



MAM marketing pack 2024

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 reregister their bikes and get back on the road after winter. MAM is an important and recognised time to deliver relevant safety messaging from ACC's Motorcycle Safety Strategy, reminding riders and drivers of what they can do to keep riders safe on the road.

This pack contains:

- Key messages for MAM 2024
- Links to downloadable campaign materials (social media tiles, digital banners, posters)
- Support for promoting MAM.

The focus of this year's MAM is to celebrate your love of riding, while making sure that as you get back on your bike, making sure you're ready to get the most out of the riding season.

Key Messages

- Celebrate your love of riding.
- As you get back on the bike, make sure you're ready to get the most out of the riding season.
- Look again for motorcyclists on the road.

Using the materials

We have got a variety of campaign materials to help promote MAM this year, and these materials can be shared far and wide on social media channels, digital screens, billboards, and websites. Below are WeTransfer links to download the available materials.

Summary of campaign materials

Social media

- 10-year anniversary RideForever social tiles (1080 x 1080)
<https://we.tl/t-UEhlpNVsBO> (click this link to download file)
- Wear yellow (Love your ride) social tiles (1080 x 1080)
<https://we.tl/t-LqdKr4Mo5l>
- Get ride ready (Love your ride) social tiles (1080 x 1080)
<https://we.tl/t-iJalX0ANrt>

Printable posters A3 and A4 (landscape and portrait)

<https://we.tl/t-y0IMxwnx4K>

You can use any of the downloadable materials in this pack (digital banners, posters, social media tiles) and do not need to come to us for permission! If you want to create your own material, and the ACC logo is used, please get in touch with us.