

NATIONAL HIGHWAYS SPACE INVADERS CAMPAIGN TOOLKIT

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campaign toolkit

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CAMPAIGN BACKGROUND

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Following too close to the vehicle in front, or ‘tailgating’, is a significant issue on the strategic road network (SRN), impacting both safety and drivers’ journey experiences.

Tailgating is a factor in 1 in 8 crashes on the SRN and 25% of drivers admitted to driving too close to the car in front, making it difficult to stop in an emergency.

Safety is our number one priority at National Highways and we recognise there is always an opportunity to make journeys safer, easier and more reliable for people that use our network. Therefore we run our ongoing behaviour change campaigns focused on helping to reduce the number of casualties on the SRN and improve the journeys.

In March 2022 National Highways is launching the fifth phase of the close following campaign that aims to raise the awareness of tailgating and reposition tailgating as socially unacceptable.

HOW COMMON IS TAILGATING?

Tailgating is too common on our roads and has many serious consequences. In our survey, 25% of drivers admitted to driving too close to the car in front, making it difficult to stop in an emergency.

CAMPAIGN OBJECTIVE AND AUDIENCE

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After raising awareness of the dangers of tailgating, we want drivers to identify their own behaviour as tailgaters.

The evaluation of previous waves of the campaign appears to show the audience recognising tailgating is wrong and dangerous, but not that they may be the ones doing the tailgating. We want them to consider that they themselves could be the person doing the tailgating (rather than being the ‘victim’) and it is they who need to take action to change their own behaviour.

The Highway Code says you should “allow at least a two-second gap between you and the vehicle in front on roads carrying faster moving traffic”. The two seconds are made up of the time needed for thinking and stopping. And when it’s wet you need to at least double that gap.

So the key objective for this phase of the campaign is to **increase the number of motorists who leave at least a two-second gap between themselves and the vehicle in front** – and move tailgating to being a socially unacceptable behaviour.

Our campaign key target audience are commuters but also the wider road-using public, including all drivers and passengers.

CAMPAIGN LANDSCAPE

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Timeline:

FEBRUARY

MARCH

28th Launch

27th End

Media
channels

TV, cinema, OOH, radio, digital and social

Media partnership

Partnership
support

Online: social, website, news stories and blogs
Offline: OOH posters

CAMPAIGN MESSAGING

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We associate tailgating with aggressive, 'own the road' speed-merchants, trying to intimidate other drivers to get out of their way. The type of drivers we are primarily targeting are those that unconsciously tailgate the vehicle in front.

You should leave a minimum two-second gap between you and the vehicle in front to allow you the time needed for thinking and stopping. If you don't, you could be putting yourself and others in danger.

DON'T BE A SPACE INVADER!

STAY SAFE. STAY BACK!

Find out more [here](#)



CREATIVE CONCEPT

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Key message – Don't be a space invader!

- Drivers can accidentally 'invade' the space of the car in front over a period of time.
- To address this, the campaign borrows from the familiar iconography and language of Space Invaders to frame this behaviour as unacceptable.
- By using the famous visual and sonic cues from the game, we are able to relate this dangerous behaviour to something memorable.

Call to action – Stay safe. Stay back!



CREATIVE ASSETS

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Film assets / social



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Download 10s with subtitles [16x9](#) | [9x16](#)

OOH posters



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Download [car poster](#)

Radio



Download [WAV file](#)

HOW CAN YOU GET INVOLVED?

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Please help us to spread the word about this campaign.

Support us through your channels using the tag #StaySafeStayBack. We will be sending out campaign messages through our Twitter, Facebook, and LinkedIn accounts during the campaign – please share!

We can provide you with the campaign social calendar so you could follow our schedule and align your social activities on your channels.

For every person you tell, the more likely we are to succeed in reducing tailgating on our roads. Tell friends, family, colleagues – share our social media content, and remember to stay safe, stay back!

As a valued partner we would love to have your support. Please can you let us know how you support the campaign for our campaign evaluation: **marketing@nationalhighways.co.uk**

National Highways social media accounts:

[Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Campaign Website](#)



THANK YOU FOR YOUR SUPPORT

Under our licence agreement with TAITO we are only able to use the Space Invader designs on the campaign materials we have developed and agreed. We can also only use campaign materials up until 31 March 2022. You cannot create any new assets. Space Invader images are not to be manipulated or used without the express permission of the National Highways Marketing Team.

For any questions about the campaign and licence agreement please email marketing@nationalhighways.co.uk

