



## OFFICIAL COMMUNICATION GUIDELINE

### #ONETRUCKFAMILY – VER. 01

Following Guideline shall ensure a unified approach for the #onetruckfamily campaign among all stakeholders in order to maximise the effect.

Please, get back to Sam Smith, FIA ETRC Media Delegate, for any inquiries.

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**FIA EUROPEAN  
TRUCK RACING CHAMPIONSHIP**



# OFFICIAL COMMUNICATION GUIDELINES

## FOR #ONETRUCKFAMILY CAMPAIGN

### THE VISION...

- To encounter the truck driver shortage crisis and to value all professionals in the industry
- To raise the profile and public perception of the profession of a (road) truck pilot & industry-likes
- To make the road transport industry a great place to work by being an incentive for

### THE MISSION...

- To establish a comprehensive “home”, (social) media and event-based, for all truck professionals
- To emotionalize and transfer the positive image of truck racing and its pilots to the road
- To complement existing campaigns and initiatives with direct and emotional contributions



### SUMMARY

**A major goal of #onetruckfamily is to change public perception of a road truck pilot by spill-over effects from truck racing's emotion and aspiration.**

- Use hashtag #onetruckfamily only with any content related to FIA ETRC (team, event, driver etc.)
- Use only good-quality pictures and videos which show classy/ engaging content
- Make sure that there is no controversial content in the background (alcohol, nudity, tobacco etc.)
- Use only the official composite logo of #onetruckfamily



## Brand Guidelines



For activities **only** related to the campaign objectives (Mission and Vision) always use **#onetruckfamily** only, no other variant.

Use the following logo only (logo provided in different data files).



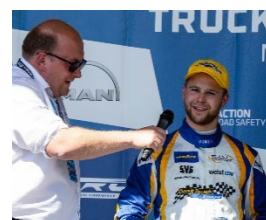
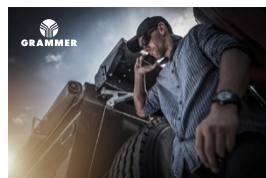
- Where possible link to specific #onetruckfamily website page on fiaetrc.com [to be supplied when live]
- In case the #onetruckfamily is used in plain text, it is always to be lower case and used with # (as above).
- In case the #onetruckfamily is used in combination with ETRC-branded assets, a colour dark grey according to ETRC CI Guidelines can be used. Dark Grey (C25, M0, Y0, K80; R42, G50, B54)

## Picture Guideline



The main goal is to change public perception of a road truck pilot by spill-over effects from racing's emotion and aspiration. Pictures and videos shall show classy/ engaging content.

- Where possible all imagery should be professional and portray Road Heroes/drivers as smart and approachable.
- When posting newly created imagery please make sure to upload good quality assets.
- Make sure that there are no controversial parts (alcohol, nudity, tobacco, graphic images, etc.) in the image or in the background.
- Where possible some imagery should include FIA ETRC/Partner and #onetruckfamily signage in foreground or background of image.





## Social Media Best Practice



All posts must include the #ontruckfamily hashtag and be related in any form to **FIA ETRC** (team, event, driver etc.) and “the vision” – see at start of Guidelines.



To describe a road truck pilot in your text use appropriate language such as *road truck pilot*, *truck driver*, *truck pilot*, *driver*, *professional truck driver*; equivalent national language derivatives are defines as

- **GER:** LKW-Fahrer, LKW-Pilot, Fernfahrer, Berufskraftfahrer
- **FRA:**
- **ITA:**
- **ESP:**
- **HUN:**
- **SLK/ CZE:**
- **NEL:**
- **TUR:**

*[to be defined with national expert/ organisers/ key industry media]*

- All posts should include the link to the official
  - Instagram page @fia\_etr\_official
  - Facebook page @fiaetr or
  - Twitter page @fia\_etr, if possible, via a tag on the image as well as in the copy.
- Instagram Stories should also include #ontruckfamily.
- Instagram Stories shall also mention @fia\_etr\_official for us to be able to repost on our channel.



## Event and Media Campaign (“Road Heroes Program”)

- Candidates are always known as ‘Road Heroes’
- The FIA ETRC Media Department will work closely with partners and circuits/promoters to define a clear pre, during and post event media campaign program.
- Licence free Imagery will be collated on event by FIA ETRC official portraiture photographer. Imagery will be syndicated to partners and circuits after the event.
- At least one licence free short film will be made available to partners from FIA ETRC official TV production shortly after the event
- Partners should also be active on own channels using #onetruckfamily each time a post goes live; see section “Social Media Best Practice”
- Posts should reflect the diverse experience that the *Road Heroes* are having at events and how it is relevant or could mirror some aspects of their day to day work. EG: ‘Tour of Race Control looking at communication element mirrors that of communication on road with HQ or customers...’

## National Media Campaigns



### National event/media partners are responsible for all native language content.

- FIA ETRC Media Department will liaise with national media on typical regularity of posts during and after events
- An embedding code of the #onetruckfamily Social Media Wall can be provided to partners for your/ their own website. The content displayed on this wall is moderated by ETRC, who ensures appropriate content.
- Please note: When the road heroes post on their channels, they need to add “\*Advertisement due to naming the organisation/event” to their posts, for legal matters.
- Always use #onetruckfamily hashtag for the campaign. Specific national hashtags shall only be used by partners when communicating the specific road heroes but not the campaign itself. Following national derivatives are defined in combination with the campaign hashtag #onetruckfamily as following:
  - ENG: #roadhero
  - GER: #heldenderstrasse
  - FRA:
  - ITA:
  - ESP:
  - HUN:
  - SLK/ CZE:
  - NEL:
  - TUR:

[to be defined with national expert/ organisers/ key industry media]



## Guidelines on Selecting the Candidates and Communication:



**For Event Organisers:** Two “Road Heroes” packages including VIP-treatment and branding opportunities are provided. This can **only** be utilized by the Event Organiser or its national **Key Industry Media Partner** (e.g. Fernfahrer, France Route, trasporte commerciale, Camion Actualidad etc.) in return for media coverage.

### Step 1

- In conjunction with industry partner a candidate should be found using the moniker ‘Road Truck Hero.’
- The candidate should be a professional driver and have a suitable profile and be active in the industry (whether on social media or within or known to the promotion/industry organisation/community)
- Each Partner has an allocation of two *Road Heroes* to select for each event.
- **The Road Hero should wherever possible be from the country in which the race is taking place.** EG: An Italian *Road Hero* at Misano, a Slovak *Road Hero* at Slovakia Ring.
- The selection of the *Road Heroes* can be made before the event or at the event. The *Road Heroes* can be selected/nominated by the partner via on-line communities or other in-house methods.
- The selected *Road Heroes* should be in keeping with the preferred image of how a progressive professional behaves in the transport/haulage industry to inspire and promote new generations of *Road Heroes*. **Please, keep in mind “the vision” – see at start of Guidelines.**
- Once the selection is made details on who they are/experience/age/contact details/photo of them should be shared to the FIA ETRC’s Janine Meyer and Sam Smith.



- **For legal reasons, please make the *Road Heroes* aware that it is mandatory to sign an agreement, that we can use his/ her imagery on all media and social media channels. ETRA will provide this document. In case of denial, the candidate can’t be accepted for the program as a *Road Hero*.**

### Step 2

- Draft itinerary to be issued to *Road Hero* with specifics on timetable and activities which will include tour of Race Control, paddock, interview with circuit PA and ETRC TV, also participation in the grid ceremony and the private portrait sessions with professional photographer.

### Step 3

- Press Release to be issued in national language and English detailing the selected *Road Hero* and their attendance at race.
- Liaison to be between Sam Smith and national press officer on this matter regarding translation.
- Post-event media to be released via TV clip and Press Release detailing the weekend (in both national language and English).

Clips will be collated by ETRA TV and distributed in national language of event and English where possible. Subtitles/Script can