

Campaign Report

**ROAD
SAFETY
WEEK**

OCT 5 → 11



Activities



areness campaign with RSA and An Garda Siochana

ews Article

- Integrated communications campaign across social, radio and print
- Marketing materials provided to members



Roadside Awareness campaign

Roadside Awareness campaign with Garda Siochana, RSA – Tyre Safety Day, Wednesday 7th October

Video created to highlight messages around tyre safety from the RSA, An Garda Siochana



Roadside Awareness
campaign

Roadside Awareness campaign with Garda
Siochana, RSA – Tyre Safety Day, Wednesday

Video created to highlight messages around
tyre safety from the RSA, An Garda Siochana

Video created to highlight messages around
tyre safety from the RSA, An Garda Siochana

Video created to highlight messages around
tyre safety from the RSA, An Garda Siochana

A



Motorists urged to 'get a grip' and check their tyres during Irish Road Safety Week

ITIA dealers offering free tyre checks nationwide

October 6, 2020: The Road Safety Authority (RSA), An Garda Síochána and the Irish Tyre Industry Association (ITIA), have teamed up for 'tyre safety day' on Wednesday 7 October, during Irish Road Safety Week, to remind all road users to check their tyres. Motorists can call in to any ITIA dealer for a free tyre pressure check and tread depth inspection.

Sam Waide, Chief Executive of the RSA, said: *"There is no component on your vehicle more likely to contribute to a crash than your tyres. They are your only contact with the road and if they are not fit for purpose, everything else is secondary. Based on the analysis of road collision reports we estimate that defective tyres could be a contributory factor in as many as 14 deaths each year*. But people don't often think about their tyres – are they inflated correctly, are they below the minimum tread depth, are they damaged in any way?"*

He added: "Each month 8,500 vehicles are classified as being dangerously defective for 'Tyre Tread' and 'Tyre Condition' across the NCT and CVRT testing systems. Don't wait for your NCT to check if your tyres are roadworthy. Do a regular walk-around of your car and check your tyres - look for cuts, cracks, or bulges. If you are unsure or don't know anything about tyres get them checked by a local ITIA-registered dealer regularly."

Assistant Commissioner Paula Hilman, National Roads Policing Bureau, An Garda Síochána, said: *"Defective tyres are a serious risk to all road users. Gardaí encounter many tragedies on Irish roads and have to deal with people who have suffered serious life changing injuries. Many of these can be avoided if your vehicle is roadworthy and you drive within the speed limit. Have your tyres checked regularly, reduce your speed and together we can make the roads safer. Members of the Roads Policing Units across the country will be mounting roadside checks in conjunction with Road Safety Authority Vehicle Inspectors checking tyres on vehicles at the roadside on Tyre Safety Day, 7 October 2020. If you are found to be driving a vehicle with defective tyres you could face up to 4 penalty points if convicted and a fixed penalty of up to €120."*

Sue O'Neill, CEO, Irish Tyre Industry Association, said: *"Irish Tyre Industry Association members are experts in tyre health and can reassure drivers that their vehicle is safe on the road. By simply taking a few minutes out of your day, you can have your tyres checked and replaced if necessary. During Irish Road Safety Week, October 5 – 11, our members are offering free tyre checks so don't wait until your NCT comes around to check the roadworthiness of your tyres, do it today. To find your nearest ITIA registered dealer nationwide, visit www.itia.ie."*

Some general tips on tyre maintenance:

- The minimum tread depth of your tyres is 1.6mm (1mm on a motorcycle). Replace with new tyres before you reach this level.
- The tyre pressure is in the owner's hand manual or fuel cap.
- Cuts, cracks, and sidewall damage or bulge are the dangers to look for on a tyre.
- Don't forget to check the spare tyre.

* RSA Review of Garda fatal forensic investigation collision files for the period 2008 – 2012

ENDS

For further information please contact:

ITIA Press Office, 087 9013311

Or

Road Safety Authority Press Office, 096 25008

Joint Press Release With ITIA, RSA and An Garda Síochána

Tyre Trade News

September 16, 2020

ITIA supports Road Safety Week

By John Loughran Irish News, News 0 Comments



The Irish Tyre Industry Association (ITIA) is supporting Road Safety Week, which runs October 5-11. During the week ITIA member outlets right throughout the country will be carrying out free tyre checks for any road user who visits their premises.

[Read More](#)

Support For Members

Communications and Marketing Handbook

Tyre Safe Poster for Members to display

Supermarket Trolley Keys available to members as giveaways

Tyre Safe Leaflet for Members to distribute to customers

Tyre Safety Video

Copy of Radio Advert



Support for members

Social Media Graphics

Competition Time

Copy options for competitions across social media

Extensive social media coverage for ITIA and members



Road Safety Week Packs Sent To Members



Radio

The ITIA has secured a radio ad on the TalkSport Premier League show (Digital)

TalkSPORT Premier League Live activity between now and December 31st.

The only live commentary of the Premier League Shows in Ireland (other stations do reports and updates but not full commentary)

Minimum of 400,000 impressions

Approx. 4-6 spots per week every Saturday, targeting a male bias audience.

Added value of 14 x spots on FM104 (FM station, not digital – value €1,300)





Social Media Campaign
Launched 28th October

Facebook

- Page Followers Increased from 502 (27th Sep) to 779 (12th October)
- Page Likes increased from 478 (27th Sept) to 753 (12th October)
- Total Post Reach of 59, 497 people
- 560 page views – increase of 678%
- 4,679 video views
- 6,509 post engagements
- Total ad spend of €80



Top Performing Posts

Competition – Three prizes of €400 towards next set of tyres (Goodyear, Michelin and Hankook)

Total reach of 13,578

368 entries and 298 shares

Total engagement of 2,159

Spend of €50



Top Performing Posts

 Irish Tyre Industry Association
2 October at 11:43 · 🌐

This tyre arrived into an ITIA member in Cork during the week showing dangerous levels of tread depth and wear.

Driving with tyres below the legal minimum tread depth limit of 1.6mm may result in a fine and penalty points, don't take the risk!

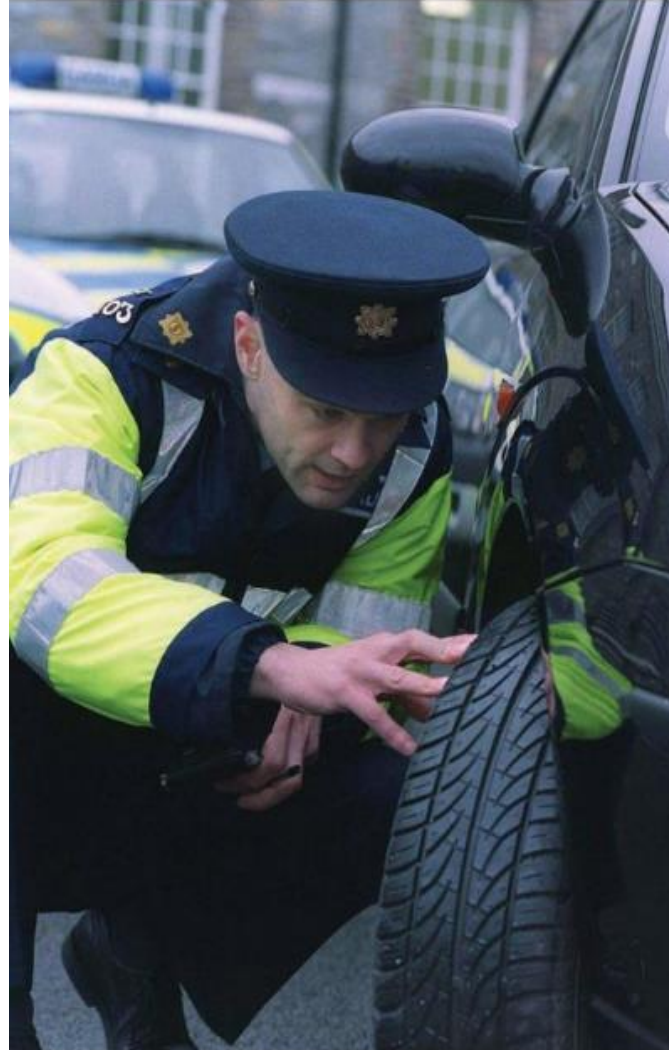
Road Safety Authority Ireland
#TyreSafety



Total Reach – 22, 726
Total Engagements – 970
Spend - €5

 Irish Tyre Industry Association
6 October at 13:30 · 🌐

An Garda Síochána and Road Safety Authority Ireland will be carrying out random tyre checks across the country during Road Safety Week. Drop in to any ITIA member to avail of a FREE tyre check
<https://bit.ly/33Xpt49> #TyreSafety



Total Reach – 7,068
Total Engagements – 396
Spend - €5

Twitter Performance

46 Tweets

32.3K impressions

284 profile visits

All organic postings



Today is National Tyre Safety Day! @GardaTraffic and @RSAIreland will be carrying out tyre checks across the country - remember driving with defective tyres may result in a fine and up to 4 penalty points.



Top Tweet:

Impressions – 4,566

Engagements - 214

Retweets and Mentions From RSA



RSA Figures (8/10/20)

Impressions Twitter – **65,103**

Engagement on Twitter – **4,899**



ITIA Website Performance 28th Sep – 12th October

Users – 857

Sessions – 992

Visitor Age Profile

Devices:

Mobile 54%

Desktop 42.6%

Tablet 2.9%

Age		Sessions	
		430 % of Total: 43.35% (992)	430 % of Total: 43.35% (992)
1.	25-34	120	27.91%
2.	35-44	86	20.00%
3.	55-64	81	18.84%
4.	45-54	67	15.58%
5.	65+	61	14.19%
6.	18-24	15	3.49%

Popular Pages (Views)

Directory – 320

Road Safety Week Members – 96

Road Safety Week – 180

Free Tyre Inspection – 43

Members Benefits - 31

Traffic Source

Social media proved to be a strong driver of traffic to the website

Organic Searches are high – potentially a result of increased radio coverage of tyre safety and Facebook ads

Facebook drove 92% of traffic and remains the strongest channel for the ITIA

Default Channel Grouping		Sessions	Sessions
		992 % of Total: 100.00% (992)	992 % of Total: 100.00% (992)
1.	Social	434	43.75%
2.	Organic Search	295	29.74%
3.	Direct	231	23.29%
4.	Referral	32	3.23%

Notes for the Future

High website bounce rate of 67% and average duration of 51 seconds indicates website work is needed

Directory seems to be the most popular page on the website – should be optimized to help reduce bounce rate

ITIA appearing second in Google search – behind Irish Translators and Interpreters Association. SEO work can improve this in the future.

Facebook should remain the main communications platform

Twitter proving reliable and should be developed further over time