



**BEWARE THE  
BUBBLE**

**2023 CAMPAIGN TOOLKIT**

Version 1.0

Updated May 2023

# PURPOSE

This document provides guidance for those helping to promote Network Rail's 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 public safety campaign, which initially launched in May 2021 and 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.

Data collated since launch suggests that overall, the campaign is performing successfully in terms of delivering awareness, relevancy and behaviour change.

However, in the last few years there has been an increase in reported accidental fatalities and near misses involving pedestrians and dog walkers at footpath level crossings. This new phase of the campaign, which is due to launch in May 2023, is therefore designed to specifically address this issue and target these audiences with bespoke messaging that encourages extra vigilance when using these types of level crossings.

## 1.2 NATIONAL CAMPAIGN ACTIVITY

The next phase of Beware The Bubble will launch in May 2023 and is being promoted across communications channels including audio, digital, direct mail, 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 when they're out-and-about, wherever their attention wanders. And help us keep people safe, wherever they are on the railway.

## KEY MESSAGES

### Campaign name

Beware the Bubble

### Primary

Always take the lead  
whenever you cross  
the tracks

You might forget to stop  
On your way back from  
the shop

### Secondary

Take care when you're  
out-and-about, wherever  
your attention wanders



**BEWARE THE  
BUBBLE**

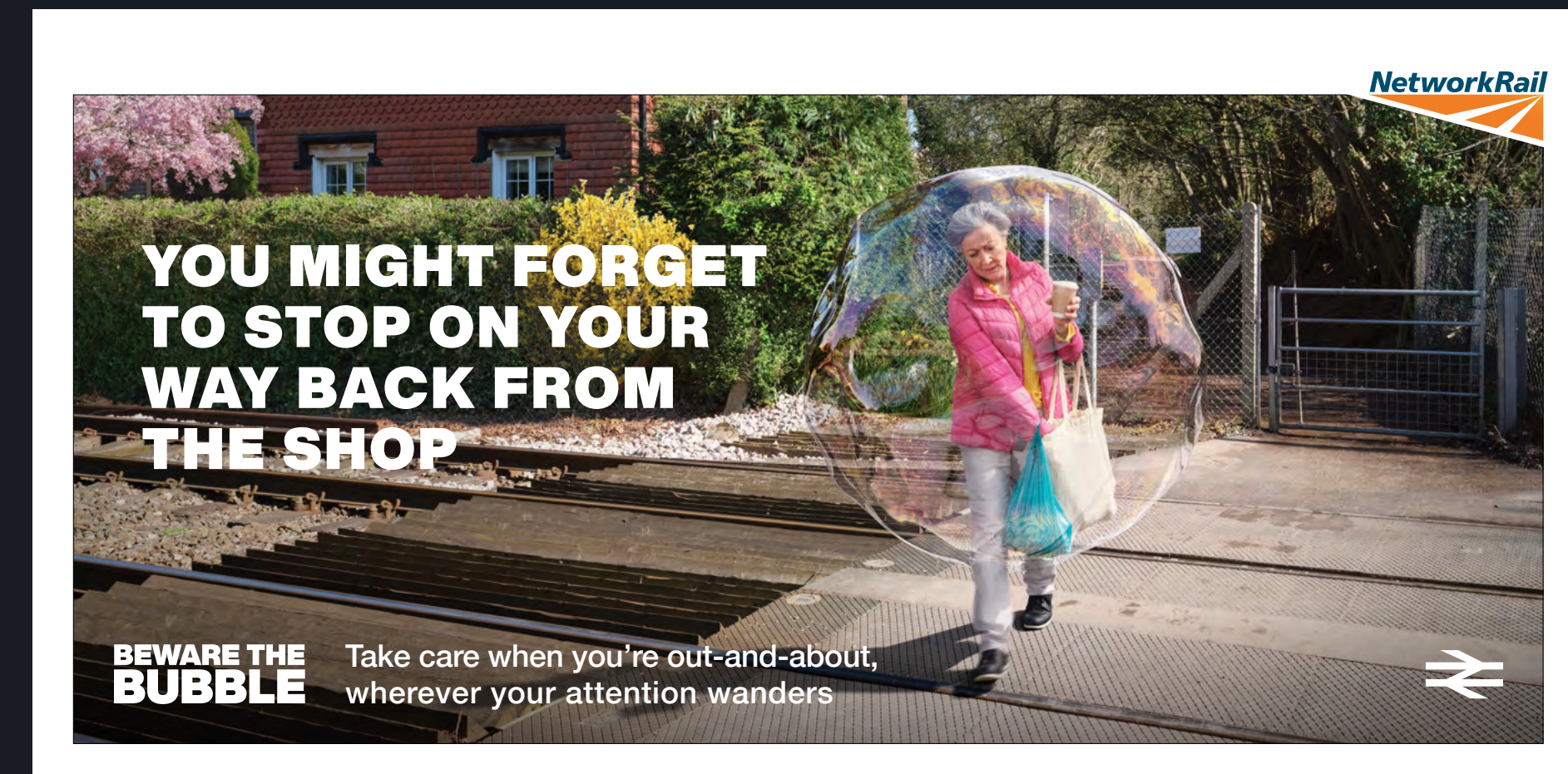
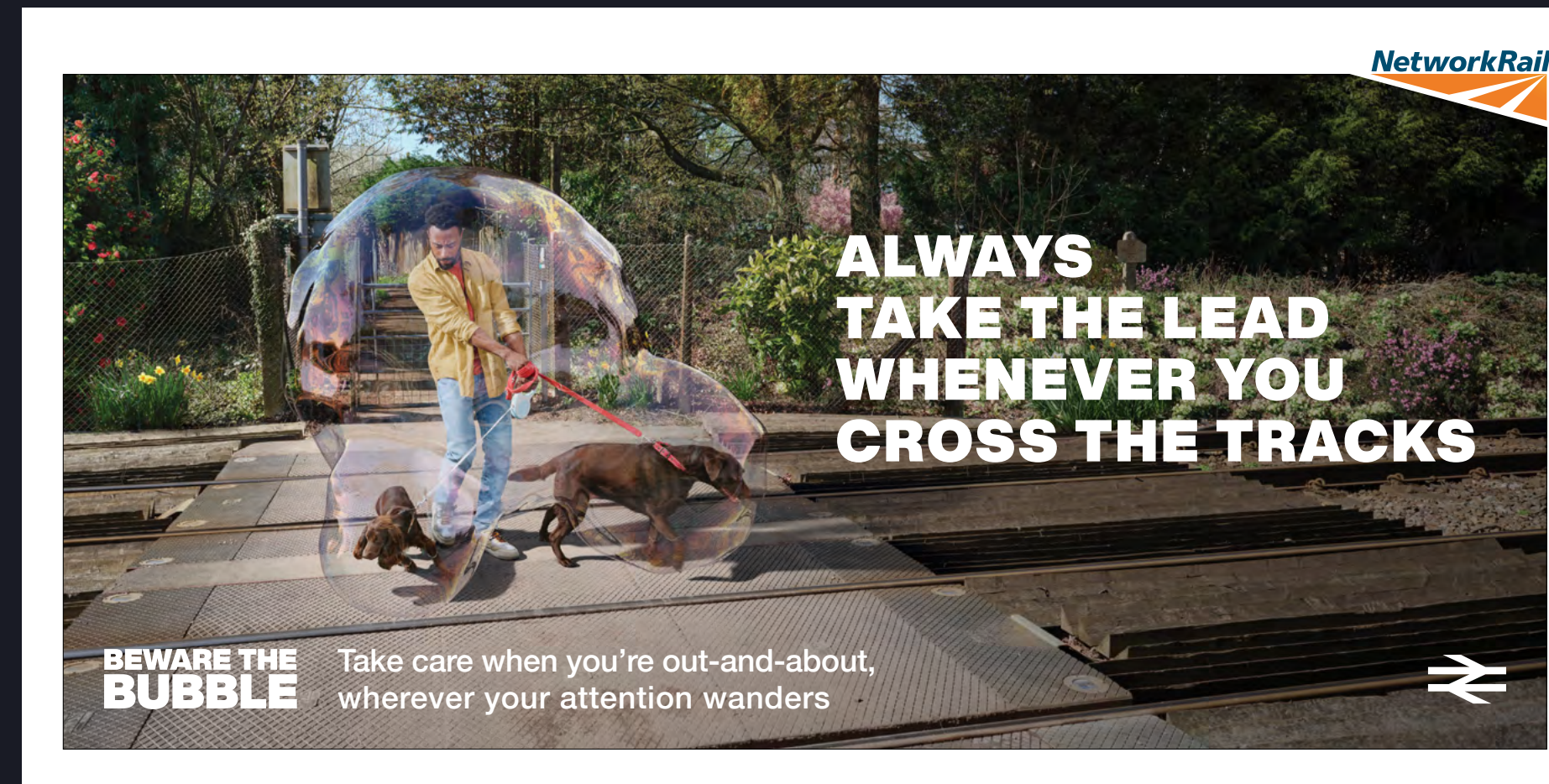
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## 1.4 CAMPAIGN AUDIENCES

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 two main scenarios that this next phase of the campaign focuses on include:

- Pedestrians at footpath level crossings
- Dog walkers at footpath level crossings





**2.0 2023  
DIGITAL  
CHANNEL  
RESOURCES**

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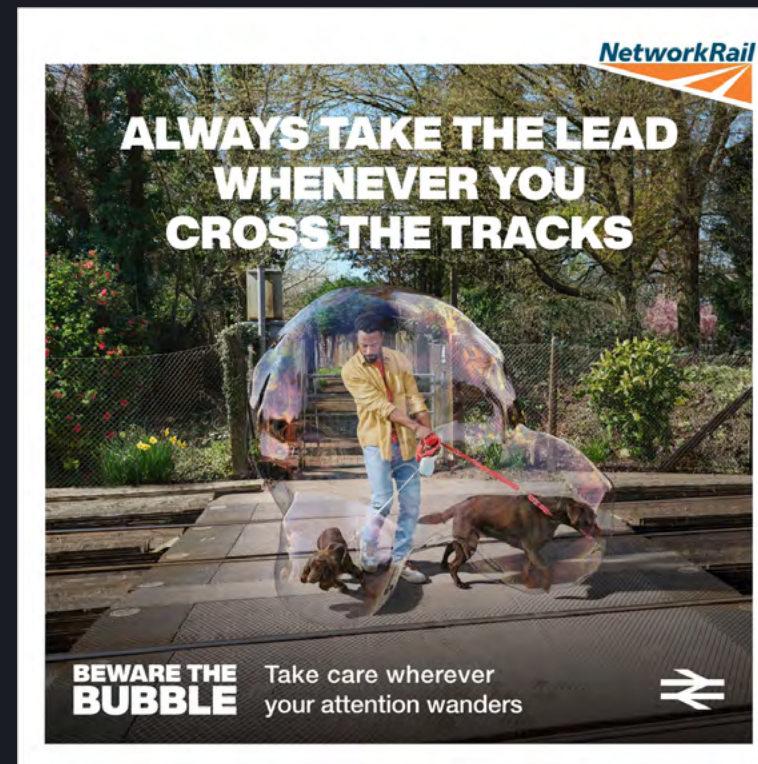
## 2.1 SOCIAL MEDIA RESOURCES

### SOCIAL GRAPHICS

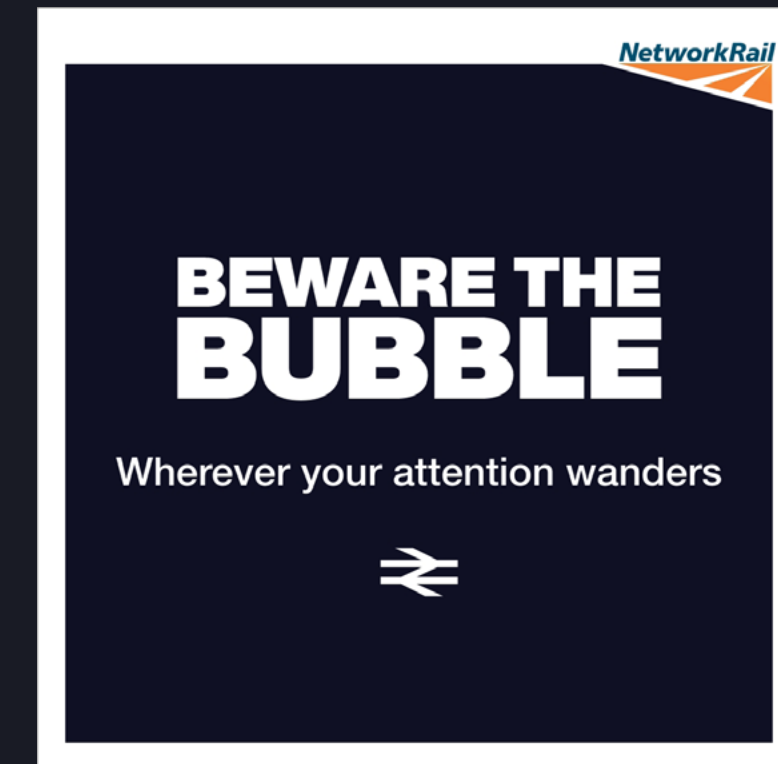
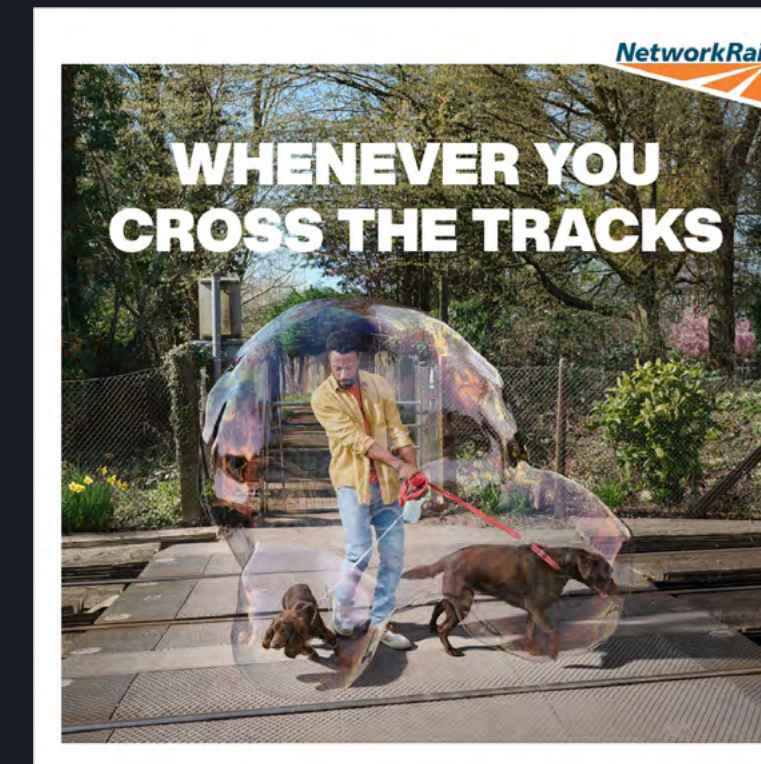
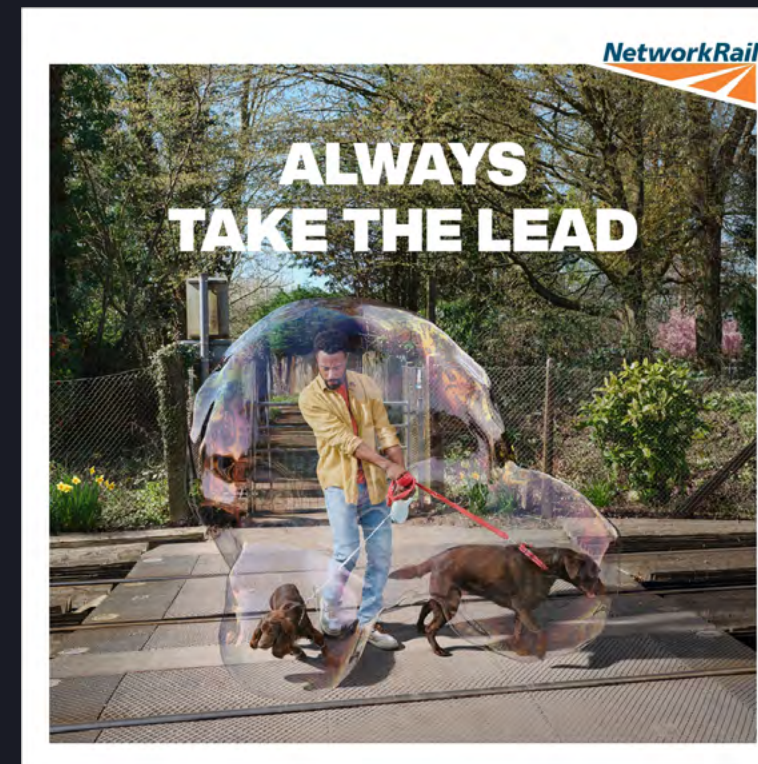
1080 x 1080px, suitable for use across Facebook, Twitter, Instagram and LinkedIn

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

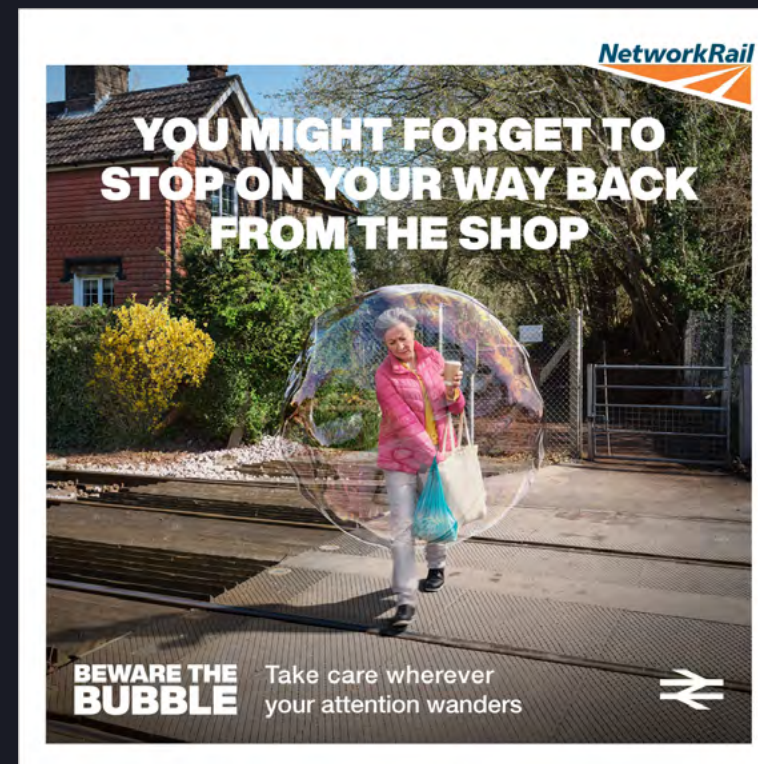
Static  
Dog Walker



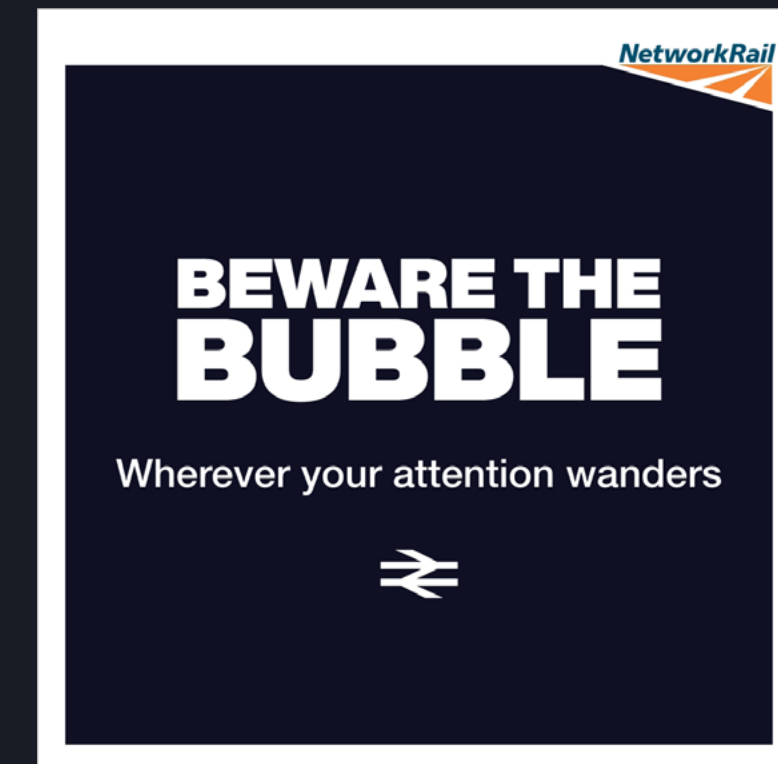
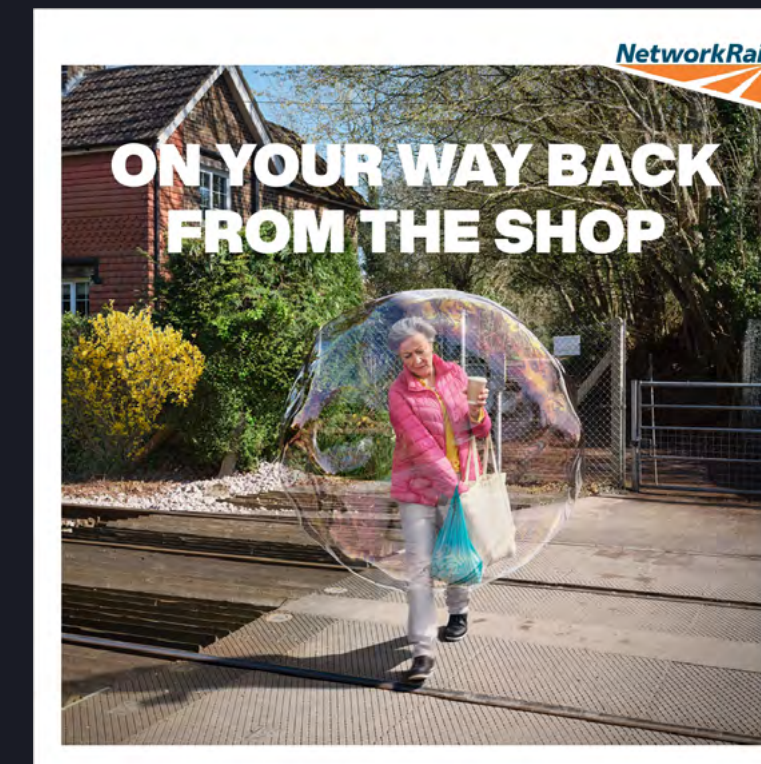
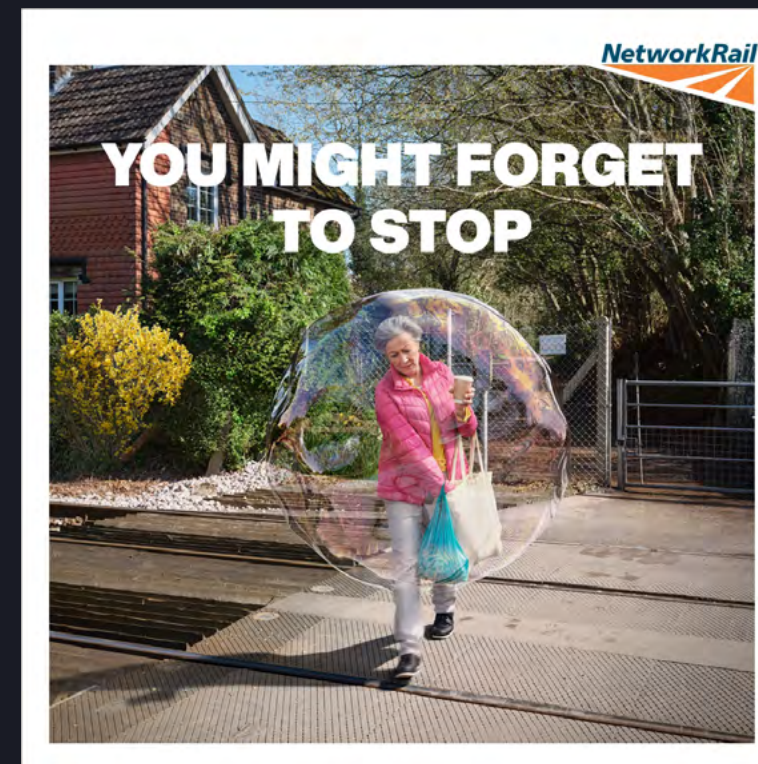
Animated GIF Frames  
Dog Walker



Static  
Pedestrian



Animated GIF Frames  
Pedestrian



[DOWNLOAD THESE ASSETS](#)

## 2.2 SOCIAL MEDIA POST COPY

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

It's easy to lose track and drift off into your own world when out-and-about.

So it's extra important you always stay switched on and check for trains at a level crossing.

For more safety tips, go to:

[www.networkrail.co.uk/bewarethebubble](http://www.networkrail.co.uk/bewarethebubble)

**Take care and stay aware, wherever your attention wanders**

**#Bewarethebubble**

It's easy to switch off when you're going about your daily routine.

So make sure you keep track of where you are – and always look both ways before stepping onto a level crossing.

For more safety tips, go to:

[www.networkrail.co.uk/bewarethebubble](http://www.networkrail.co.uk/bewarethebubble)

**Take care and stay aware, wherever your attention wanders**

**#Bewarethebubble**

If you do the same thing day-in, day-out, it's easy to switch to autopilot.

But always take care at level crossings – and check for trains before stepping onto the tracks.

For more safety tips, go to:

[www.networkrail.co.uk/bewarethebubble](http://www.networkrail.co.uk/bewarethebubble)

**Take care and stay aware, wherever your attention wanders**

**#Bewarethebubble**

Just another ordinary day? It's easy to drift into your own world, but you need to stay switched on.

Always take care at level crossings – and check both ways for trains before stepping onto the tracks.

For more safety tips, go to:

[www.networkrail.co.uk/bewarethebubble](http://www.networkrail.co.uk/bewarethebubble)

**Take care and stay aware, wherever your attention wanders**

**#Bewarethebubble**



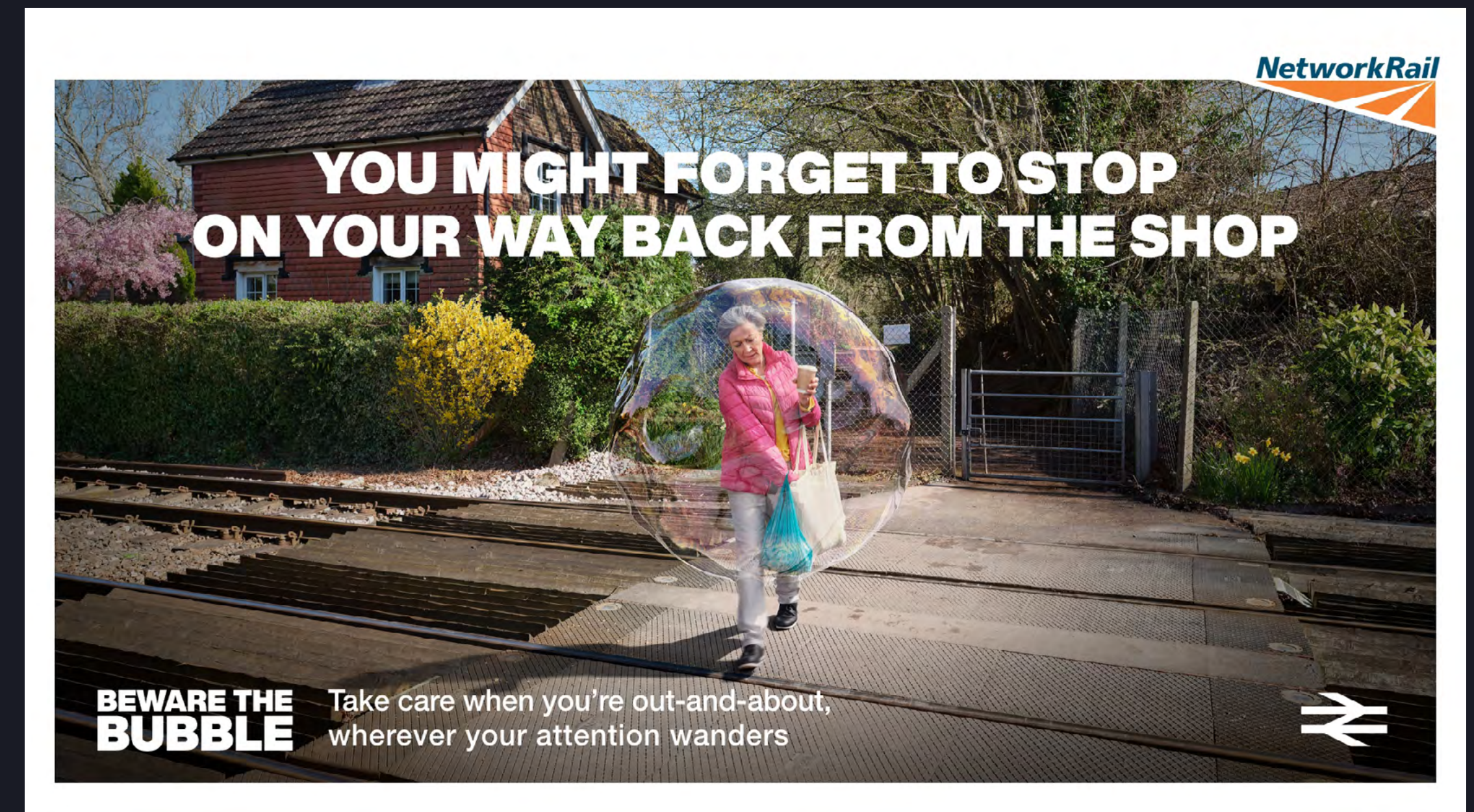
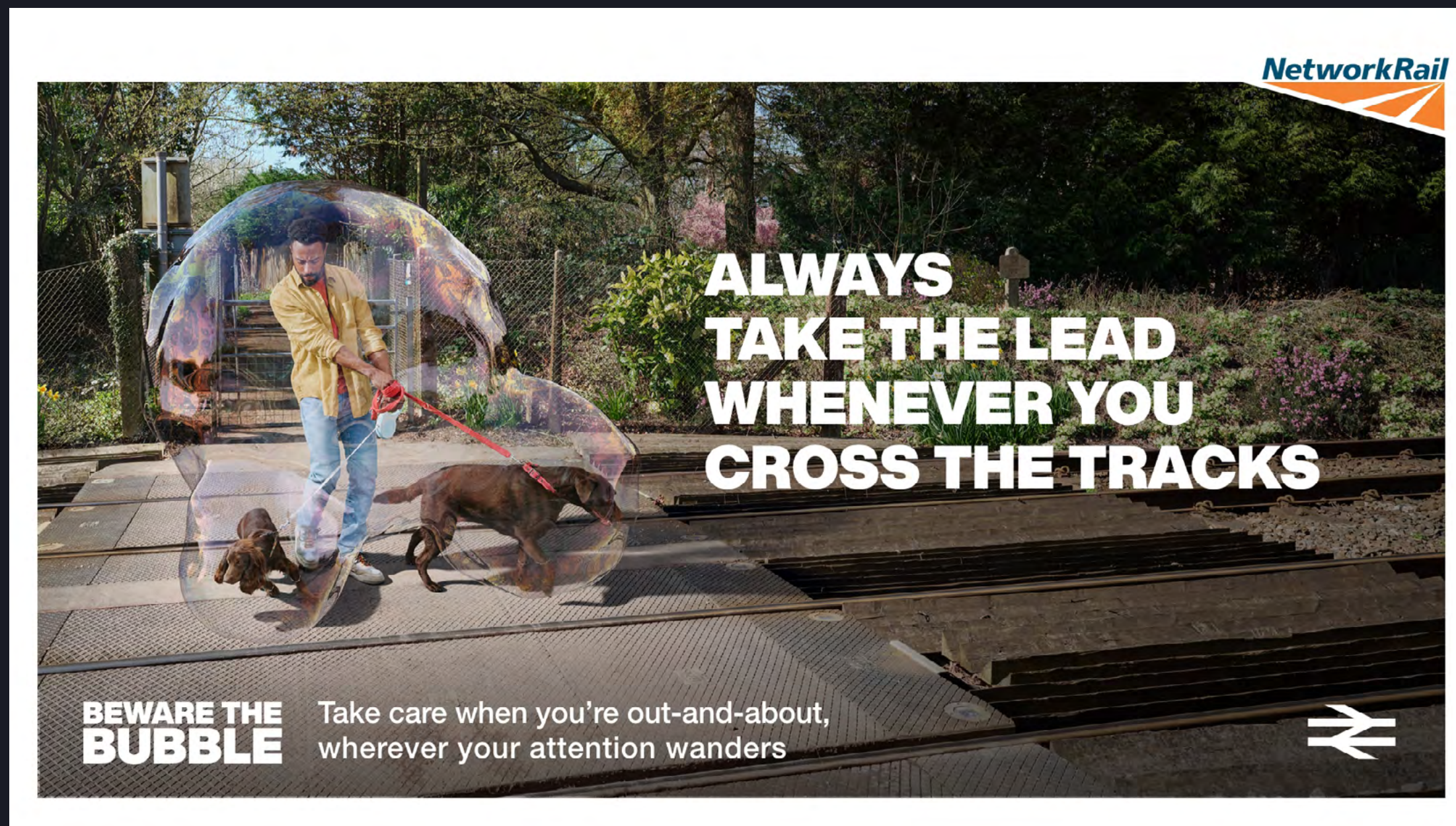
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## 2.3 WEBSITE HEADER

1200 x 400 px

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



[DOWNLOAD THESE ASSETS](#)



**3.0 2023  
PRINTED  
RESOURCES**

## 3.1 POSTERS AND DIGITAL DISPLAY RESOURCES

DR – 635 x 1016mm, A3 – 297 x 420mm, A4 – 210 x 297mm, D6 – 1080 x 1920 px

These posters can be displayed in appropriate display sites near the railway or on trains. Welsh language bilingual versions are also available.



Portrait Dog Walker



Portrait Pedestrian

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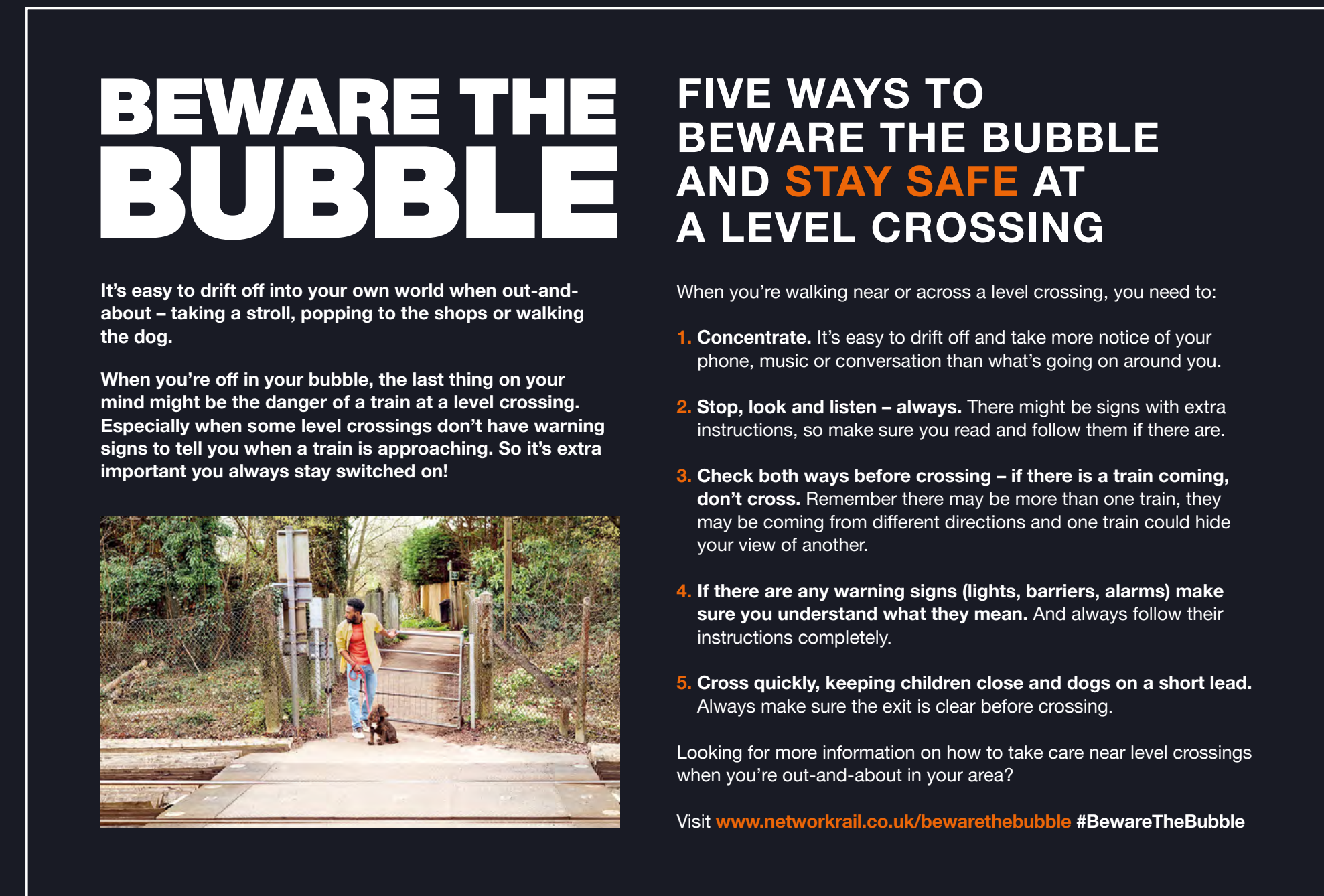
## 3.2 LEAFLET

A5 (210 x 148.5mm)

The leaflet can be printed and distributed to passengers and people living close to level crossings. A Welsh language bilingual version is also available.



Front



Back

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**4.0 EXISTING  
CAMPAIGN  
RESOURCES**

## 4.1 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 FILM VIA YOUTUBE](#)

[DOWNLOAD FILM](#)



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## 4.2 SOCIAL MEDIA RESOURCES

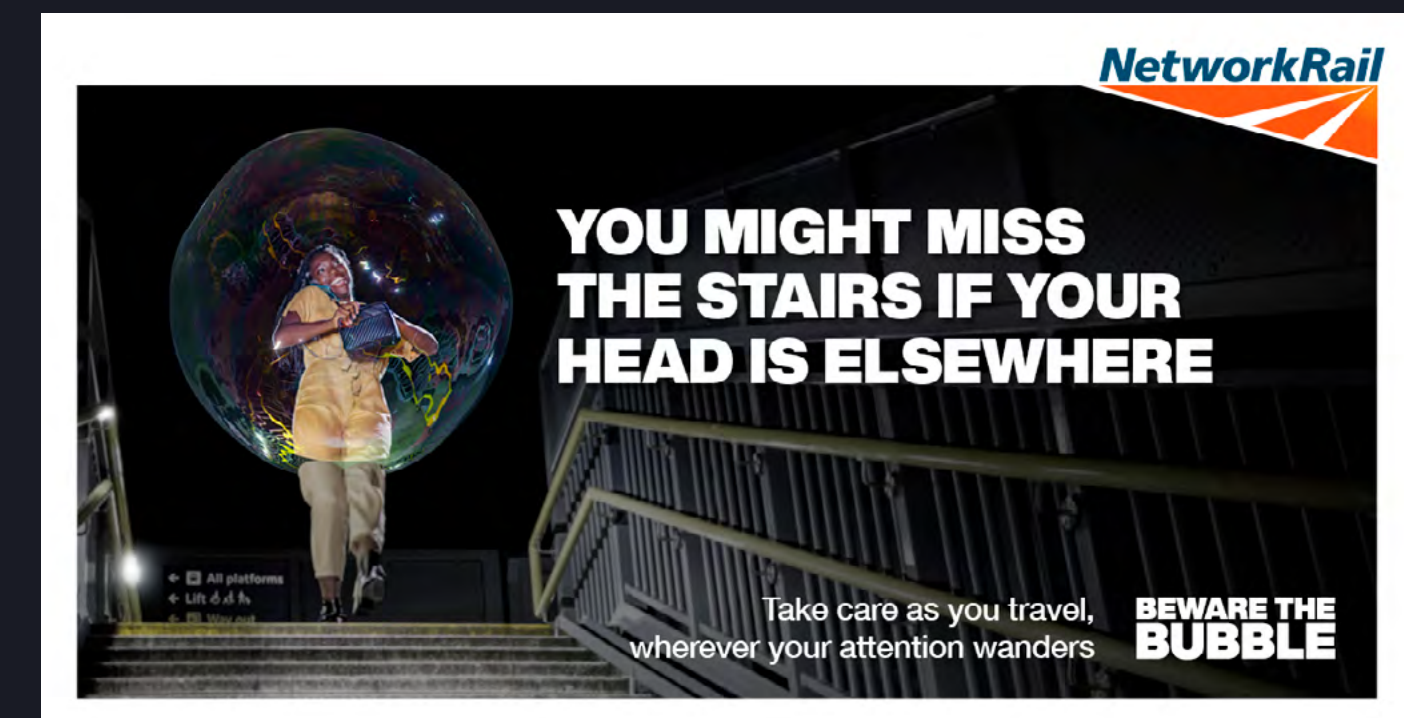
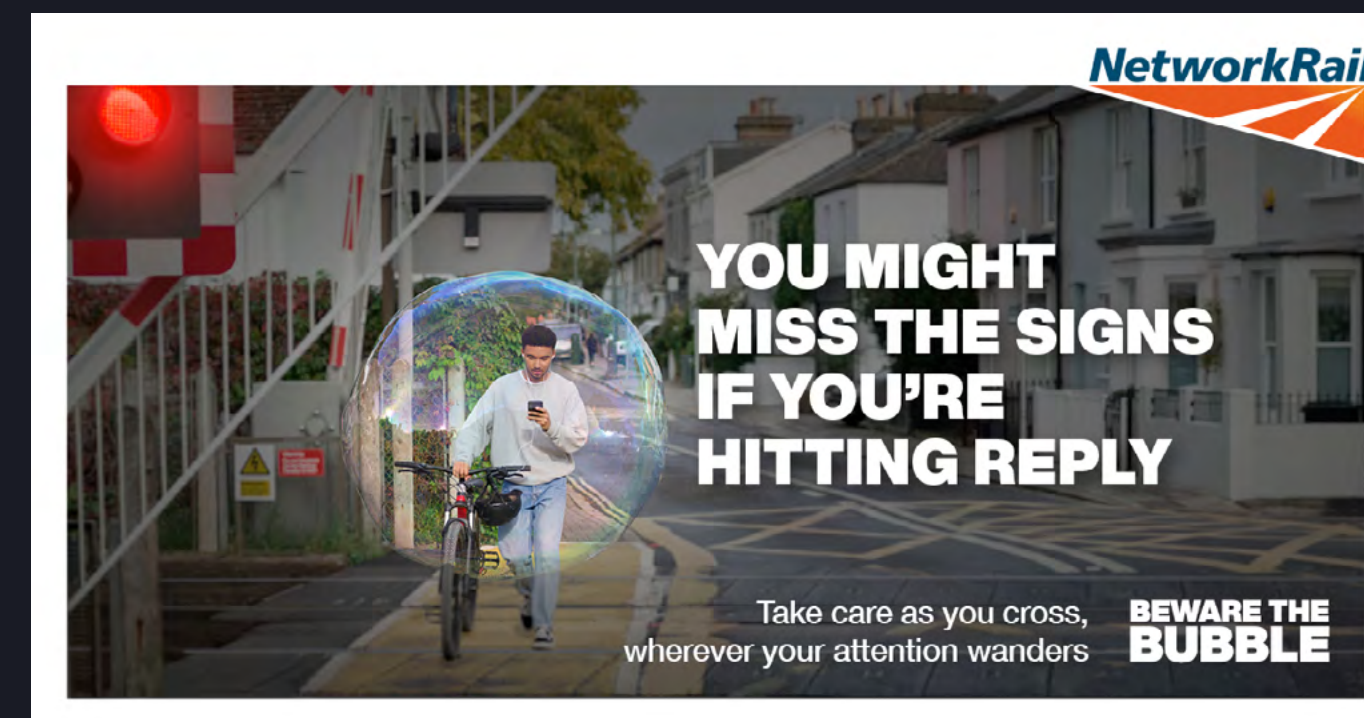
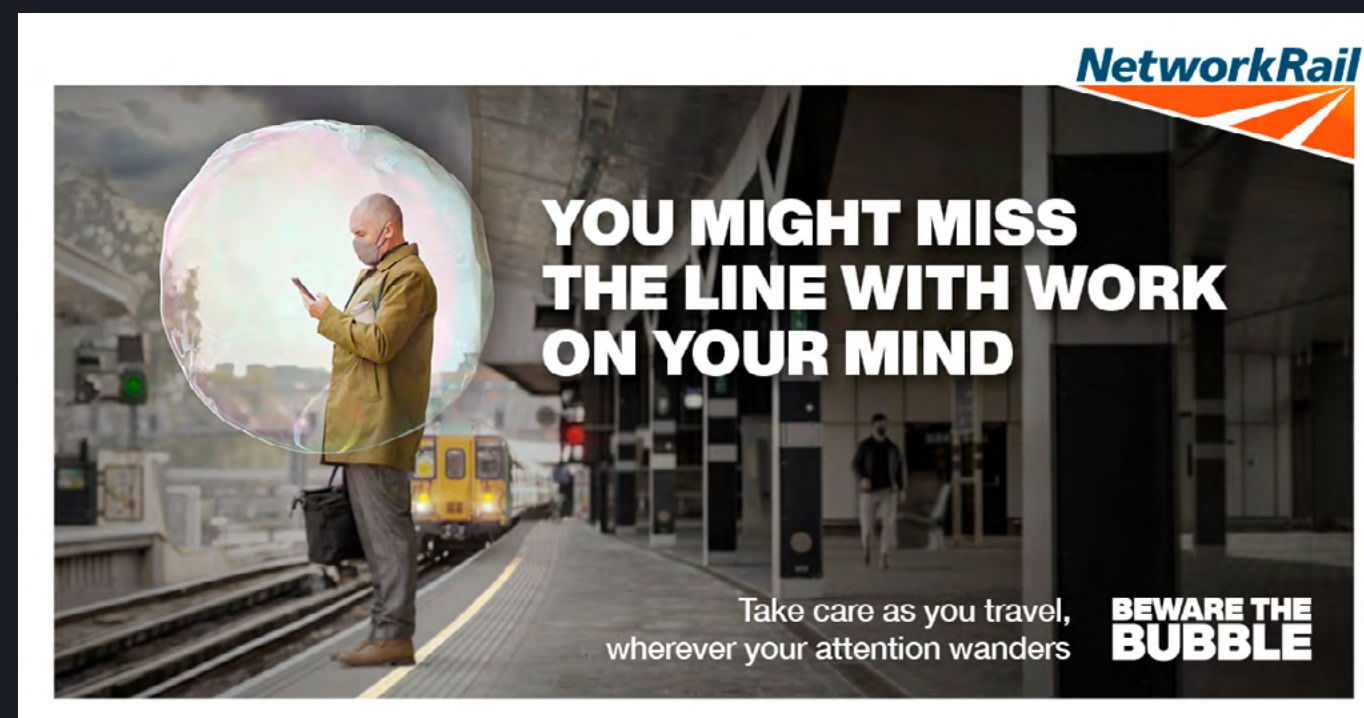
### SOCIAL GRAPHICS

We have various social media formats available for each of the existing campaign creatives. These include static and GIF assets for Facebook, Twitter, Instagram, Instagram stories, social profile headers, and a social media film.

Welsh versions are also available for the static variations.

The social media film takes 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.

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

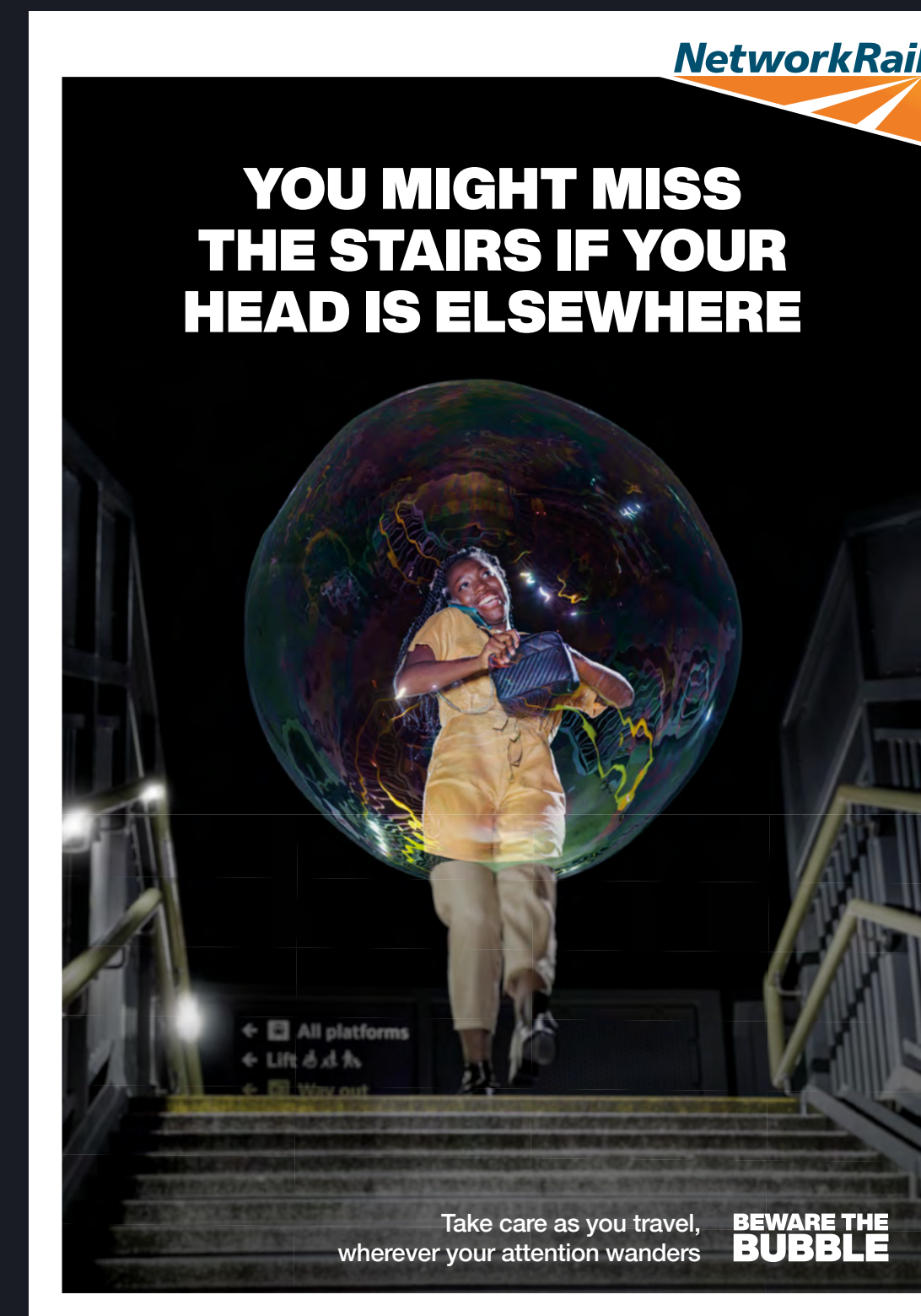
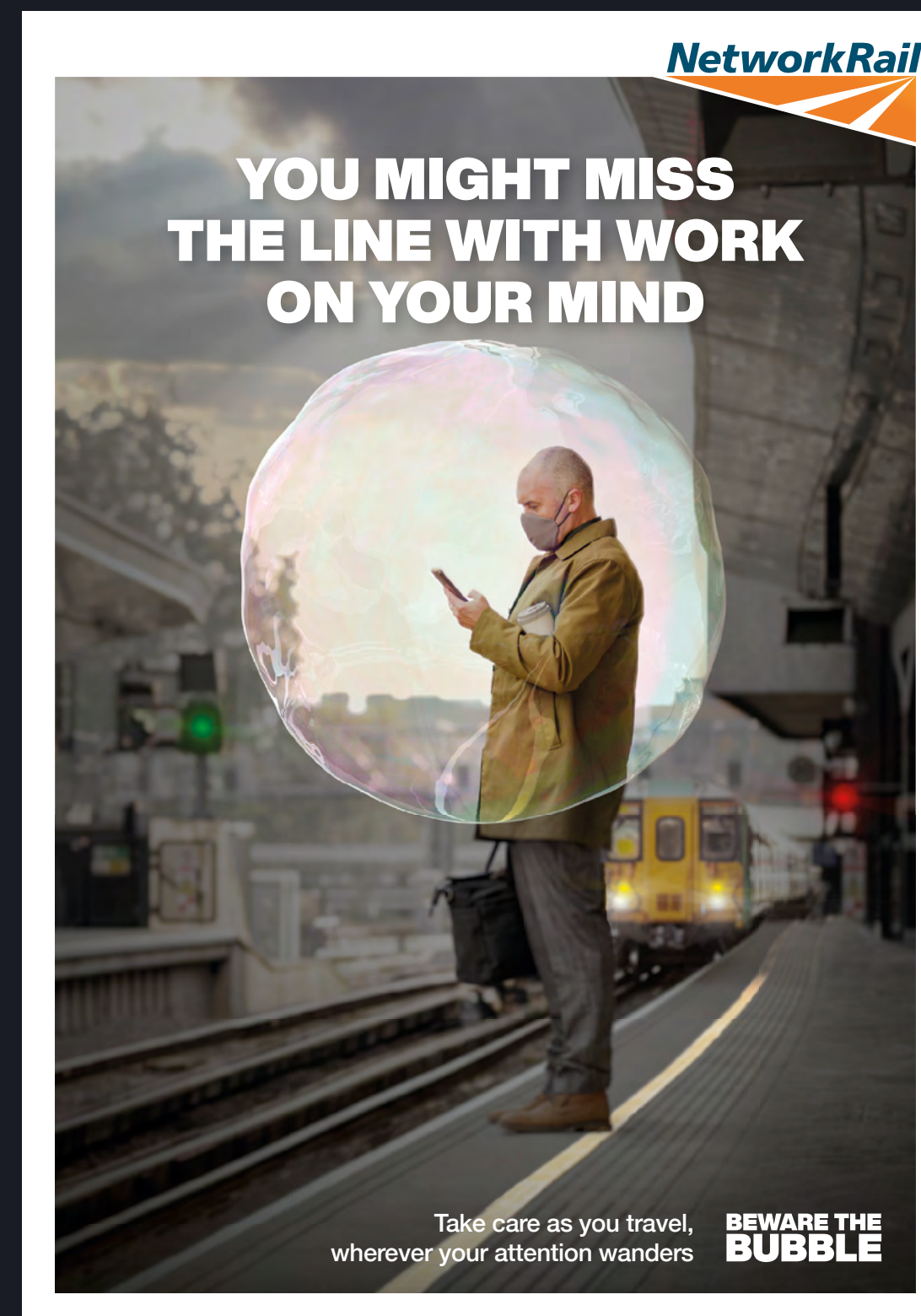


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## 4.3 POSTERS AND DIGITAL DISPLAY RESOURCES

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 appropriate display sites near the railway or on trains. Welsh language bilingual versions are also available.



[DOWNLOAD THESE ASSETS](#)



**5.0 ADAPTING  
CREATIVE**

## 5.1 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.

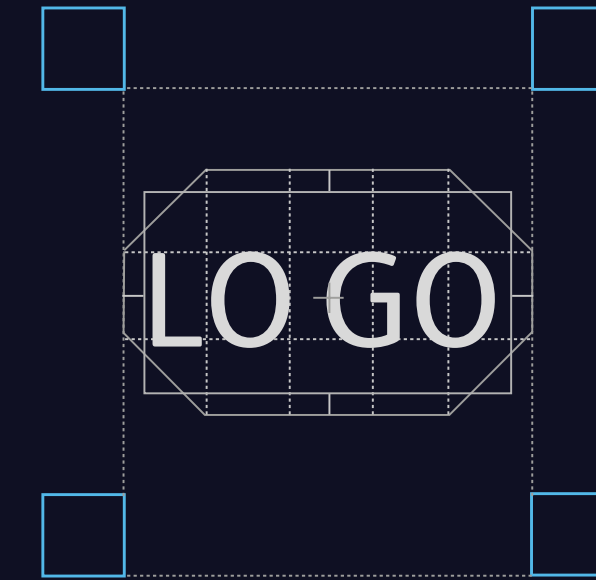
### Rules

- 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



**PLEASE VISIT THE CAMPAIGN RESOURCE CENTRE TO DOWNLOAD THE CAMPAIGN LOGO AND BRAND BOOK**



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**THANK YOU**

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**KEY CONTACTS**

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