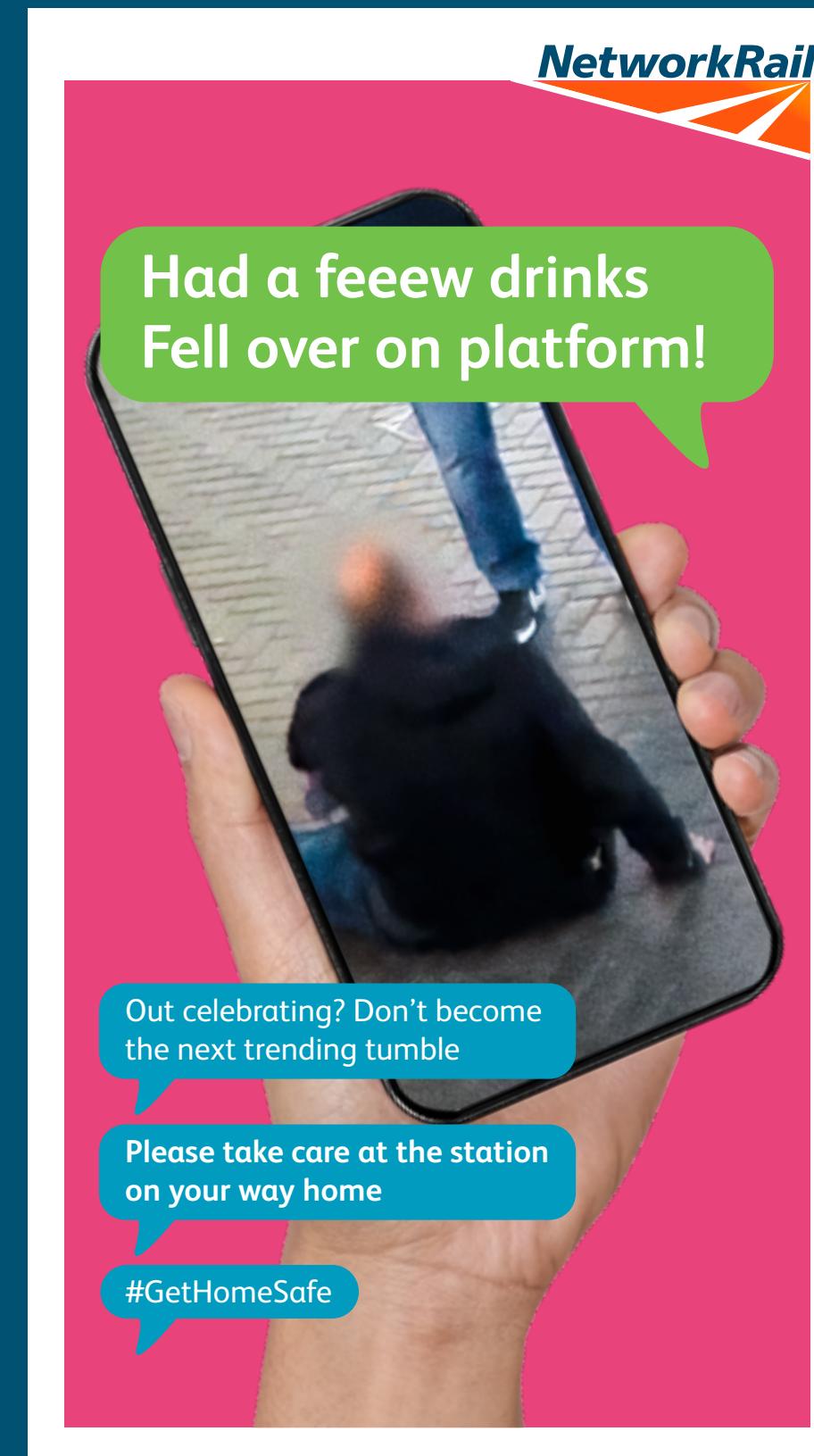
We have developed three headline options to rotate our ‘overheard’ stories across different media.

- Option 1 Broke arm headline  
Most of the time we will lead with this option.
- Option 2 Fell over headline  
Here the background colour changes to pink and we use an alternative CCTV image.
- Option 3 Tumble headline  
Here the background colour changes to purple and pair with a third CCTV image.

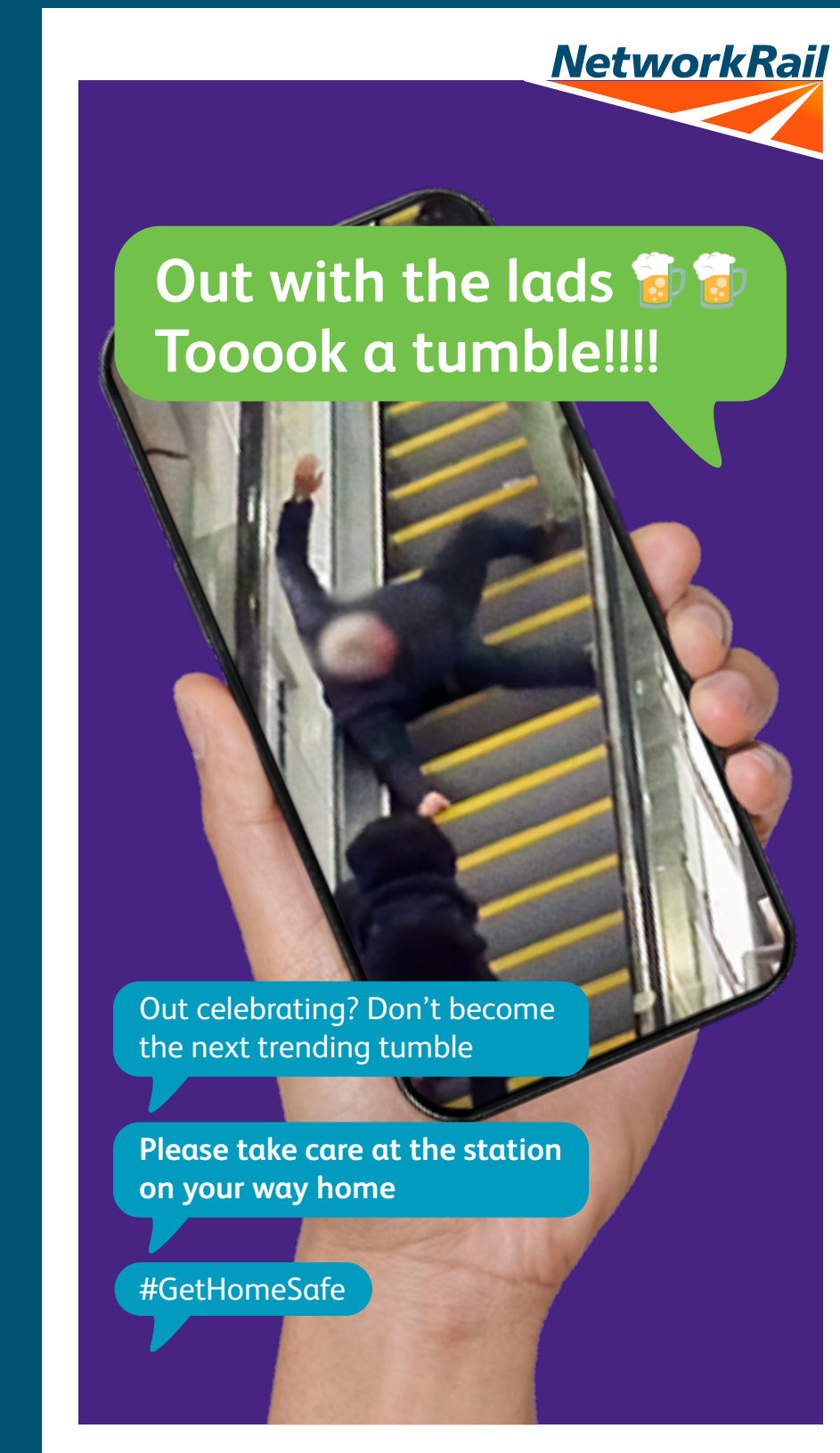
Option 1  
Broke arm headline



Option 2  
Fell over headline



Option 3  
Tumble headline



# Campaign platform: Conversations

## The talk of shame

For some campaign assets, it may not be practical to use the CCTV footage due to space or the medium.

For these instances, we have some simple typeset conversational stories told via a text message exchange.

Option 1  
Dad conversation

**NetworkRail**

Where are you dad?

Had a few after work  
Stuk in A&EEE!

Thinks I broke my  
arm fallin on staairs

Out celebrating? Don't become  
the next trending tumble

**Please take care at the station  
on your way home**

#GetHomeSafe

Option 2  
Ok hun conversation

**NetworkRail**

You ok hun??

You on your way?  
Hope nothing's  
happened!

Juss fell over 🤪

Out celebrating? Don't become  
the next trending tumble

**Please take care at the station  
on your way home**

#GetHomeSafe

## Campaign measures we want to achieve:

Awareness

14% 

Unprompted recall

Recognition

11% 

Prompted recall

Message take-out

70% 

Prompted message take out

“It is dangerous to be under the influence of alcohol when near the railway.”

Behaviour change

30% 

Minimum achievement

“I intend to take extra care when around the railway under the influence.”

Reputation 1

70% 

Net favourability amongst recognisers

Reputation 2

85% 

Public perception that NR cares about safety

# Section 2

# Toolkit resources

You can access all campaign resources  
via the campaign page on **Safety Central**.

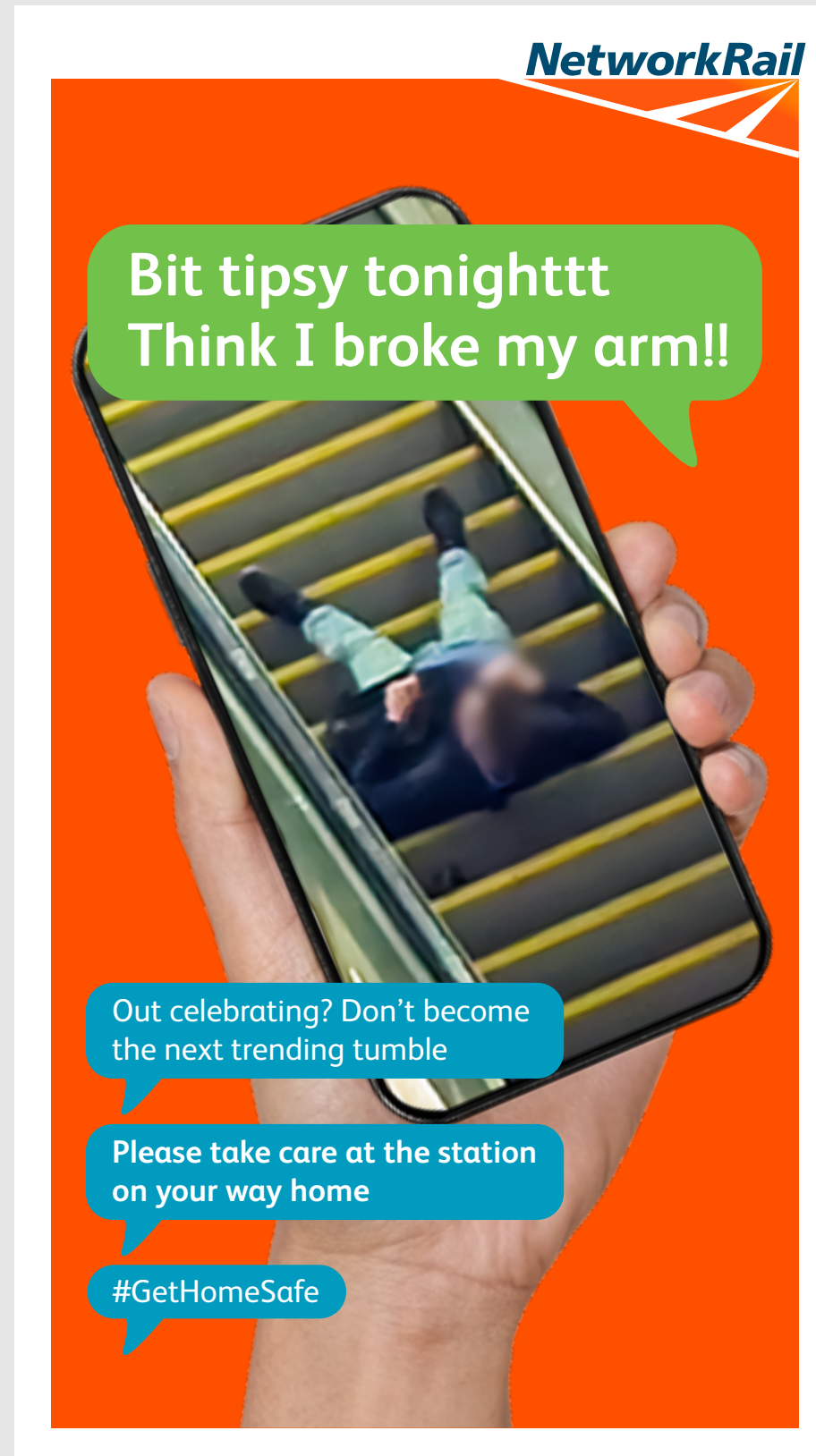


You can help spread the message locally using our key campaign resources. Three headlines and creative are available. They can be downloaded from this toolkit.

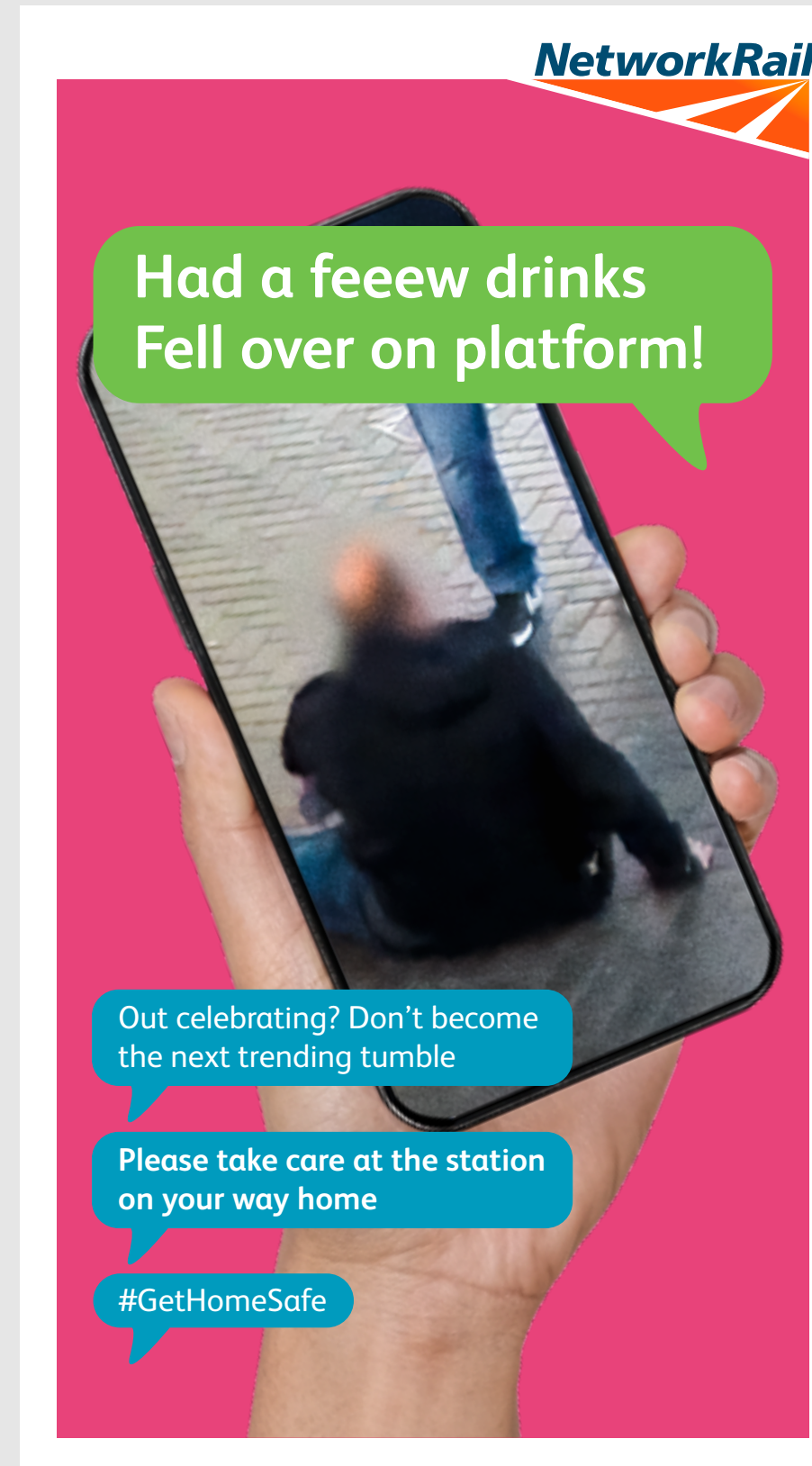
When talking about the campaign online, please use the hashtag #GetHomeSafe.

This is the campaign hashtag that we'll be using across all campaign executions.

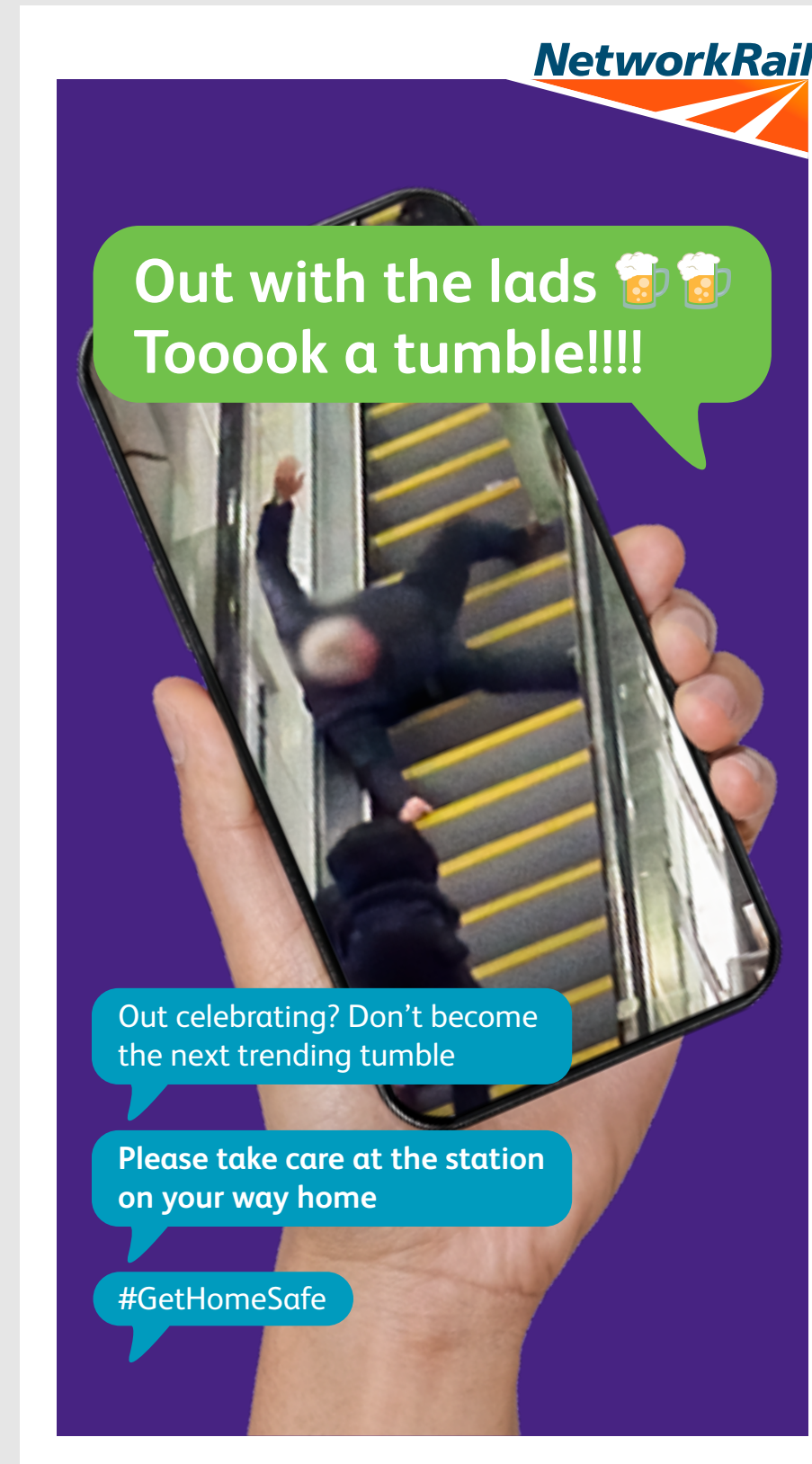
Hero campaign resource



Supporting campaign resource



Supporting campaign resource



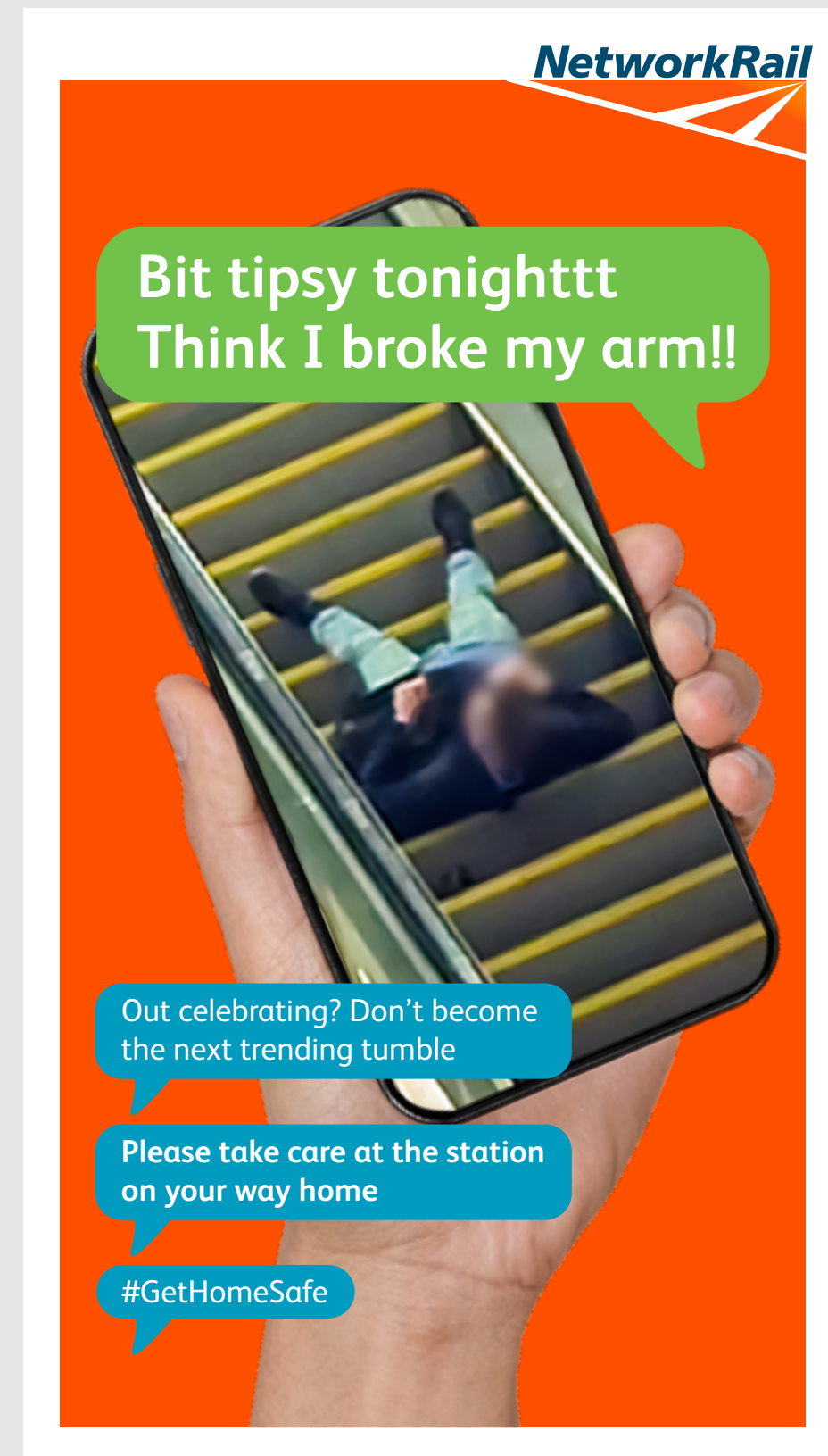


### In station static resources

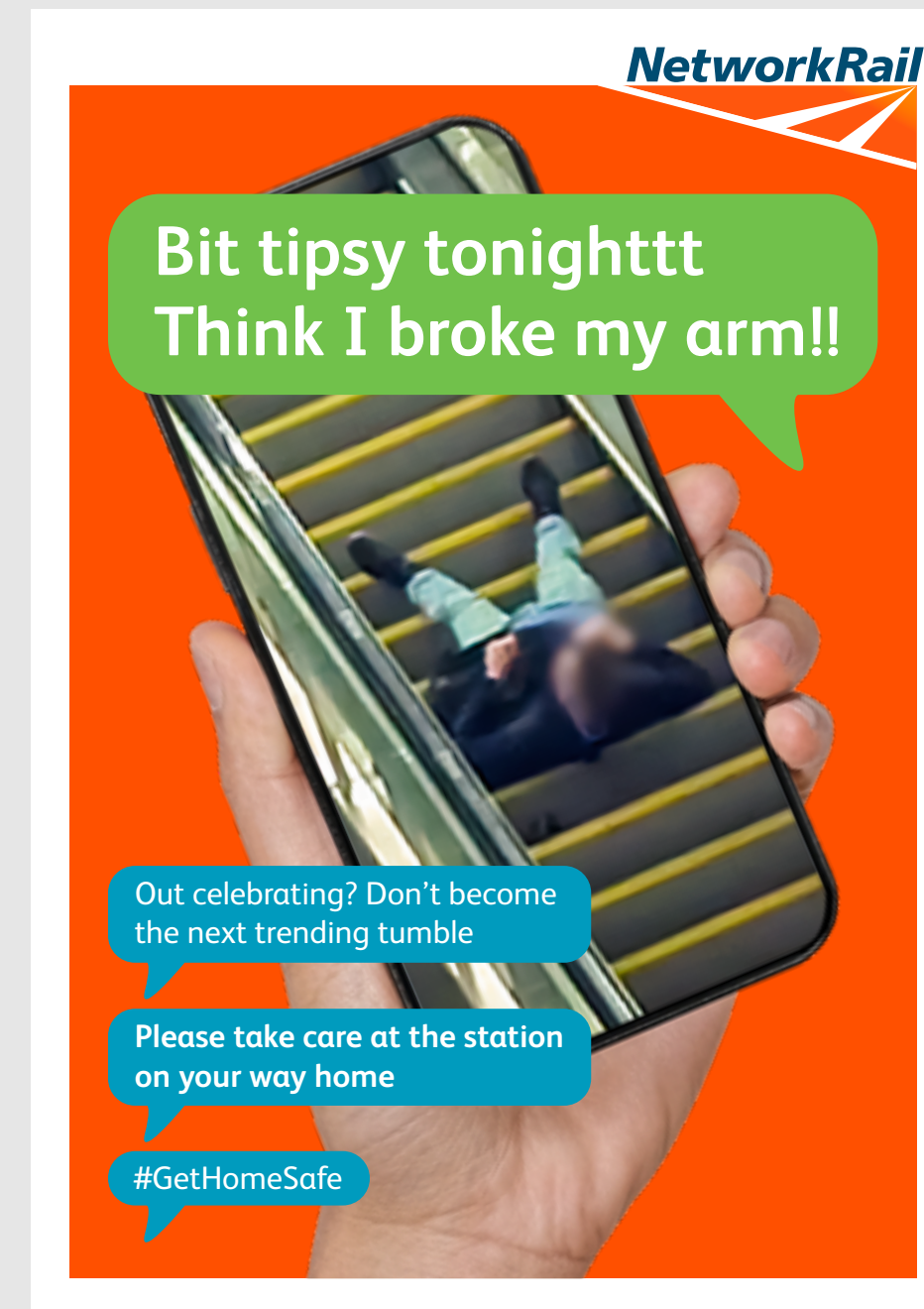
These are our campaign posters, further sizes (A2, A3, A4) available on download. Put them up and help spread our message in stations or wherever our audience might see them.

[Download](#)

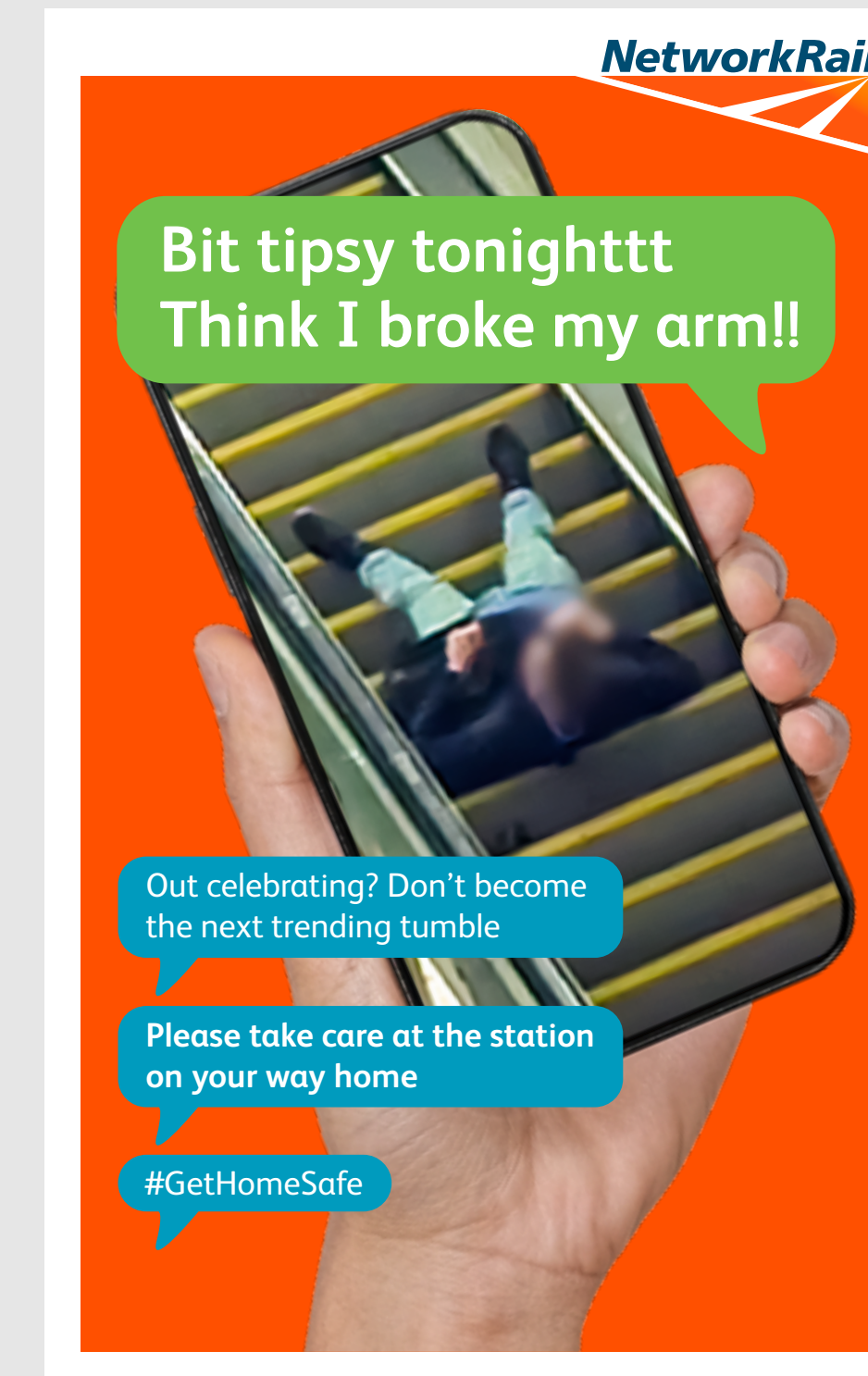
D6 Poster / Digital Totems



A1 Poster



DR Poster



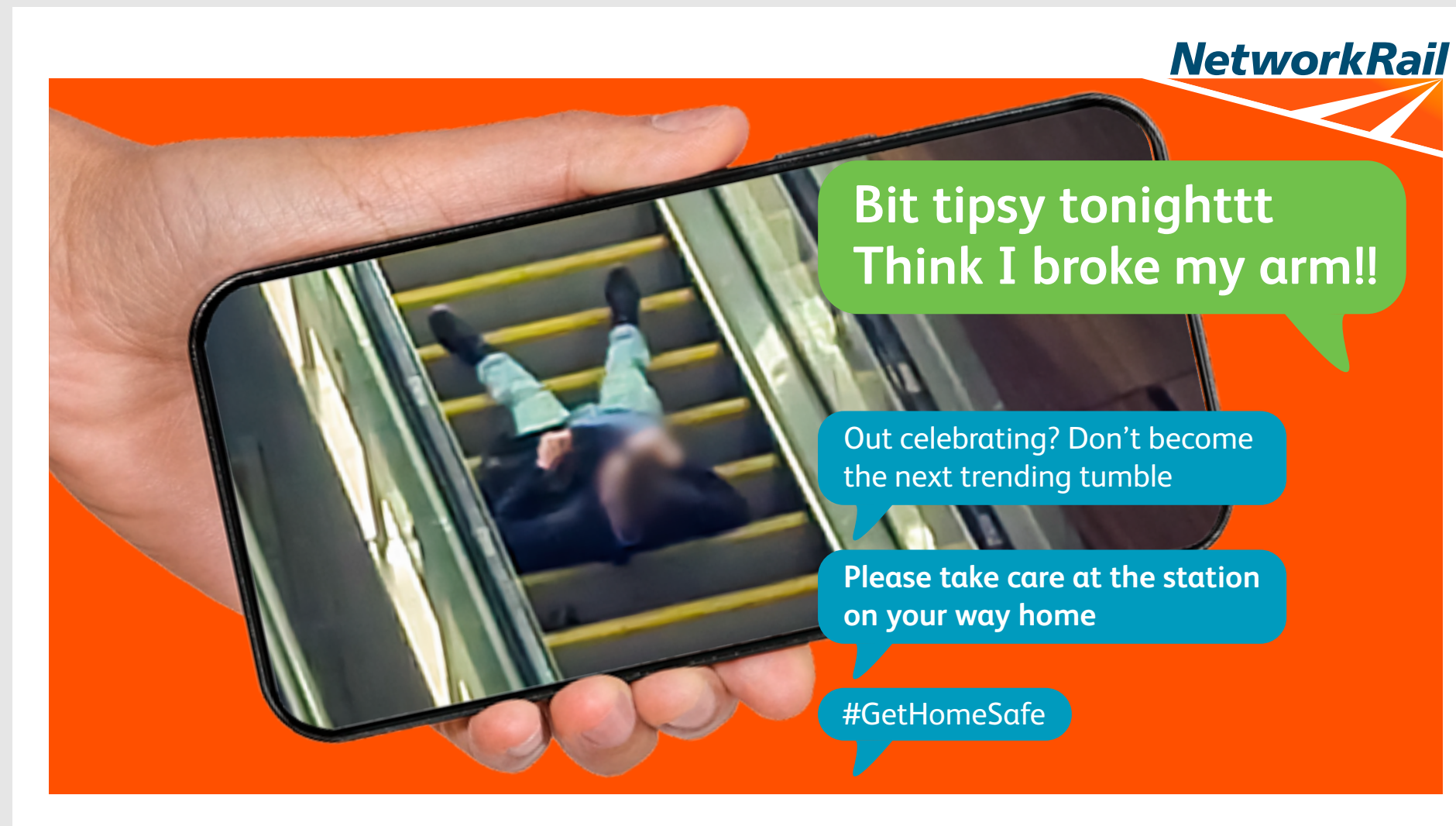


Motion: OIS Screen Landscape

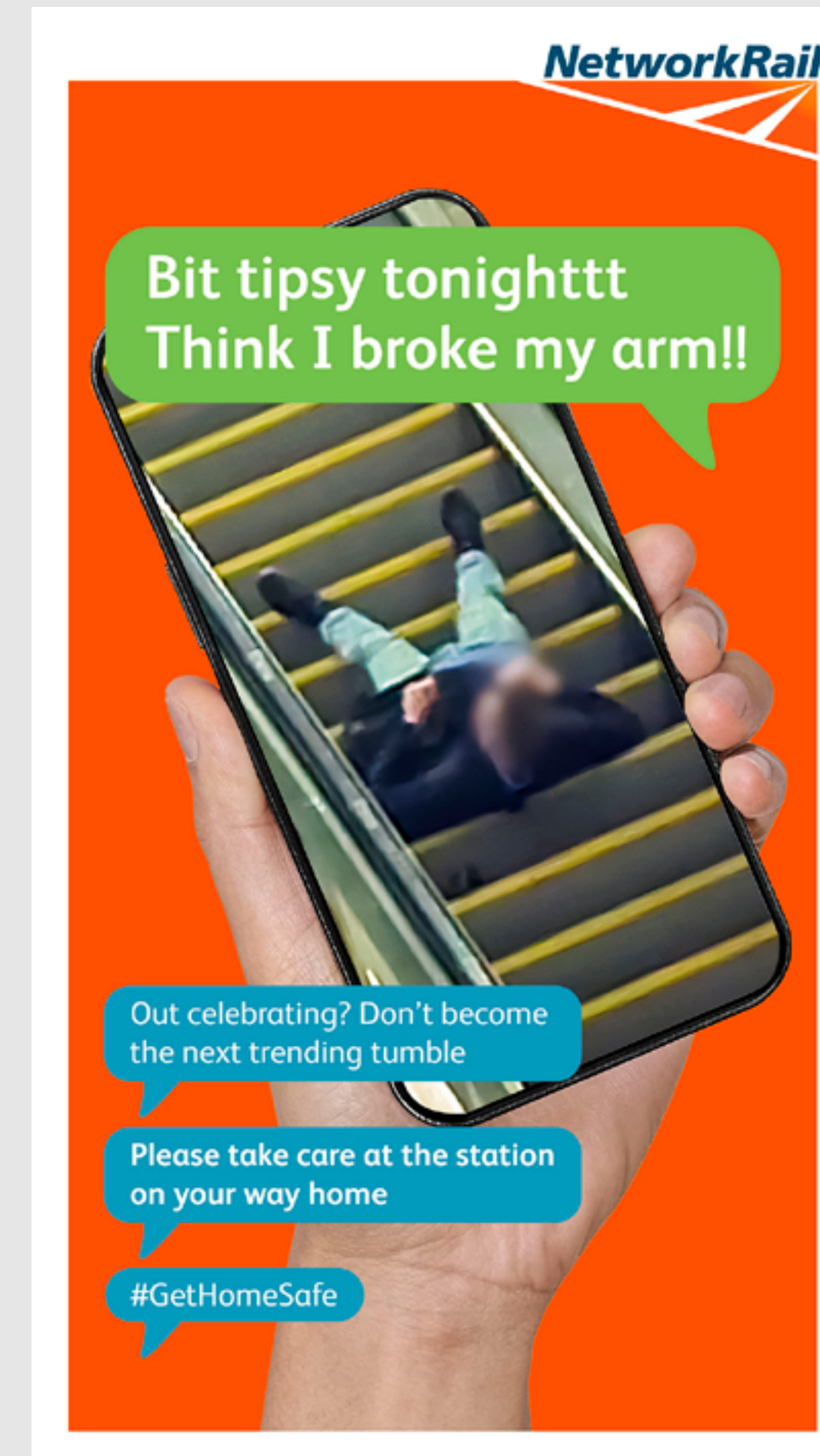
**In station motion resources**

These are for use on digital screens within managed stations. Download them here and help spread our campaign message digitally.

[Download](#)



D6 / Digital Totem / OIS Portrait Screen





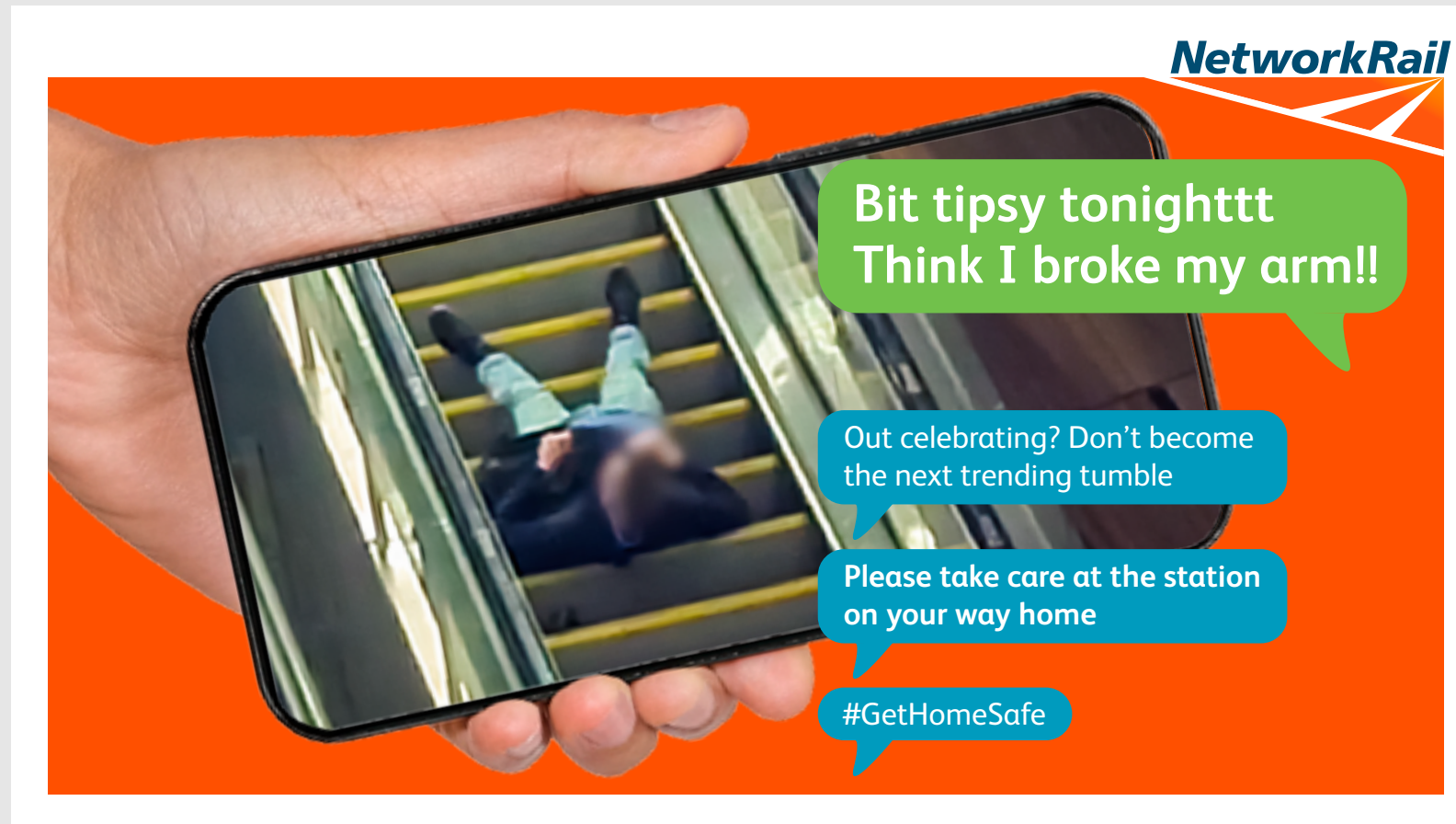
### Social media motion and CCTV resources

These are for online use only. Download them here and help spread our campaign message digitally.

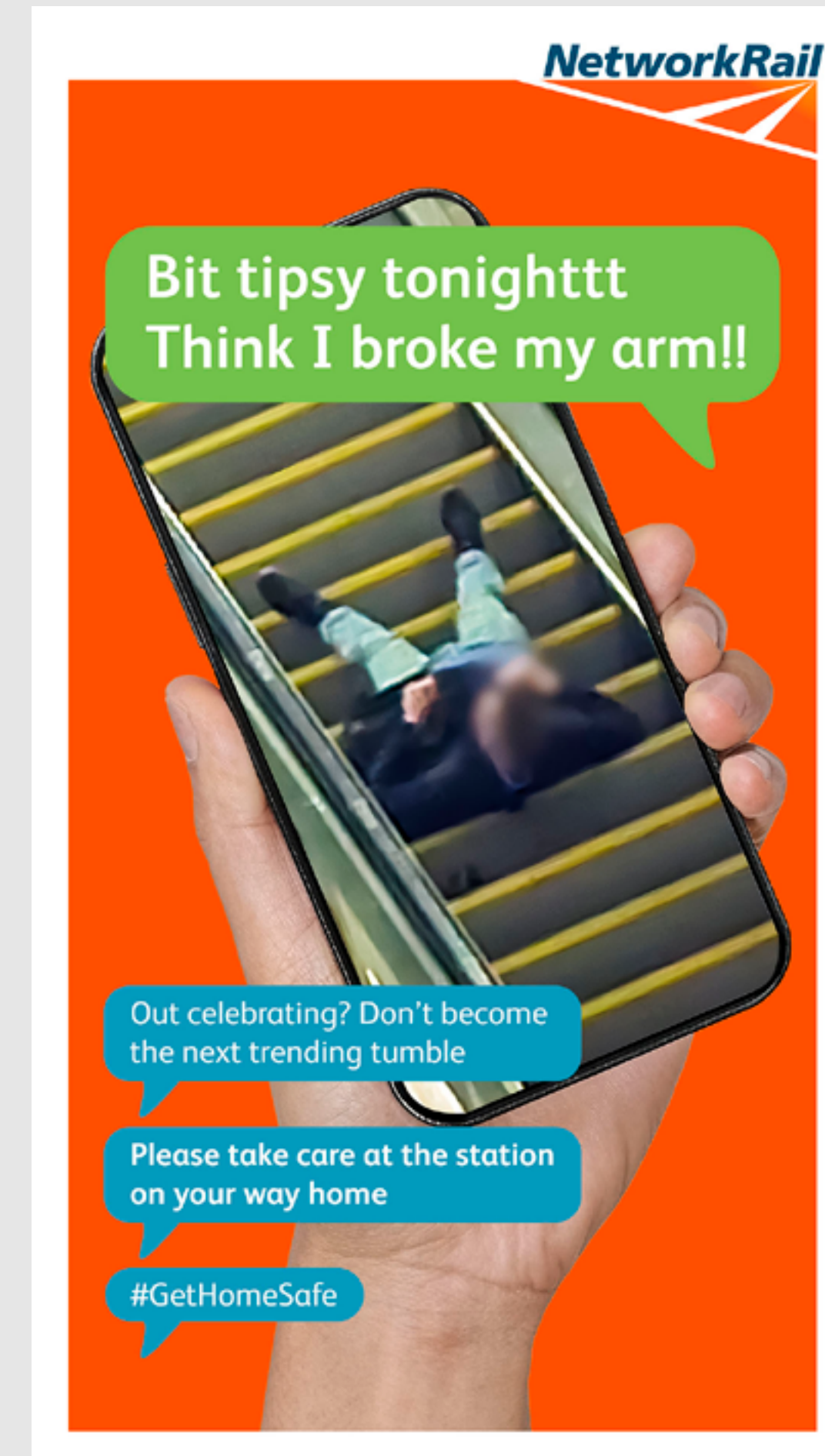
When sharing across social media please use **#GetHomeSafe**

[Download](#)

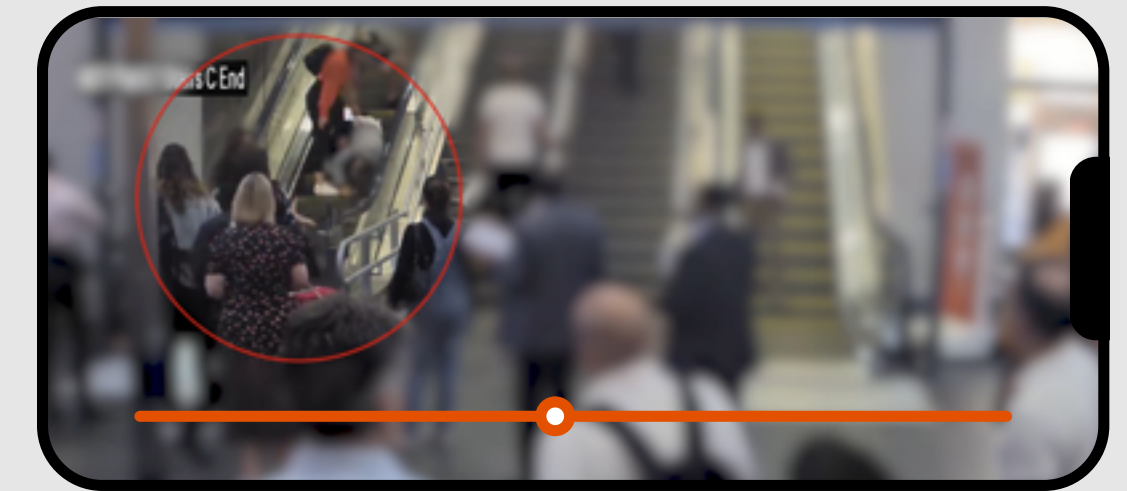
1280 x 720 Twitter and Facebook



1080 x 1920 Instagram stories



1280 x 720 Twitter and Facebook CCTV montage videos (long and short versions available)



1080 x 1080 Instagram



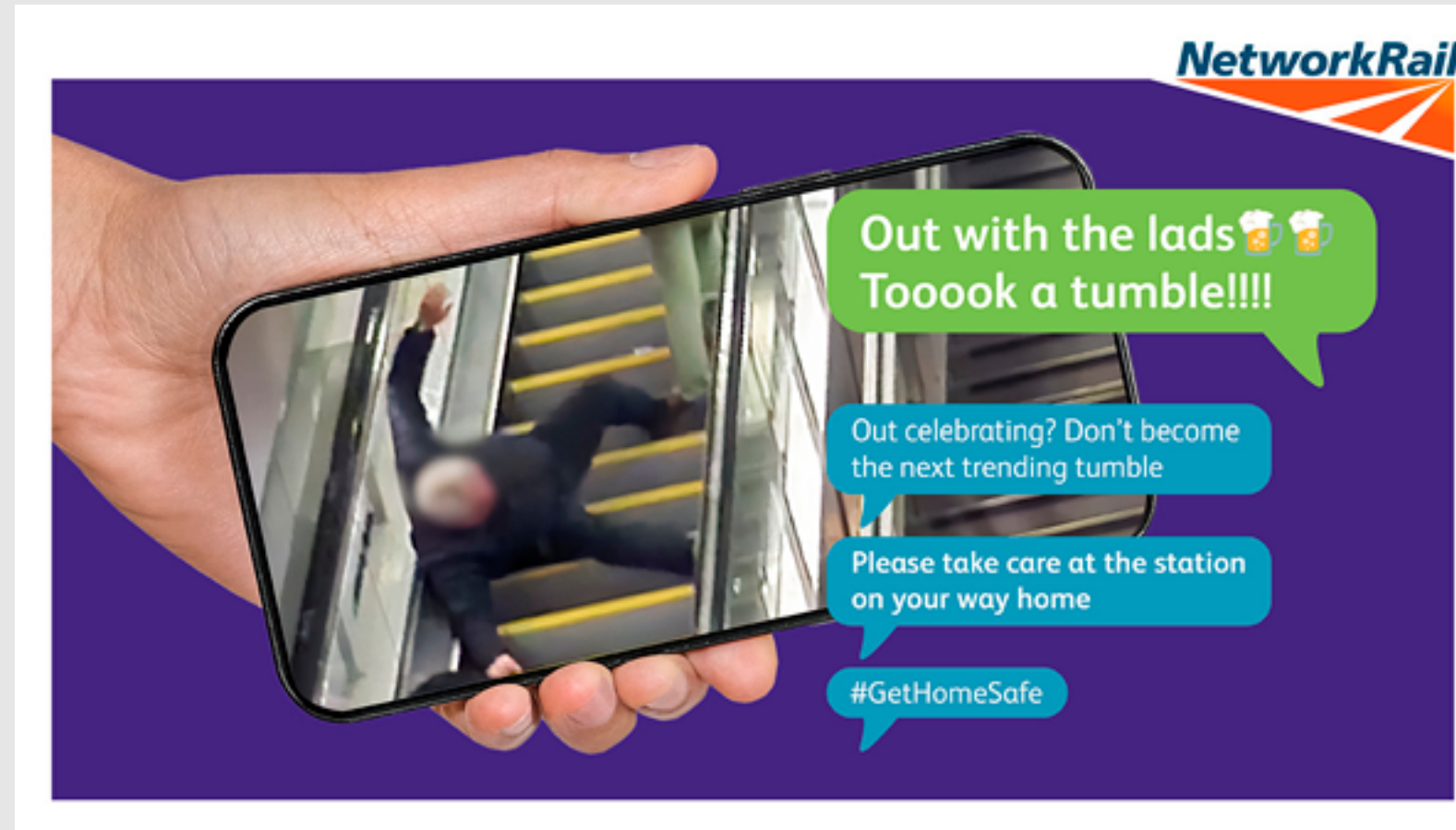


### Social media static resources

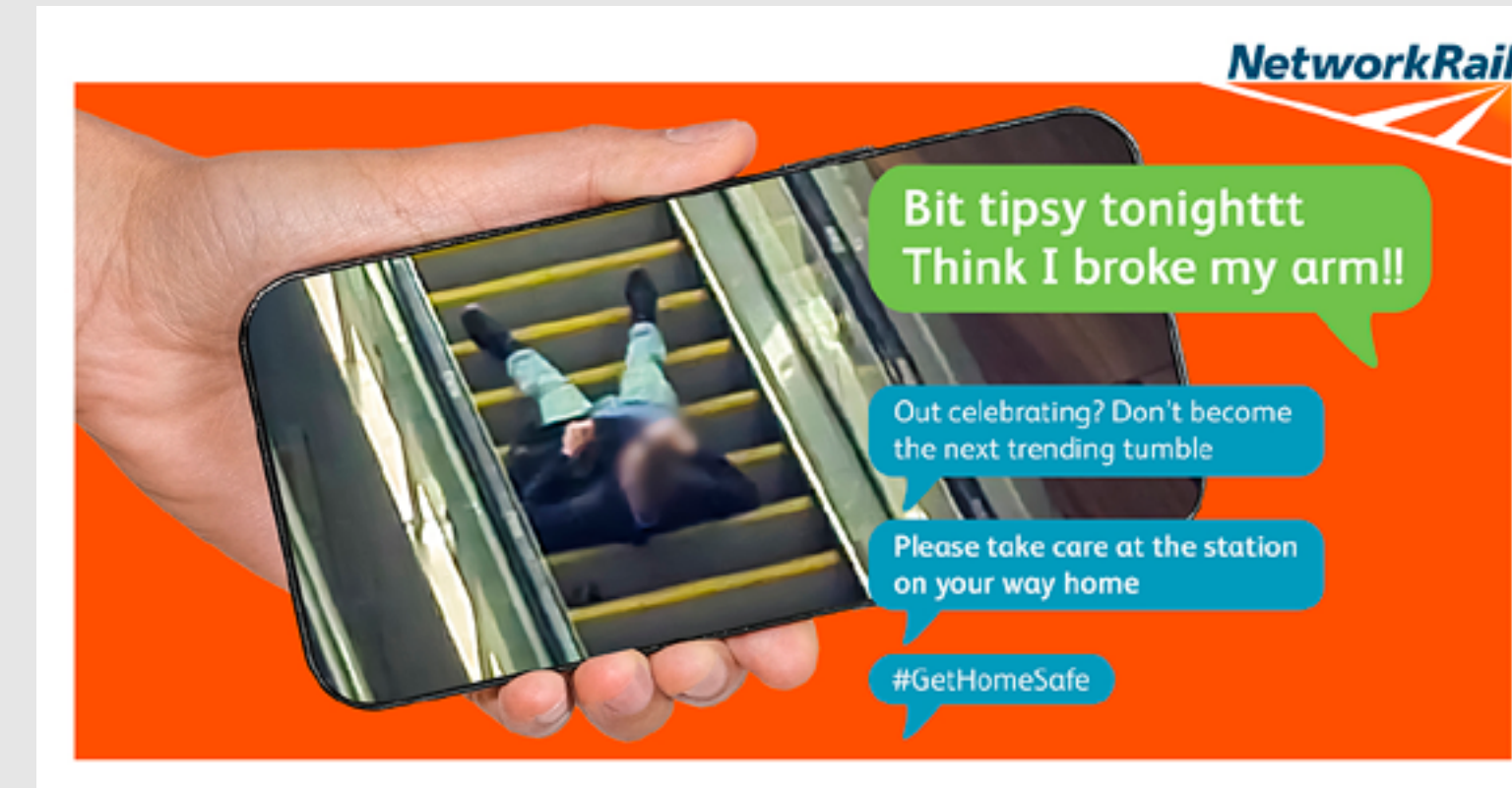
These are for online use only. Download them here and help spread our campaign message digitally.

Download

1280 x 675 Twitter and Facebook



1200 x 627 LinkedIn



1080 x 1080 Instagram

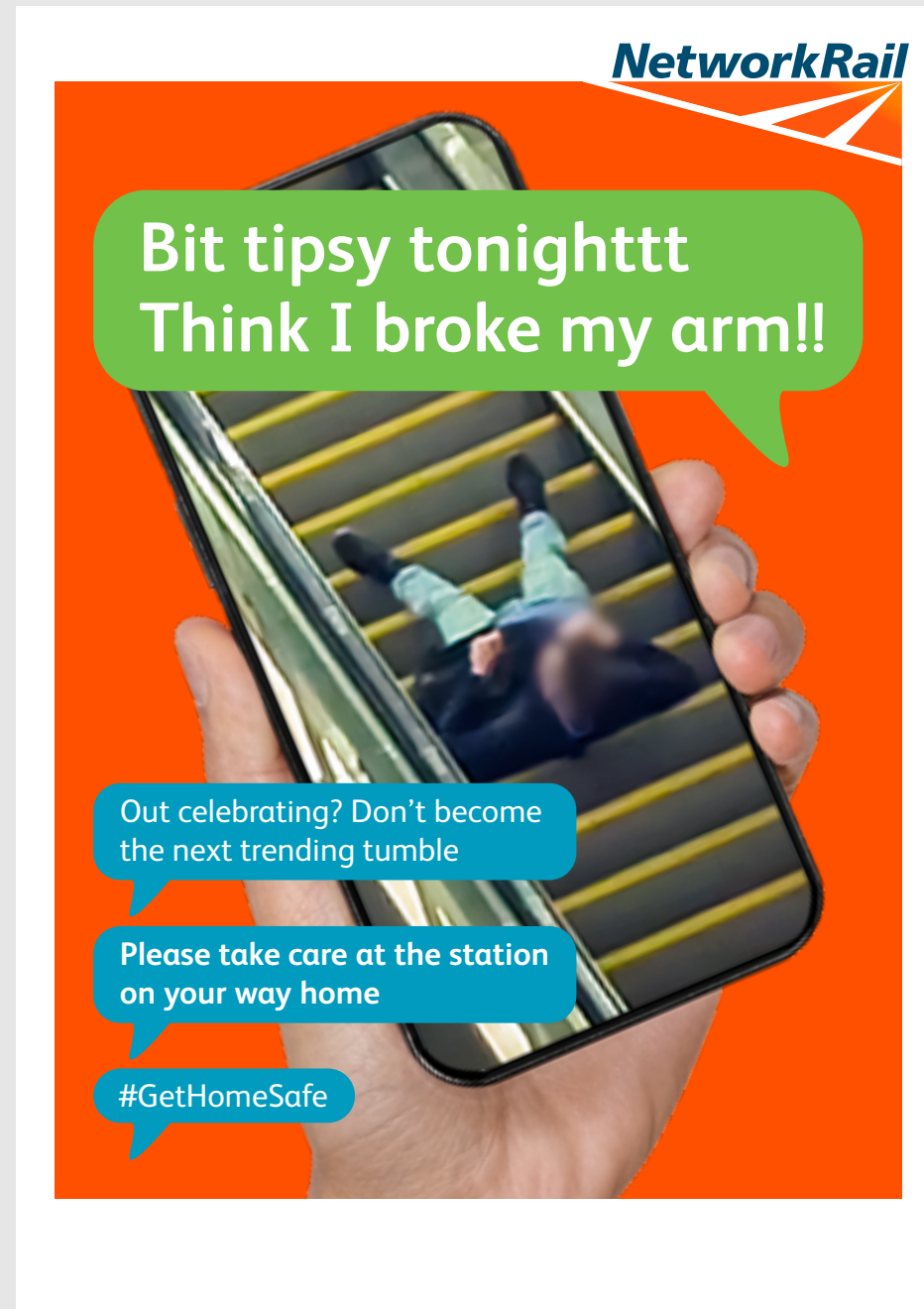


### Partnership resources

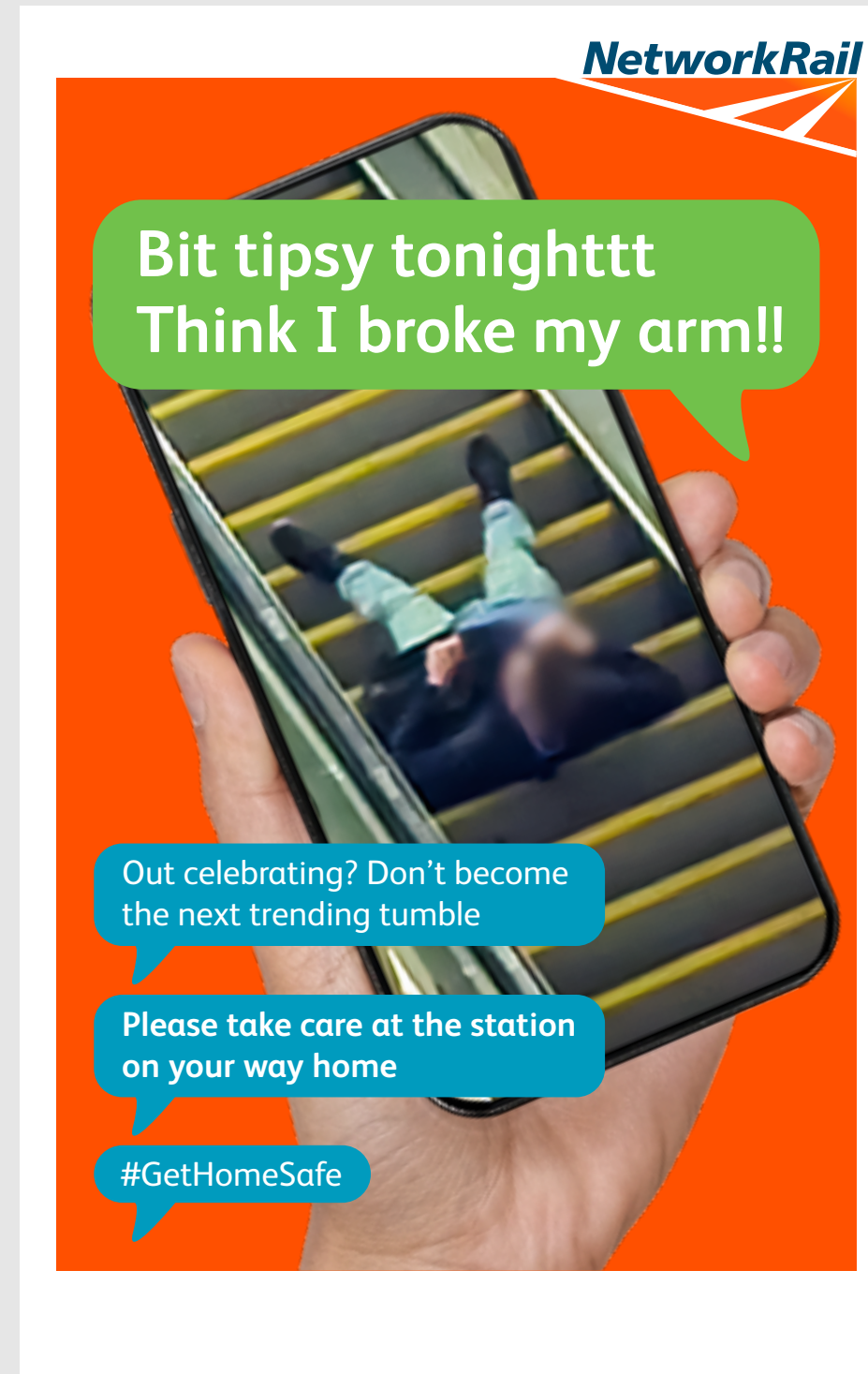
We have provided partnership resources. Industry partner logos should be in alphabetical order and appear within the white space at the bottom of the poster.

[Download](#)

A3 Poster with partner footer



DR Poster with partner footer





Twitter / Facebook

**Welsh and Bilingual resources**

Please download social media resources that have been made available in the Welsh language.

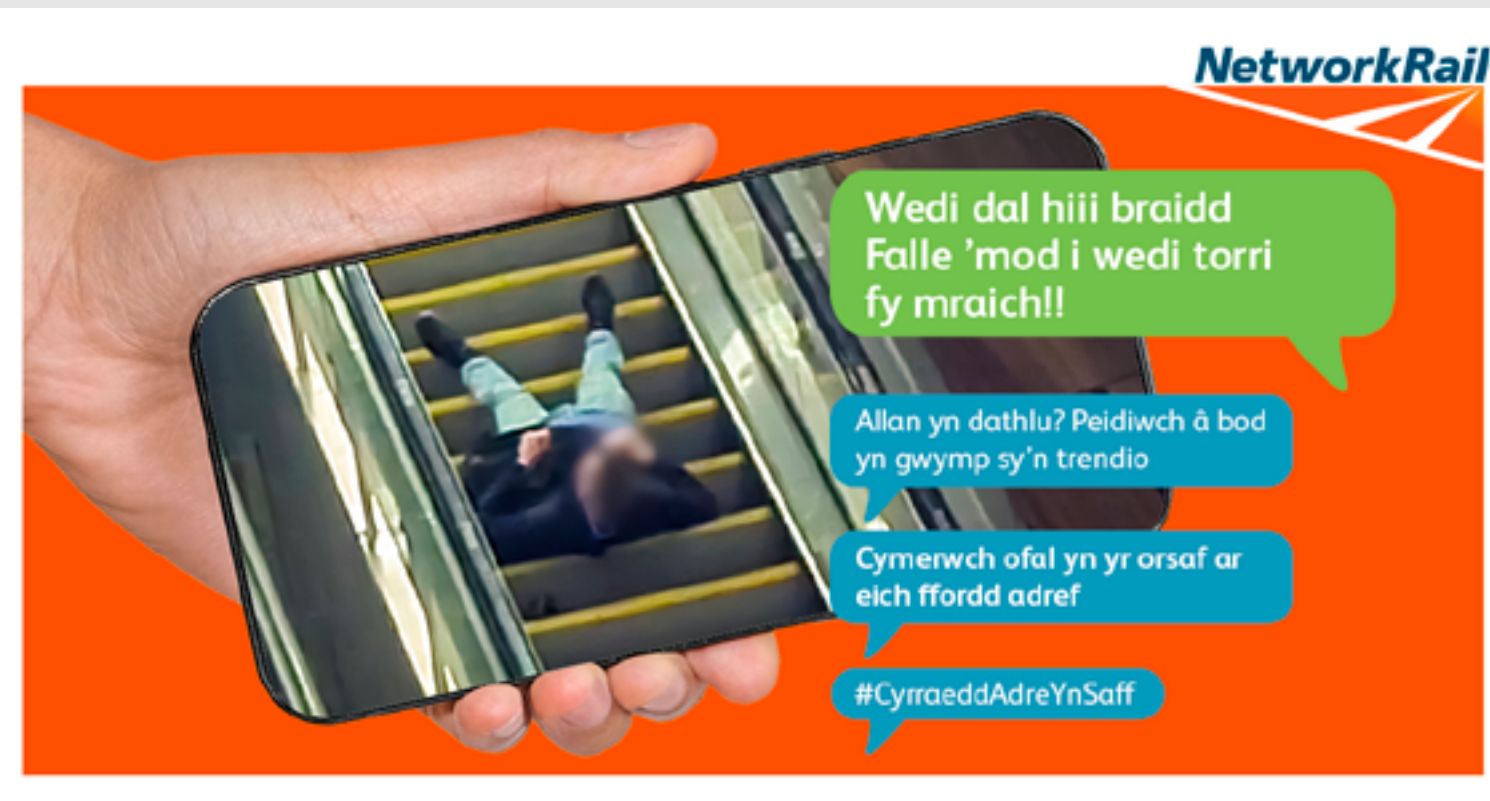
When sharing across social media please use **#GetHomeSafe**

[Download](#)

Bilingual versions of static posters and displays are also available.

[Download](#)

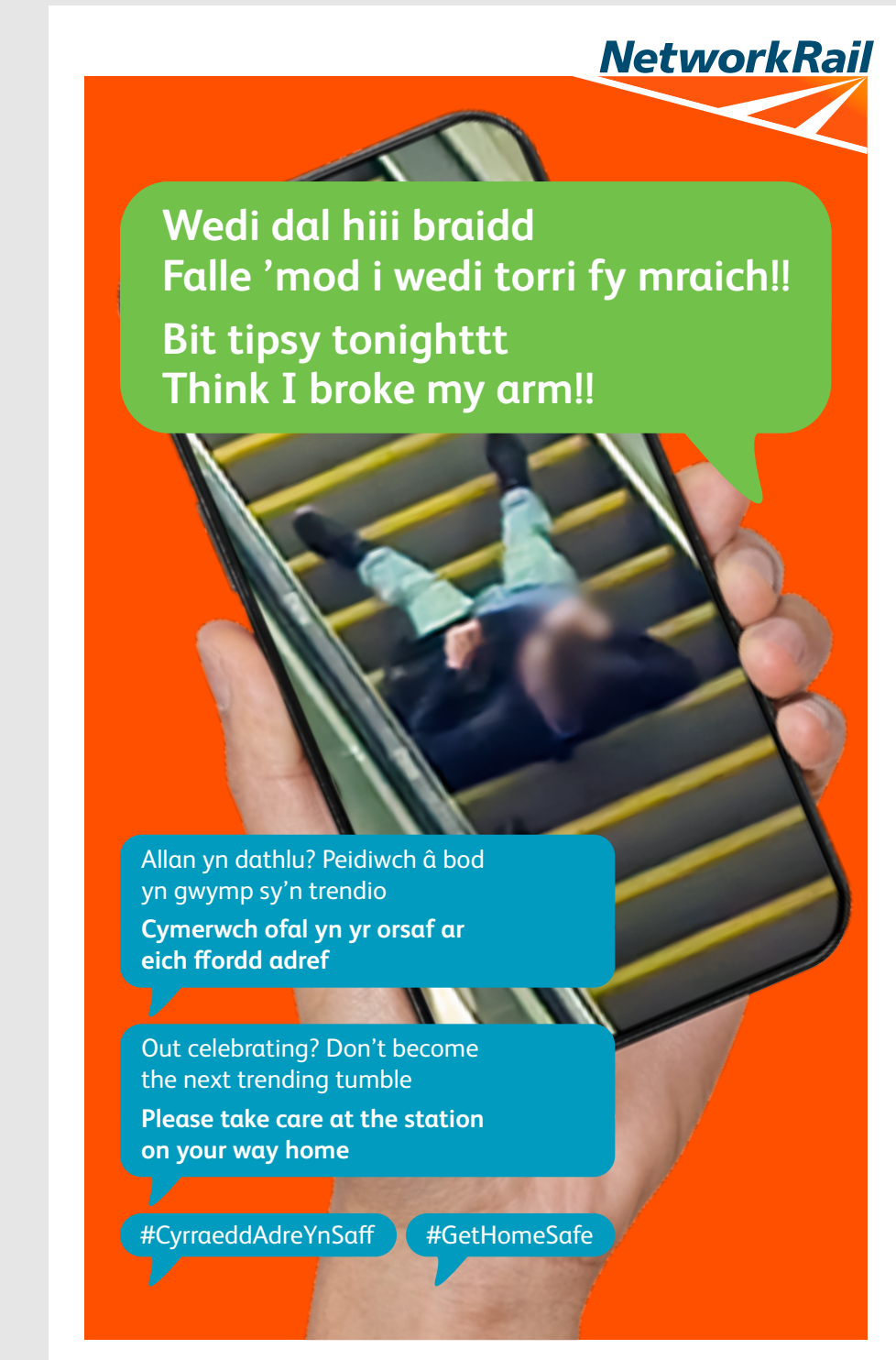
LinkedIn



A1 Poster



DR Poster





Twitter / Facebook

**Welsh and Bilingual resources**

Please download social media resources that have been made available in the Welsh language.

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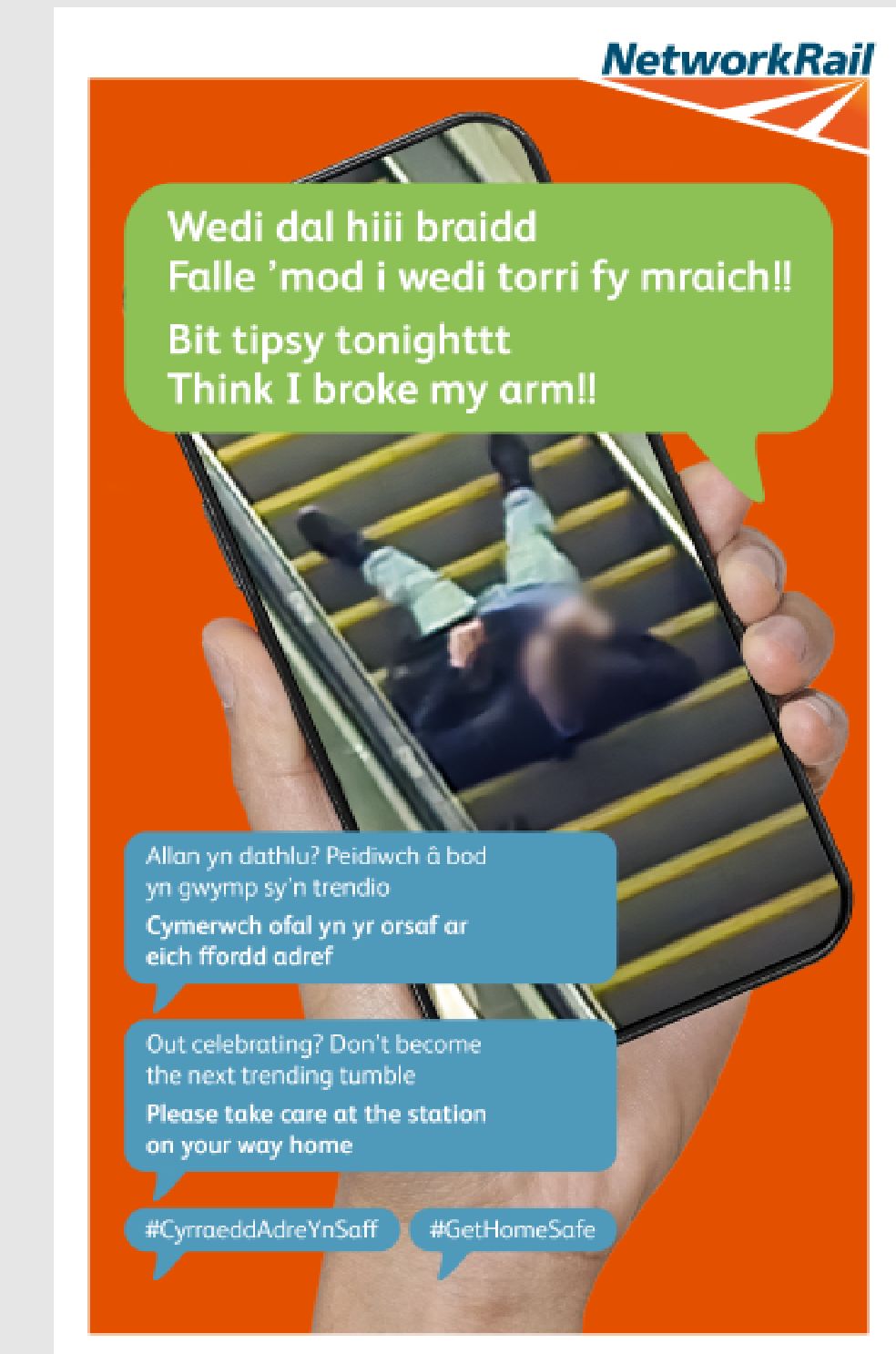
LinkedIn



A1 Poster



DR Poster





### Other / Print media

We have distributed campaign beer mats to priority locations where there are pubs in stations.

Contact [marketing@networkrail.co.uk](mailto:marketing@networkrail.co.uk) if you would like to discuss ordering.

Beer mats:  
94 x 94mm

Version 1 Front



Version 1 Reverse



Version 2 Front



Version 2 Reverse



# Any questions?

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Marketing team:

[marketing@networkrail.co.uk](mailto:marketing@networkrail.co.uk)

Campaign lead:

[Kathryn.Awde@networkrail.co.uk](mailto:Kathryn.Awde@networkrail.co.uk)