

Campaign Plan – Emergency Vehicles 2018

Channel	Key Messages	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
Pre- Introduction (Media commences 29 July)														
Online Video (30" + 15" edits)	<p>Slow down to 40km/h when passing stationary emergency vehicles displaying blue or red flashing lights.</p> <p>Only increase your speed once you have passed all people and vehicles involved.</p> <p>If you are travelling on the opposite side of the road divided by a median, you are not required to slow down to 40km/h.</p> <p>Phase 1 end frame: "From 1 September 2018, it's a new road rule"</p>													
Radio (Metro/Reg)														
Paid Social (animations, vox pops, GIF)														
Press release														
Website + Web-tiles														
Stakeholder Comms														
Post-Introduction (Rule commences 1 September)														
Online Video (30" + 15" edits)	<p>As above.</p> <p>Phase 2 end frame: "A new road rule now applies"</p>													
Radio (Metro/Reg)														
Paid Social (animations, vox pops, GIF)														
Website + Web-tiles														
Stakeholder Comms														