

# Motorcycle Awareness Month 2025

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## Campaign Pack

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1<sup>st</sup> September – 15<sup>th</sup> October

**RISE FOREVER**   
AN ACC INITIATIVE



# Motorcycle Awareness Month 2025

## Introduction

**Motorcycle Awareness Month** (MAM) occurs each year in September and signals the start of the summer motorcycle riding season. This is the time where over 50% of riders register their bikes and get back on the road after winter.

With the return of riders to the road, this campaign is designed to inspire action, educate, and ultimately reduce road trauma by promoting safety through the Ride Forever programme.

In this pack, you will find a comprehensive suite of materials designed to support the Motorcycle Awareness Month campaign, including creative asset summary, messaging guidelines, and strategies for effective management. Our goal is to create a campaign that feels personal, relevant and actionable, ensuring riders see Ride Forever as a valuable resource for mastering their skills and protecting their safety.

This campaign pack and all campaign assets can be accessed [here](#)

# What are we doing?

## Campaign Purpose

**Motorcycle Awareness Month** (MAM) marks the seasonal return of over half of New Zealand's riders to the roads, making it a key moment to deliver targeted safety messaging

This campaign encourages riders to 'level up' their skills by highlighting the benefits of Ride Forever training – proven to **reduce injury risk by 50%** - and addresses common barriers such as time, self-doubt, and scepticism.

By speaking directly to the motivations of different rider segments (e.g. learning new skills, improving technique, building confidence) the campaign aims to drive meaningful engagement and course sign-ups.

Our messaging focuses on personal relevance, rider pride, and real-world benefits – getting riders to see Ride Forever not as a judgement, but as a pathway to mastering their craft and staying safe on the road.

# What are we trying to achieve?

## Audience and Objectives

### Target Audience

- Motorcyclists aged 15-60+ whose riding experience ranges from less than 5 years to more than 10 years
- Family of Motorcycle riders

### The purpose of MAM is to reach our target audiences to:

- Engage with riders and encourage them to visit the Ride Forever website to sign up for courses
- Increase awareness of the Ride Forever programme with all riders, particularly targeting new riders
- Increase understanding of the benefits of Ride Forever
- Increase new rider engagement with the Ride Forever programme

# What are we trying to say?

## Key Messages

### Primary Messages

- Sign up for a Ride Forever course
- Head to the Ride Forever website to learn more

### Secondary Messages

- Celebrate your love of riding
- Wear yellow to show your support for Motorcycle Awareness Month
- As you get back on the bike, get the most out of your riding by honing your skills with a Ride Forever course
- As you get back on the bike, check your bike and gear is in the right condition for riding and provides you with the right protection

# Summary of Campaign Materials

## Using the materials

We have a variety of campaign materials to help promote MAM this year. [Click here to visit the Ride Forever website and download the assets](#)

You may use any of the downloadable materials mentioned in this pack (social media tiles, posters, digital banners) without seeking our permission.

If you want to create your own material and the ACC or Motorcycle Awareness Month logo is used, please get in touch with us.

If you need any help or have questions regarding the use of the materials, please contact [courtney.tokorangi@acc.co.nz](mailto:courtney.tokorangi@acc.co.nz)

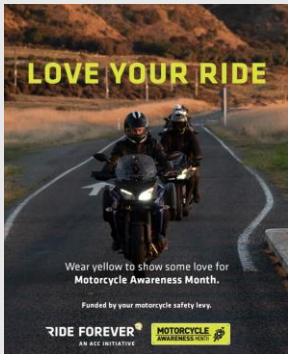
# Summary of Campaign Materials

## Social Media Assets



**Wear Yellow (Love Your Ride) social tiles** (1080x1080, 1080x1350)

**Post Copy:** Show some love for your ride this Motorcycle Awareness Month. Wear yellow to show your support and hone your skills by taking a Ride Forever Course!

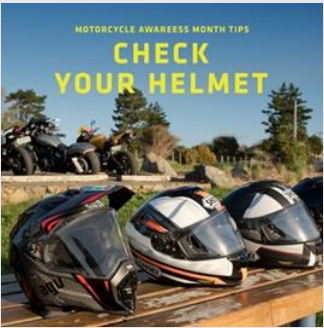


**Get Ride Ready (Love Your Ride) social tiles** (1080x1080, 1080x1350)

**Post Copy:** Love your ride by getting ready for the season ahead. Hone your skills, check your gear and make sure your bike's up for it too.

# Summary of Campaign Materials

## Social Media Assets – MAM Tips



**MAM September Safety Tips social tiles**  
(1080x1080, 1080x1350, 1080x1920)

**Post Copy:** Great rides deserve great riders. And with summer riders fast approaching, now's a great time to refresh your on-road techniques.



# Summary of Campaign Materials

## Social Media Assets – MAM Celebration



**MAM Celebration social tiles** (1080x1080, 1080x1350, 1080x1920)

**Post Copy:** We're excited for the first day of MAM – how are you celebrating? Put on some yellow and send us a picture of where your first ride of the season takes you.

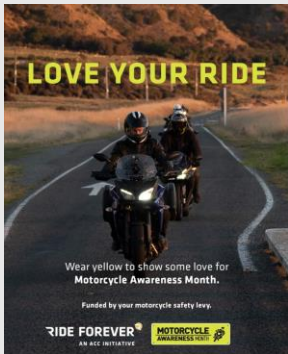
# Summary of Campaign Materials

## Print Assets



**Wear Yellow (Love Your Ride)** (A4 and A3 landscape and portrait)

**Post Copy:** Show some love for your ride this Motorcycle Awareness Month. Wear yellow to show your support and hone your skills by taking a Ride Forever Course!

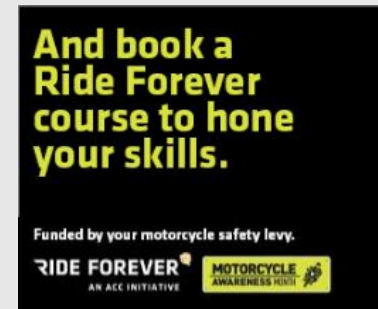


**Get Ride Ready (Love Your Ride)** (200x277 w and w/out bleed)

**Post Copy:** Love your ride by getting ready for the season ahead. Hone your skills, check your gear and make sure your bike's up for it too.

# Summary of Campaign Materials

## Digital Banner Assets (HTML)



# Summary of Campaign Materials

## OOH



### Wear Yellow (Love Your Ride)

- **Globox Formats** (1152x384, 1536x512, 576x288, 624x336, 672x384, 768x384, 792x288, 864x288)
- **Digital screens** (1080x1920, 1920x1080, 1280x488, 1920x640, 840x400, 864x288)



### Get Ride Ready (Love Your Ride)

- **Digital Screens** (1080x1920, 1920x1080)