

DISTRACTED?

YOU'VE CROSSED THE LINE.

2024 CAMPAIGN TOOLKIT

PURPOSE

This document provides guidance for those helping to promote Network Rail's public safety campaign: **DISTRACTED? YOU'VE CROSSED THE LINE.**

Collateral highlighted in this guide is for use across digital and station channels.

Network Rail is providing design guidance only, printing and installation is to be managed locally.

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DISTRACTED?
YOU'VE CROSSED THE LINE.

1.0 CAMPAIGN OVERVIEW & MESSAGING

DISTRACTED?

YOU'VE CROSSED THE LINE.

1.1 CAMPAIGN OVERVIEW

'You've crossed the line' is our safety campaign, which aims to make footpath level crossing users more aware of their surroundings and the potential dangers. Britain's railway is one of the safest in Europe, yet there are still around **500 near misses** reported a level crossings each year. We're asking everyone who uses the railway to take care of themselves and each other by not losing focus and remaining vigilant. The campaign has been developed to catch people's attention and give them pause for thought by adapting and making use of a well-known phrase. While 'You've crossed the line' may appear a startling explanation at first, in this instance it works as a prompt to pay attention to your situation and warning to check it is safe before crossing.

Audiences:

18-34 year olds living close to, and regularly using level crossings.

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2.0 DIGITAL RESOURCES

DISTRACTED?

YOU'VE CROSSED THE LINE.

2.1 SOCIAL MEDIA SQUARE

Social Graphics

1080x1080px - suitable across Facebook, Instagram, LinkedIn and X.

Static Woman
1080x1080:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Social-feed-post-woman-1080x1080-1.jpg>

Animated GIF Woman
1080x1080:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-social-GIF-1080x1080-woman.gif>

Static Man
1080x1080:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Social-feed-post-man-1080x1080-1.jpg>

Animated GIF Man
1080x1080:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-social-GIF-1080x1080-man.gif>

Static



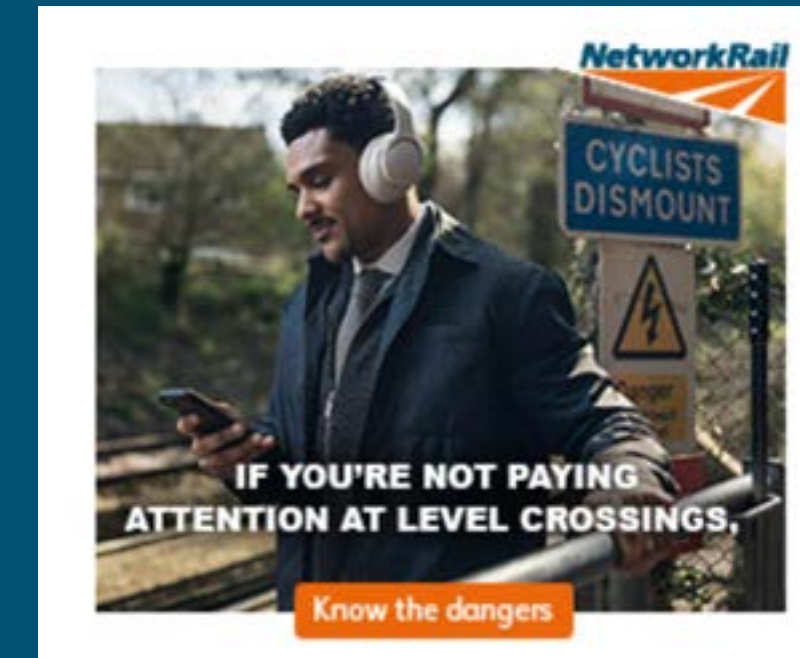
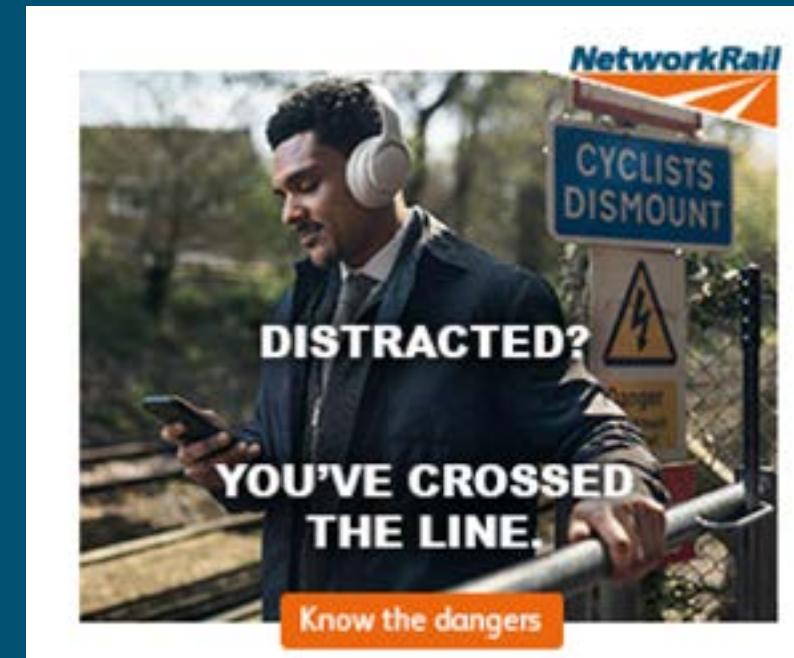
Animated GIF



Static



Animated GIF



2.2 SOCIAL MEDIA PORTRAIT

Social Graphics

1920x1080px - suitable across Facebook, Instagram, LinkedIn and X.

Static



Animated GIF

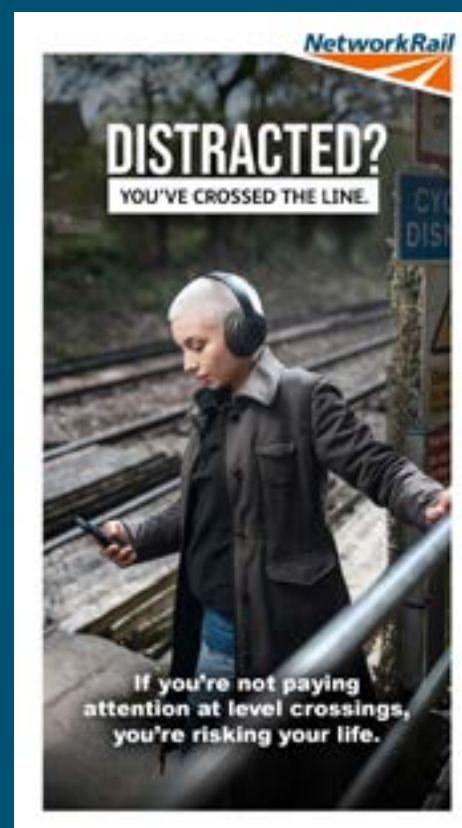


Static man 1080x1920:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Social-Story-man-1080x1920-1.jpg>

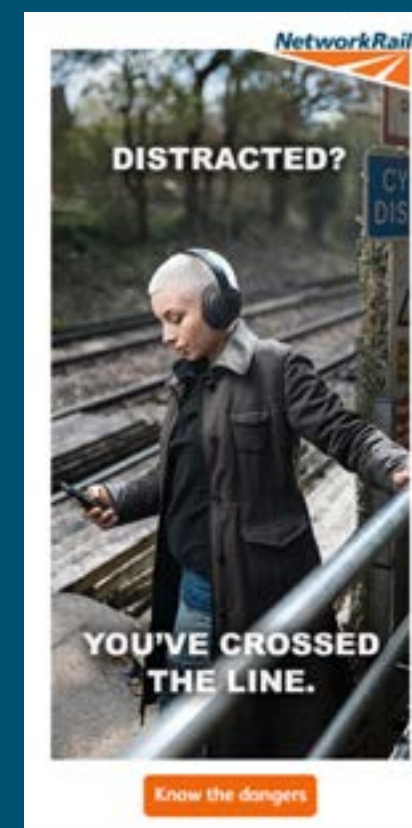
Animated GIF man 1080x1920:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-social-GIF-1080x1920-man.gif>

Static woman:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Social-Story-woman-1080x1920-1.jpg>

Static



Animated GIF



Animated GIF woman 1080x1920:
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-social-GIF-1080x1920-woman.gif>

DISTRACTED?
YOU'VE CROSSED THE LINE.

2.3 SOCIAL MEDIA POST COPY

Social Post:

It's easy to enter a level crossing when you're not paying attention. You could be looking at your phone, lost in music, engrossed in a podcast, or chatting with your friends when, before you know it, you've crossed the line. But by doing so, you could be risking your life. We're asking everyone who uses the railway to reduce risk by staying focused and vigilant. Don't cross the line without first checking it's safe.

Social Post (for X):

It's easy to enter a level crossing when you're not paying attention, and before you know it, you've crossed the line. But remember, you could be risking your life. Take care of yourself and others by not losing focus and staying vigilant. Don't cross the line without first checking it's safe.

YouTube:

It's easy to enter a level crossing when you're not paying attention. You could be looking at your phone, lost in music, engrossed in a podcast, or chatting with your friends when, before you know it, you've crossed the line. But by doing so, you could be risking your life. We're asking everyone who uses the railway to take care of themselves and each other by reducing risk, not losing focus, and staying vigilant. Don't cross the line without first checking it's safe. Visit www.networkrail.co.uk/distracted to learn more.

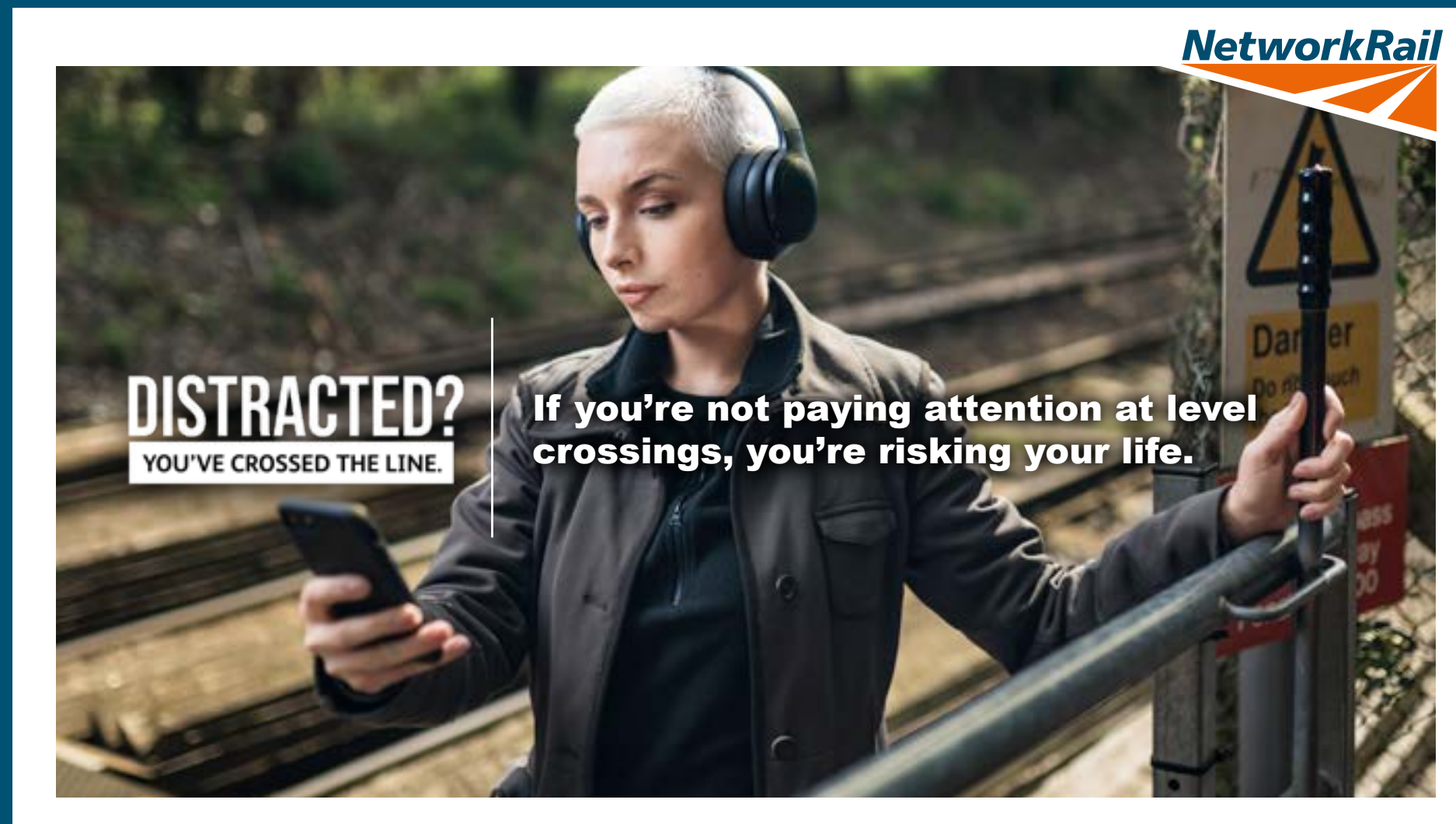
DISTRACTED?
YOU'VE CROSSED THE LINE.

2.4 SOCIAL MEDIA

Web Banners

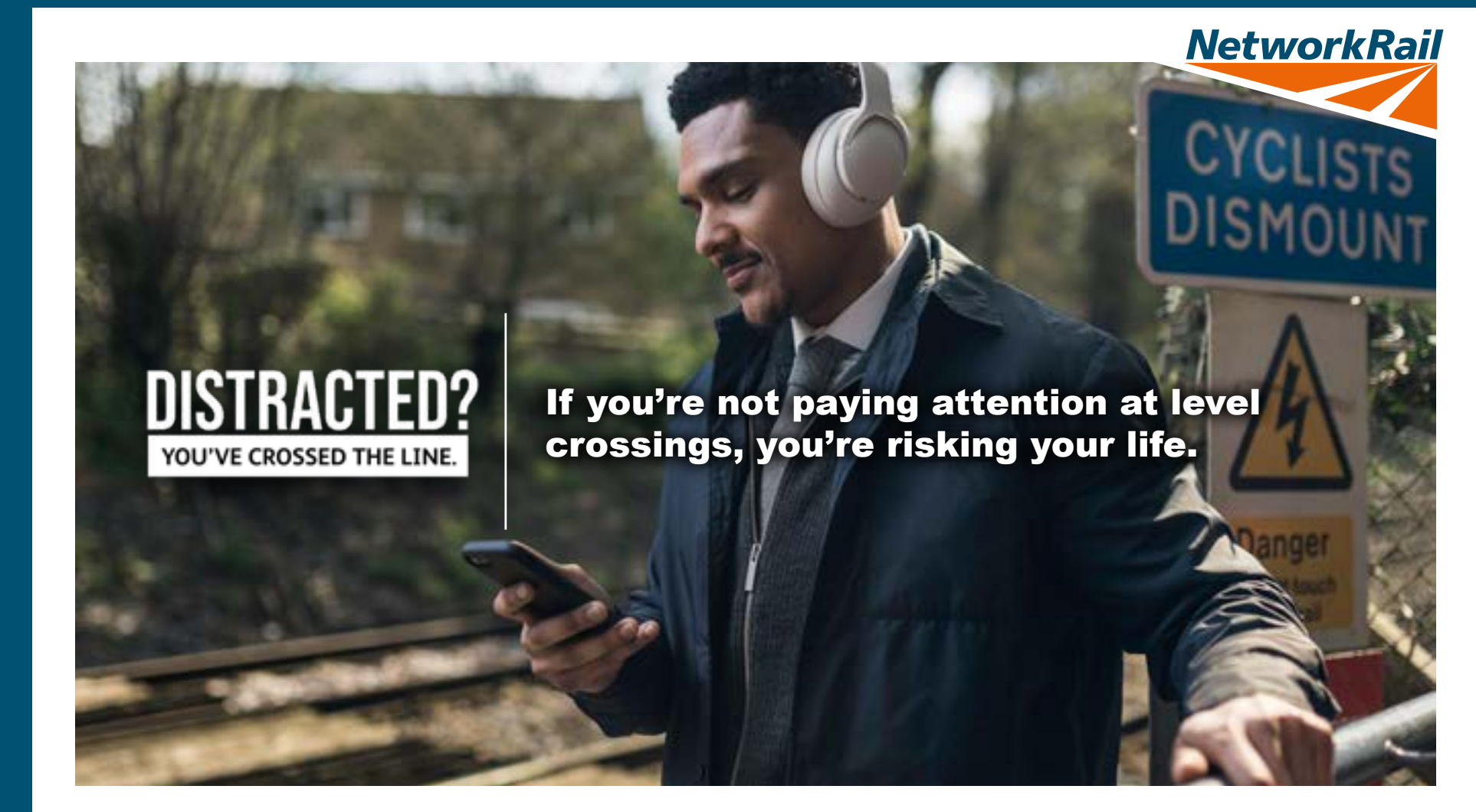
1200x675px - suitable digital channels - e.g web pages, emails.

Static



Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Web-Banner-woman-1200x675-1.jpg>



Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Web-Banner-man-1200x675-1.jpg>

DISTRACTED?
YOU'VE CROSSED THE LINE.

3.0 PRINTED RESOURCES

DISTRACTED?

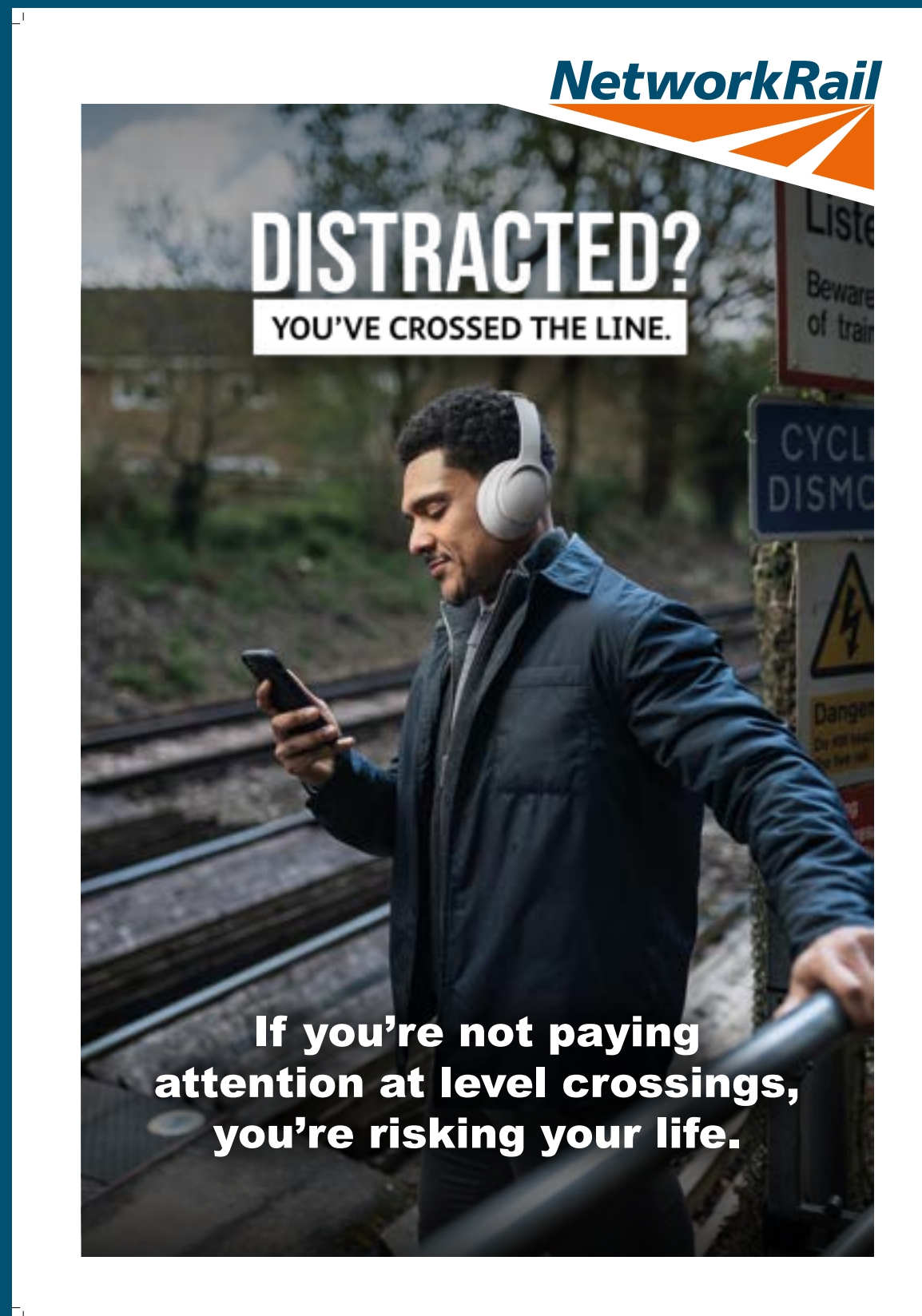
YOU'VE CROSSED THE LINE.

3.1 PRINT RESOURCES

A1 - 594 x 841mm, A2 - 420 x 594mm, A3 - 297 x 420mm, A4 - 210 x 297mm, D6 - 1080 x 1920 px, DR - 635 x 1016mm

These posters can be displayed in appropriate display sites near the railway or on trains.

Welsh language bilingual versions are also available. Please get in touch if you would like to use the Welsh version.



Normal Print Resources:

A1 Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A1-man.pdf>

A2 Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A2-man.pdf>

A3 Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A3-man.pdf>

A4 Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A4-man.pdf>

D6 Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-D6-man.jpg>

DR Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-Double-Royal-man.pdf>

A1 Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A1-woman.pdf>

A2 Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A2-woman.pdf>

A3 Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A3-woman.pdf>

A4 Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-A4-woman.pdf>

D6 Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-D6-woman.jpg>

DR Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distraced-LC-ph2-Poster-Double-Royal-woman.pdf>

3.2 LEAFLET

A5 (210x 148.5mm)

The leaflet can be printed and distributed to passengers and people living close to level crossings. A Welsh language bilingual version is also available. Please get in touch if you would like to use the Welsh version.

A5 Leaflet:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-A5-LEAFLET.pdf>

NetworkRail

If you're not paying attention at level crossings, you're risking your life.

Distracted?
YOU'VE Crossed the Line.

For more information on how to take care near level crossings visit: www.networkrail.co.uk/distracted

Distracted?
YOU'VE Crossed the Line.

FIVE WAYS TO STAY FOCUSED AND SAFE AT A LEVEL CROSSING

When you're approaching a level crossing, you need to:

- 1. Concentrate.** It's easy to drift off and take more notice of your phone, music or conversation than what's going on around you.
- 2. Stop, look and listen – always.** There might be signs with additional instructions, so make sure you read and follow them.
- 3. Check both ways before crossing – if there is a train coming, do not cross.** Remember, there may be more than one train, they may be coming from different directions, and one train could hide your view of another.
- 4. If there are any warning signs (lights, barriers, alarms) make sure you understand what they mean.** And always follow their instructions completely. And if there AREN'T any warning signs to tell you when a train is approaching, then it's extra important to stay switched on!
- 5. Cross quickly, keeping children close and dogs on a short lead.** Always make sure the exit is clear before crossing.

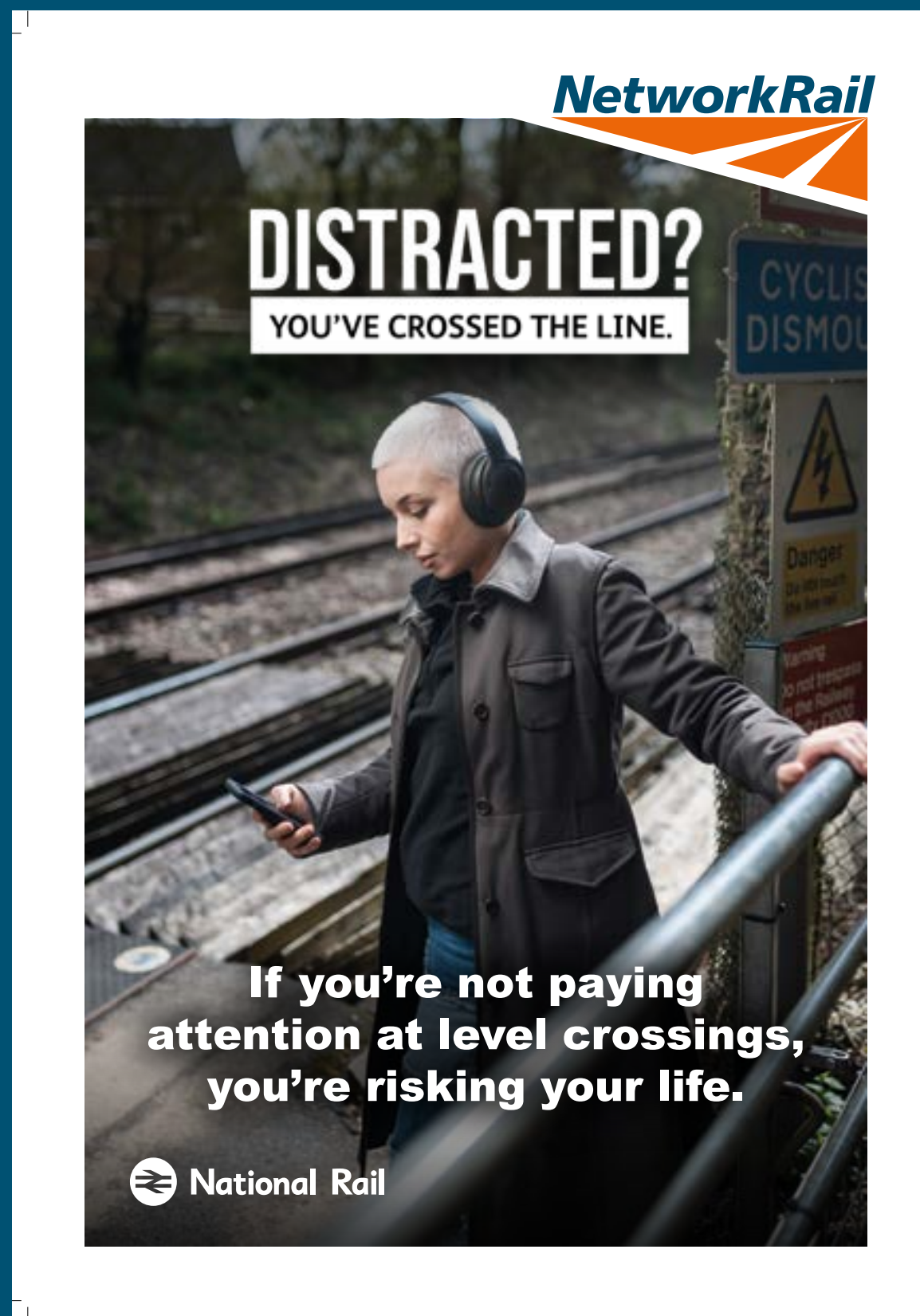
Your safety is in your hands. Don't risk turning a moment of distraction into a lifetime of regret. Pay attention at level crossings and ensure you and those with you stay safe.

Looking for more information on how to take care near level crossings when you're out and about in your area?
Visit: www.networkrail.co.uk/distracted

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3.3 INDUSTRY BRANDED POSTERS

Available for Industry Partners and Train Operating Companies to use to promote the campaign. They are branded with Network Rail and the National Rail logo. The partnership versions will also have Welsh versions available upon request.



Partnership Print Resources:

A1 Man:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/05/Distracted-LC-2024-Poster-industry-version_Man_A1.pdf

A2 Man:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A2_National-Rail-man.pdf

A3 Man:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A3_National-Rail-man.pdf

A4 Man:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A4_National-Rail-man.pdf

DR Man:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-Double-Royal_National-Rail-man.pdf

A1 Woman:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A1_National-Rail-woman.pdf

A2 Woman:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A2_National-Rail-woman.pdf

A3 Woman:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A3_National-Rail-woman.pdf

A4 Woman:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-A4_National-Rail-woman.pdf

DR Woman:

https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-Poster-Double-Royal_National-Rail-woman.pdf

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4.0 CAMPAIGN FILM

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4.1 THE FILM

The campaign's hero resource is a 30 second film which aims to make clear the real dangers of not paying attention when approaching a level crossing.

The film features various rail users on autopilot being distracted by their phone, listening to music, posing for selfies etc. and how that loss of focus can lead to danger.

The 30 second film will be available on YouTube and across social media and digital advertising. The film can be shared on your website, social media channels or via stations close to hotspot locations. There are also shorter cut-down versions available.

30s Man with Subtitles:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-30s-video-man-16x9-1.mp4>

30s Woman with Subtitles:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-30s-video-woman-16x9-1.mp4>

20s Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-20s-video-man-16x9-1.mp4>

20s Woman:

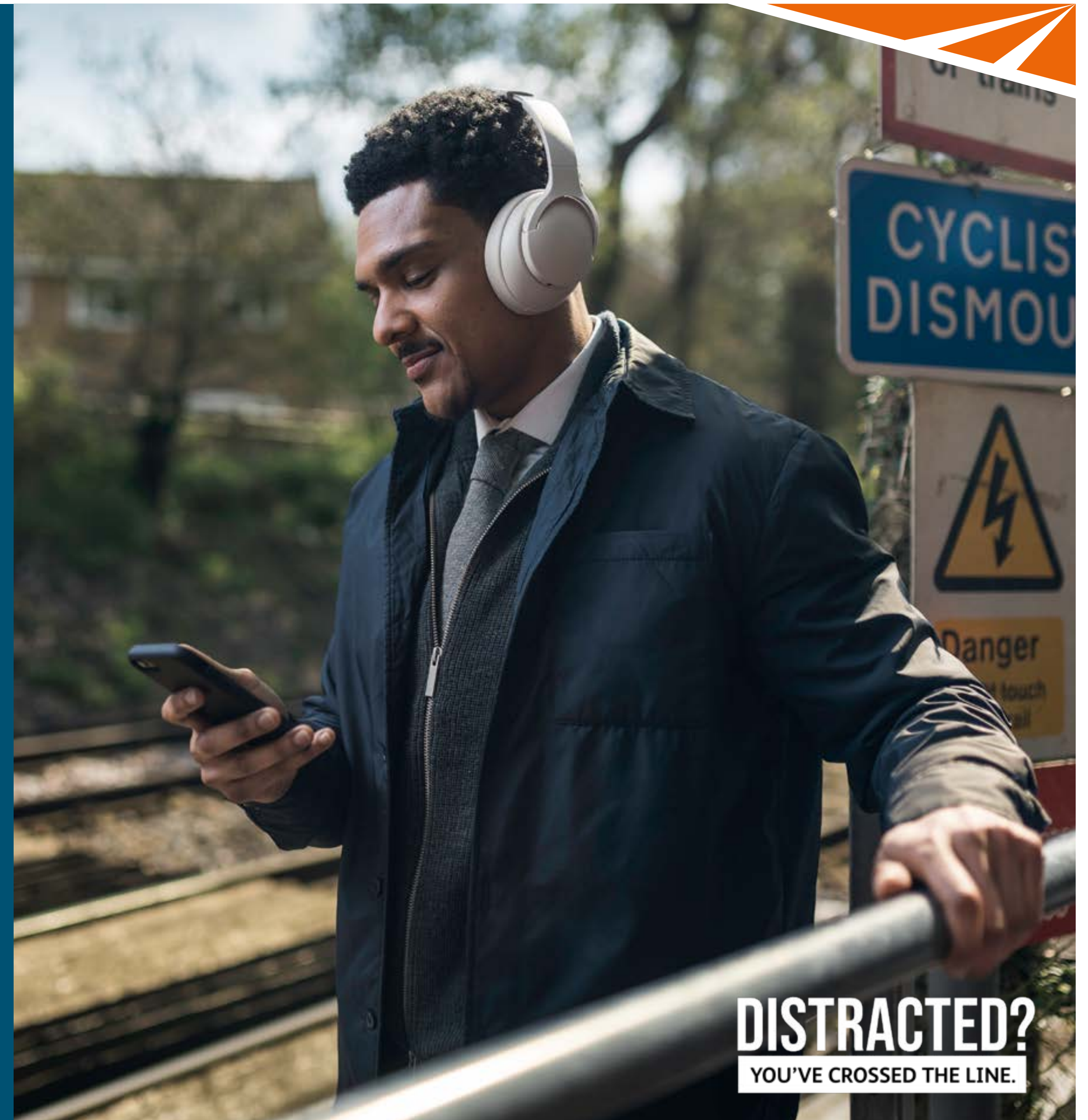
<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-20s-video-woman-16x9-2.mp4>

10s Man:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-10s-video-man-16x9-1.mp4>

10s Woman:

<https://www.networkrailcampaigns.co.uk/wp-content/uploads/2024/08/Distracted-LC-ph2-10s-video-woman-16x9-1.mp4>



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5.0 CONTACT DETAILS

If you have any questions about this campaign and how to use these campaign materials, please contact:

Lucy Dixon
Marketing & Brand, Network Rail
Lucy.dixon@networkrail.co.uk
07354 525018



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