



Marketing and Communications Handbook

Road Safety Week 2020

Dear Members,

Thank you for your participation in Road Safety Week 2020! The tyre industry, like most industries, has experienced a tough time during the last few months. However, with business notably picking up and Road Safety Week fast approaching, there are exciting times ahead for the industry. Each year, Road Safety Week has proven to bring heightened consumer awareness of tyre safety along with increased sales for members. This year, with a joint effort, we can really make an impact.

This document will explain how you can join in the on the activities throughout the week and generate awareness for tyre safety and your business. Through our partnership with the RSA and An Garda Síochána, and along with on-site promotions and coverage across press and social media, the ITIA and all our expert members can help generate a buzz for the wider industry with the aim of attracting more customers and increasing business.

If you would like any more information or have any other queries regarding Road Safety week 2020 please contact the ITIA at info@itia.ie or call 045 894 698

Yours sincerely,



Sue O'Neill
CEO ITIA

Display Posters

This year, all members will receive their display posters in sizes A4 and A3 so that they can be displayed throughout your premises. You will receive a printed version of each size poster in your Road Safety Week pack, however if you would like to print additional copies, please visit www.itia.ie/road-safety-week-members where you will find links to download print ready poster files.

Note: Version 2 has extra space for retailer details to be added if desired.

Retailer Poster Version 1:



Retailer Poster Version 2:



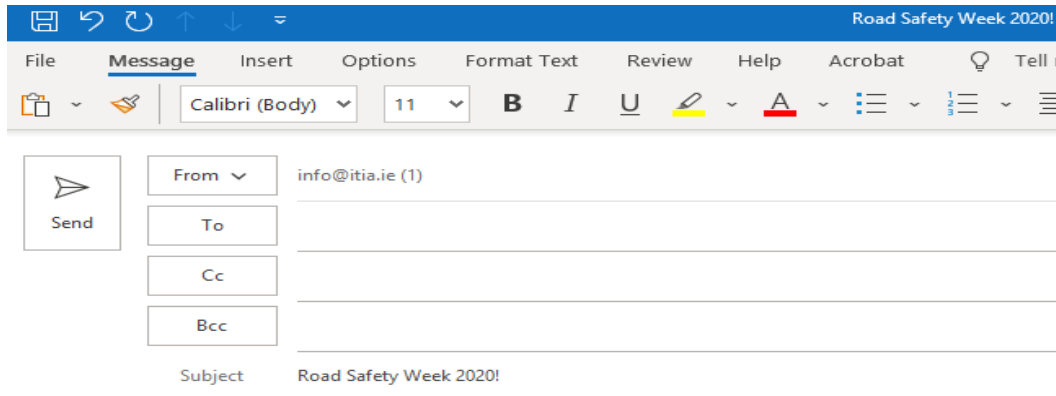
Email Signature

Included in the creative assets for Road Safety Week 2020 is a beautifully designed email signature. Members are encouraged to apply this signature to their email communications prior to Road Safety Week. If you have any issues applying the signature to your mails please let us know and we will be happy to assist. Available at www.itia.ie/road-safety-week-members

Email Signature:



Email Signature Applied:



Hi There,

Please apply your email signature as done below.

Kind Regards,

ITIA



Irish Tyre Industry Association
PO Box 1101
Naas
Co Kildare
045 894698

Social Media

Like last year, we encourage all our members to plan some social media posts for the weeks leading up to Road Safety Week and during the week itself. The ITIA will be launching a developed social media communications plan across our platforms to generate awareness of tyre safety and the work of our expert members from the 28th of September, we hope that all members will join us across social in this promotion. We have outlined some steps below that you can take to make sure you are ready to take part.

Step 1: Follow The ITIA

Make sure you see all our content across social media starting from the 28th of September. Search ITIA across Facebook and Twitter and follow us to see all the action!

Road Safety Checks in Association with RSA and An Garda Síochána

In the lead up to Road Safety week, ITIA, RSA and An Garda Síochána will carry out a joint Tyre Safety campaign to inform consumers on the importance of tyre safety. During Road Safety, Week An Garda Síochána will be carrying out roadside checks specifically for tyres right around the country. There will be lots of social media activity around this so please join the campaign by using #TyreSafety and tagging us on Facebook and Twitter.



Facebook

Simply Search: Irish Tyre Industry Association

Tag: ITIAofficial



Twitter:

Simply Search: @ITIA_Official

Tag: @ITIA_Official

Social Media

Step 2: Update Your Profiles

Our communications plan around Road Safety Week will be designed to educate our customers on tyre safety, promote the importance of expert tyre technicians such as our members and to promote all member businesses. This planned increased activity from ITIA channels and your business channels will attract more customers to your site and social media channels so we recommend making sure all logos, profile pictures, bios and contact details are up to date across your pages and sites, we want to make it easy for customers to contact our experts!

Note: Please visit www.itia.ie/directory to ensure your business details are correct and notify us of any required amends prior to the campaign. Remember, all our communications will advise the public to visit the ITIA website for their local expert. For any amendments email info@itia.ie or call 045 894698.

Step 3: Like, Comment Share!

So, by now you are following the ITIA across our social channels and your own channels have also been updated, now you're ready to take part! Once the campaign begins you will undoubtedly see different types of posts from us. We plan to cover a wide variety of content ranging from tyre safety checks, 'how to videos' to the importance of visiting an expert tyre technician. We are encouraging all members to engage with our content on their own pages, this will help promote the ITIA, provide content for your own channels and ultimately educate and attract consumers to ITIA members. The more people sharing, commenting, and liking these posts means more eyes will see them, leading to more business!



Step 4: Competition Time!

During Road Safety Week the ITIA will run a national competition across Facebook, similar to the competition which ran last year. We will ask people to enter by answering a question relating to tyre safety, liking the post and sharing. We hope all members will help us in promoting the competition by sharing across your own channels, again providing you with content and helping us promote the ITIA to consumers.

Members should run any competitions of their own which they feel would be feasible. Competitions are a great way to engage with customers and promote your business so it would be great if members could offer a prize of their choice in a separate competition. Your competition would then be shared via ITIA channels, increasing exposure.

Note: Feel free to use the below image for your competitions. Available at www.itia.ie/road-safety-week-members



Running a competition might seem daunting, but it's a great way to engage with your customers, check out some of the following copy options below which you can use – simply fill in the blanks with your company name and prize!

Copy Option 1:

Headline:

It's Competition Time!

Body:

This week is Road Safety Week and to celebrate we at _____ are giving away _____. To enter, all you have to do is like this post, follow our page and share. The winner will be announced on XYZ, goodluck!#TyreSafety

Copy Option 2:

Headline:

Drop in for your chance to win!

Body:

Today marks the start of Road Safety Week and here at _____ we are always on hand to carry out FREE safety checks on your tyres. If that's not enough, we are giving away _____ to one lucky customer who visits us for their FREE tyre check between 5th – 11th of October. To be in with a chance to win, drop in for your tyre check and your name will be placed into the final draw. Winner announced XYZ, we look forward to seeing you and goodluck!#TyreSafety

Copy Option 3:

Headline:

Win A _____ from us here at _____

Body:

This year, Road Safety Week will run from the 5th-11th of October. Road Safety Week aims to highlight the importance of maintaining your vehicle to the highest of safety standards. Your Tyres are the only point of contact between your car, van or truck and the road, drop into us at any time to avail of a FREE tyre check from one of our expert technicians.

During the week we will also be giving away _____ to one lucky winner. To enter, just like and share this post and follow our page. Winner announced XYZ, Goodluck!#TyreSafety



Step 5: Let us Know!

Many of our members have already been in touch with some fantastic ideas and initiatives which they will be running throughout Road Safety Week. We would love to promote any activity from our members no matter how big or small, so please do inform us of any activities you have planned so we can shout about it!

Video

As well as the assets outlined above, we will also provide access promotional videos which can be used across your social channels and websites. These can be downloaded by visiting www.itia.ie/road-safety-week-members

