

Look beyond the truck

Campaign Media Pack 2023

May 2023



PARTNERED BY



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About this Media Pack

To help you tell your networks about NRSP's 'Look Beyond the Truck campaign', we have compiled this media pack.

It contains information about the campaign, key messages, images, suggested copy, and tags and links for supporting socials.

If you have any further questions, please contact Jerome Carslake at jerome.carslake@monash.edu.au

#LookBeyondTheTruck

About us

Key Information

The 'Look Beyond the Truck' campaign was developed by NRSP in collaboration with Swinburne University.

The campaign grew from NRSP interviews with Australian truck drivers, which we found that Australian truck drivers felt unseen by other road users despite being professionals and care for safety.

This campaign aims to humanise the image of truck drivers to the Australian public.

NRSP Media launch

NRSP's media launch of the 'Look Beyond the Truck' campaign will be Monday 9th of May 2023.

Brisbane Truck Show 2023

The campaign will be also presented at the 2023 Brisbane Truck Show (Thursday 18th May - Sunday 21st May).

#LookBeyondTheTruck

Key Messages

- There is a person inside every truck; truck drivers are real people with their own interests and families.
- Truck drivers are highly skilled professionals who love their job.
- Road users should drive with care and consideration around trucks to ensure everyone gets home safe.

#LookBeyondTheTruck

Sharing NRSP content via socials

During 9th–21st May, NRSP will be promoting the campaign via their socials. Spread the word by sharing our posts and our campaign videos! Make sure to tag NRSP and use the hashtag **#LookBeyondTheTruck**.

Links & Tags

NRSP 'Look Beyond the Truck' Campaign Web page
<https://www.nrspp.org.au/look-beyond-the-truck/>

Campaign videos | More than just a driver
https://youtu.be/Vv_I3U13kpQ

Campaign videos | Sharing our roads together
<https://youtu.be/AYbZ0Gi5ic8>

#LookBeyondTheTruck

How you can support – Sample Social Media Post

Social Media Tiles

Download the social media tiles that were included in the folder. Please note assets provided are compatible for both Facebook, Instagram and LinkedIn formats.

Sample Caption:

Check out the 'Look Beyond the Truck Campaign' launched by NRSP this May. #LookBeyondTheTruck recognises and reminds other roads users that inside every truck, is a professional trucking for what they love. Look out for 'Look Beyond the Truck' at this year's Brisbane Truck Show and Festival!

Find out more: <https://www.nrsp.org.au/look-beyond-the-truck/>

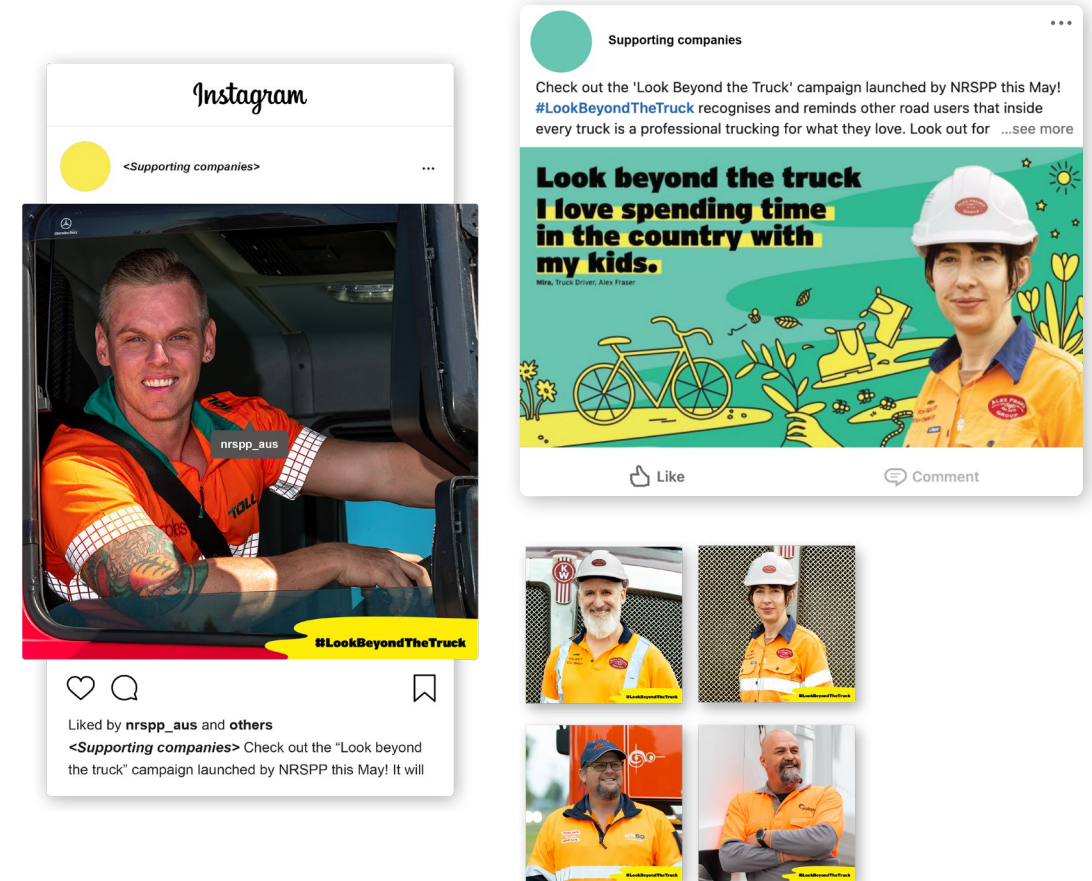
Note: Please tag NRSP's social media handles

LinkedIn: National Road Safety Partnership Program

Twitter: @NRSPaus

Facebook: National Road Safety Partnership Program

Instagram: nrsp_au



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