

**DRIVING?**



**0%**

# Partner Toolkit and Guidelines

2024

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## Introduction to THINK! 0%

THINK! 0% is a brand new, partner-led platform from THINK! aiming to encourage drivers to always opt for 0% over an alcoholic drink if they're getting behind the wheel.

In collaboration with on and off-trade organisations, THINK! 0% aims to create a new social norm amongst drivers. Together, we will prompt them to THINK! 0% when in drinking environments and help them to set new, safer habits without missing out on good times.

In order to speak to drivers at a crucial, decision-making moment, we have developed the THINK! 0% badge. This is designed to be used on partners' marketing materials to highlight a safe drinking option to drivers and divert them away from risky behaviours.

THINK! invites you to become part of this long-term, industry-wide movement and work with us to highlight the positive solution that 0% products provide to the problem of drink driving.

# Ways to partner

There are lots of ways that you can support THINK! 0% and deliver a responsible drinking message to your audience. Here are some ideas of how you could get involved:

## **Co-create content or an activation with THINK!**

Bring THINK! 0% to life within your brand's own look and feel and tone of voice. For example, this could be via in-venue sampling of 0% products for drivers, bespoke POS, or developing a content piece for your channels to communicate the THINK! 0% message as part of your product marketing.

## **Integrate the THINK! 0% badge within your marketing materials**

Identify opportunities within your own marketing materials that are being developed or that already exist, to promote your 0% products and apply the badge to them. The badge will act as a prompt and reminder to drivers to avoid the risk and drink a 0% product instead of alcohol, whilst also helping to fulfil your responsible drinking commitments.

## **Use THINK! 0% assets in your comms space**

We have developed a printable poster and social asset to help you support THINK! 0% if you are unable to adapt your marketing materials or co-create activity together.



**THINK! 0% assets**

# THINK! 0% badge

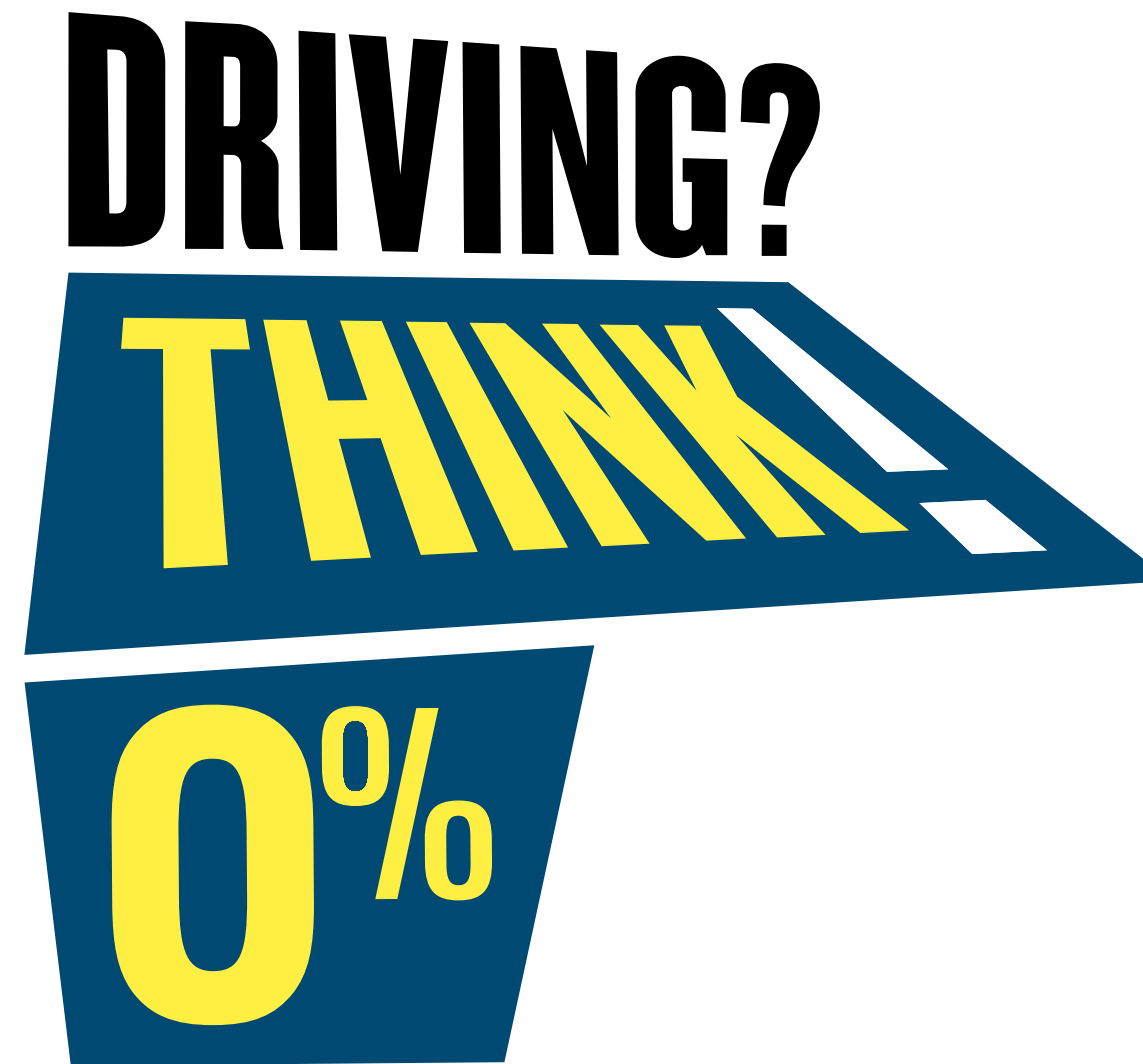
This lock-up is for use on partner products.

Our badge acts as a visual cue to re-direct drivers to a safer drink option and avoid the risks of alcohol. We would encourage our partners to use the badge in:

- On-trade environments at point of sale (e.g. posters, table talkers, bar runners, chalkboards).
- Across marketing communications e.g. advertising (OOH, VOD and TVC creative), digital channels (website and social).
- On 0% products or their packaging, where the ABV is 0.05% or below.

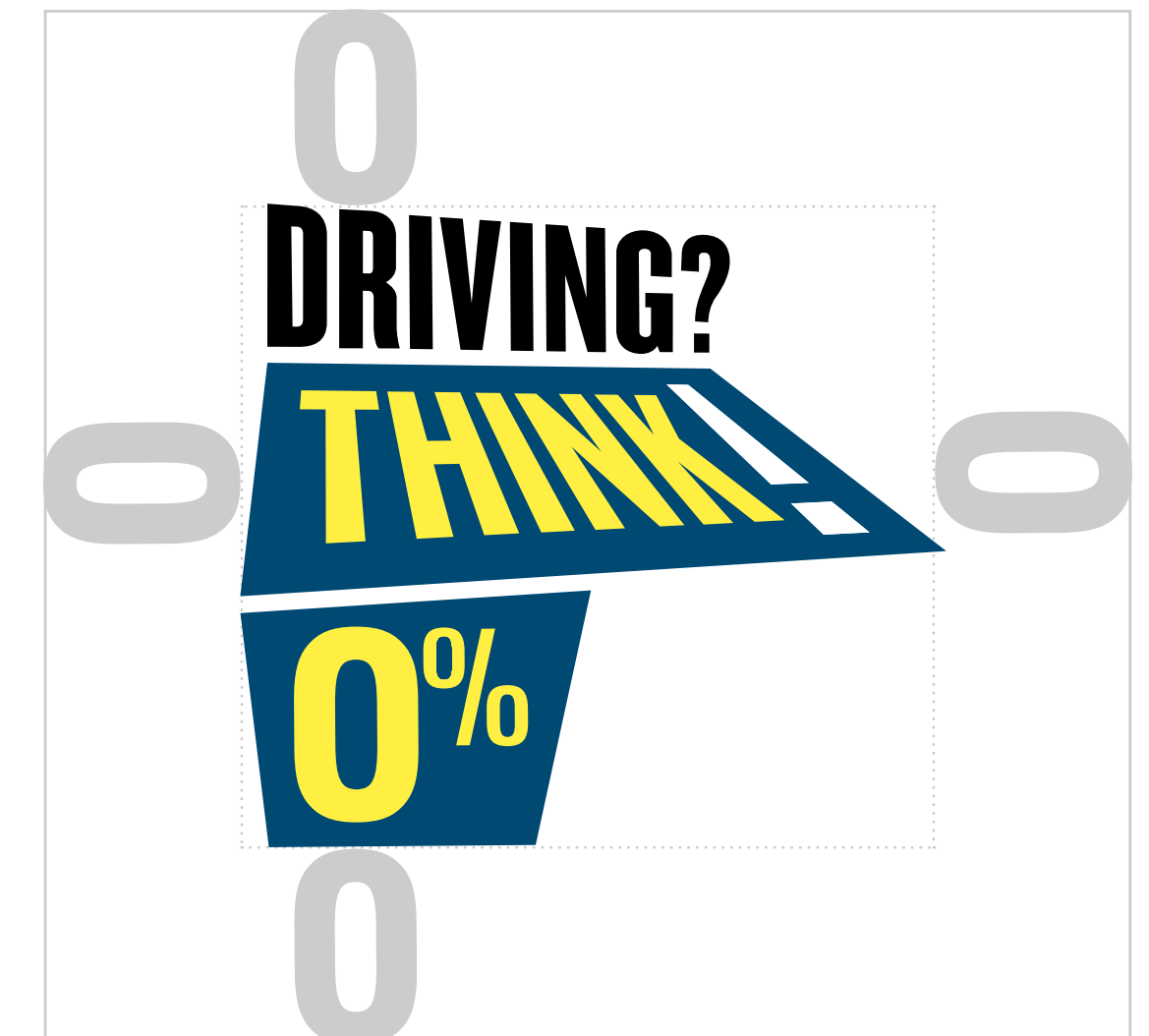
[Download the badge](#)

## Primary badge



## Exclusion zone

An exclusion zone around the lock-up has been created in order to provide breathing room. No type, imagery or other logos should creep into this safe zone. The zone is calculated as the full height of the 0 character in the logo.

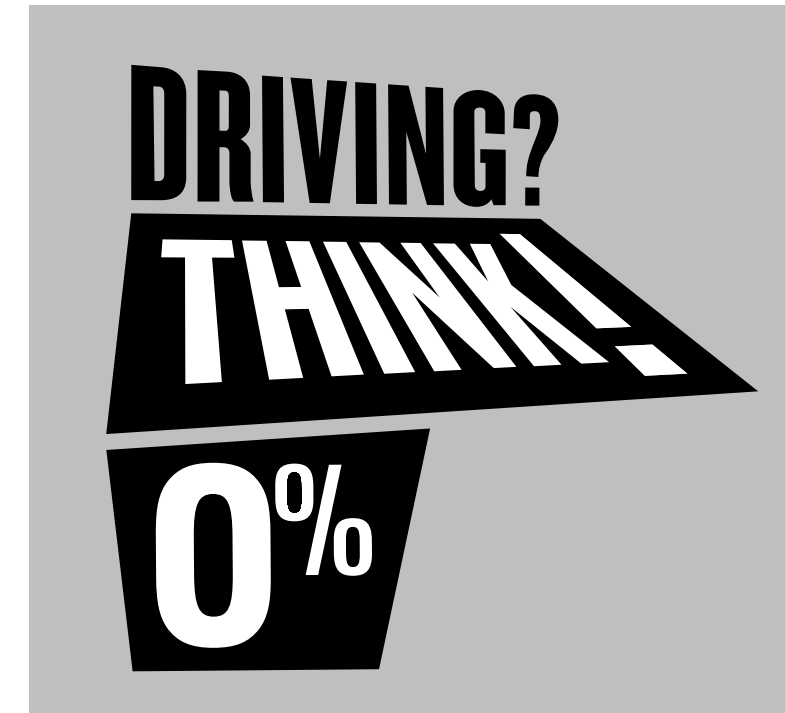
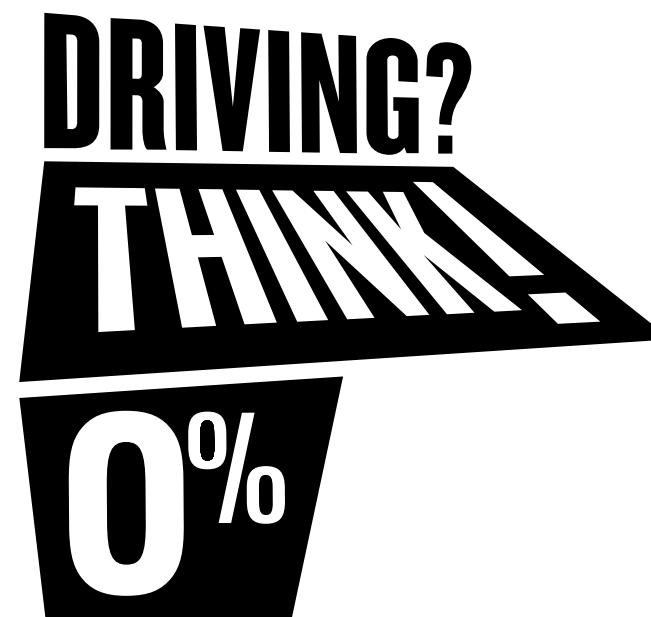


# THINK! 0% badge

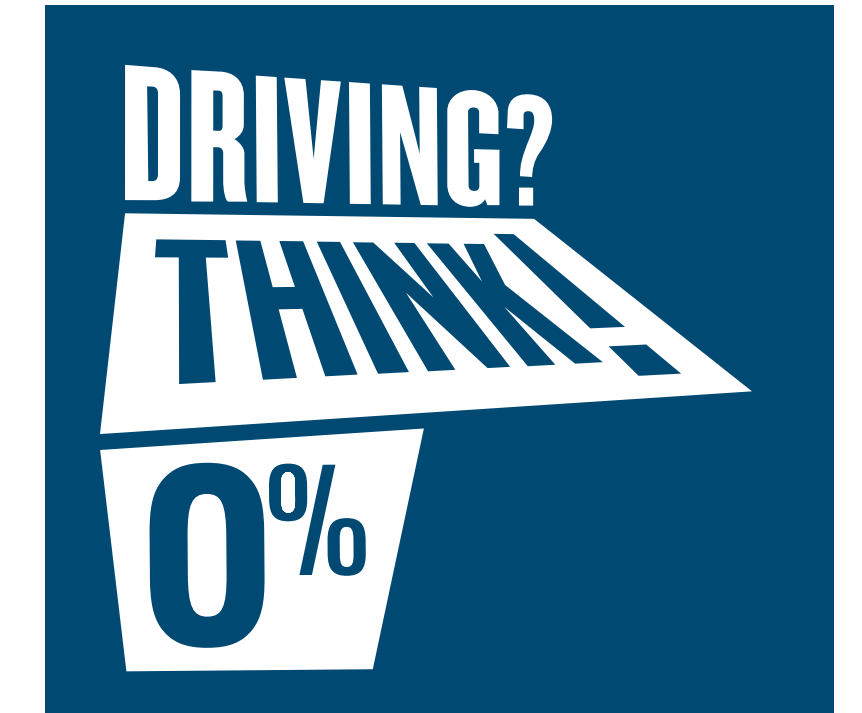
The lock-up has been provided as a full colour lock-up. If full colour is not possible or more contrast is needed, we have created versions that work on light and dark backgrounds. Always ensure that there is enough contrast between the background and the lock-up.

## Secondary versions

### Mono

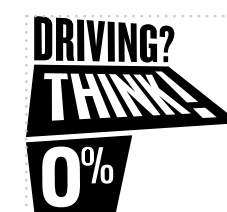


### Reversed Mono



## Minimum size

We have created a minimum size for the application of the lock-up. This will be applied in the smallest use cases such as digital banners (Skyscraper and Leaderboard).



The minimum size has been calculated as;

Digital: (w)80px X (h)75px  
Print: (w) 21mm X (h)20mm

Please do not use the logo below these dimensions.

# THINK! 0% badge

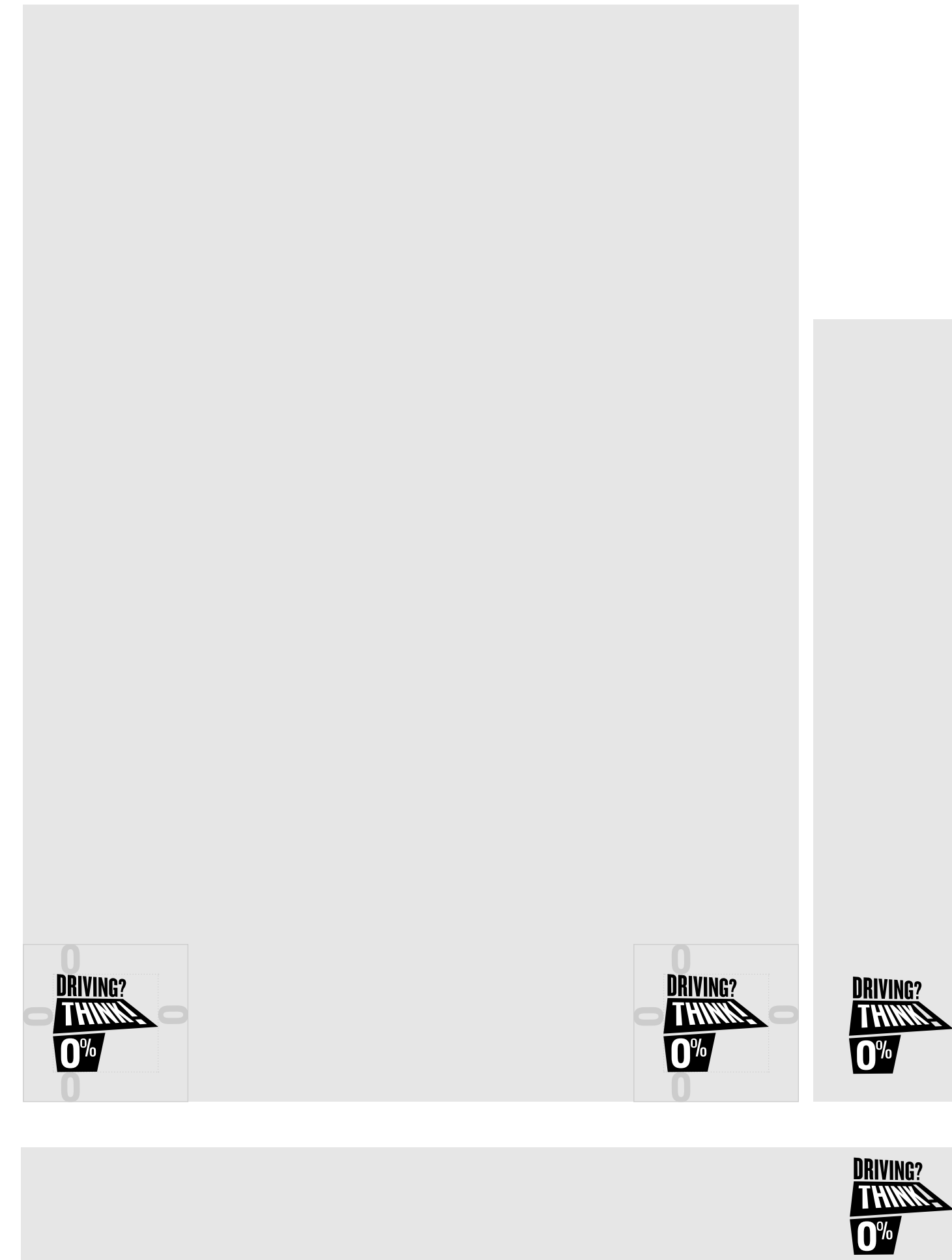
The primary position of the lock-up would be bottom right. If that is not possible then the secondary position would be bottom left.

The illustrations indicates logo placement on a selection of assets; digital skyscraper, leaderboard and A4 poster.

**THINK! must be consulted and approve any assets containing the badge, prior to release into the public domain.**

For a product to bear the THINK! 0% badge or be featured alongside it, it must be 0.05% ABV or below. Products exceeding this ABV are currently unable to bear the badge or use it within their marketing materials. Please consult the team if you have any questions on this.

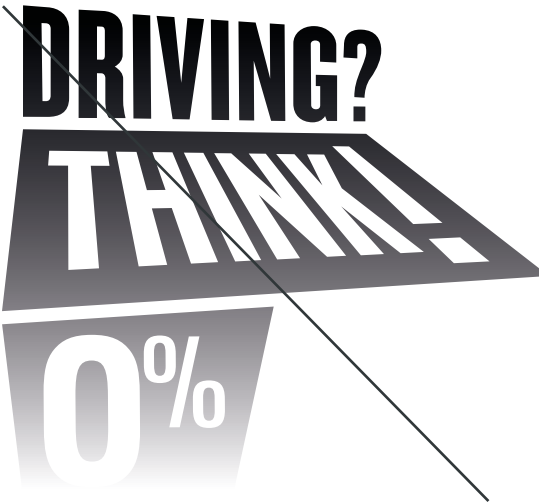
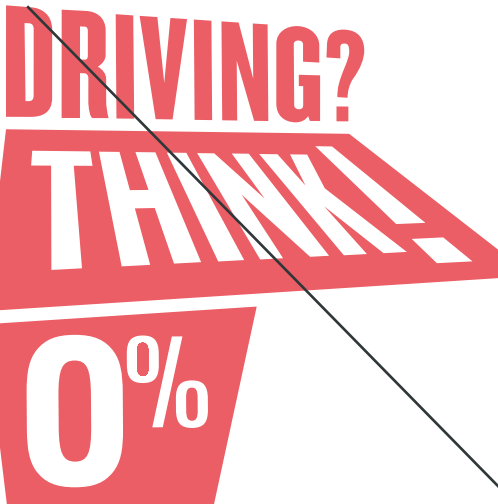
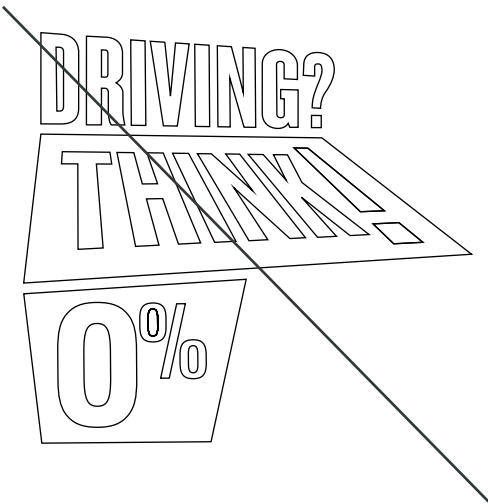
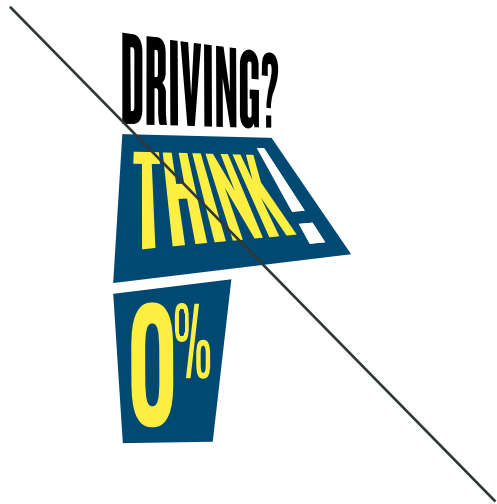
## Example application





# THINK! 0% badge

Never skew, distort, rotate or recolour the THINK! 0% lock-up.



# Partner poster

The poster can be displayed in drinking environments, e.g. on the back of toilet doors, at the bar or alongside the menu, to influence decision making in the moment.

[Download the poster](#)



# Partner social assets

The social asset has been designed for your consumer-facing channels, to prompt consideration of 0% options in advance, amongst drivers who may be planning their night out.

[Download the social assets](#)



# Key messages and supporting social copy

These key messages and social copy have been developed for your consumer-facing communications, to encourage drivers to choose 0% products and remind them of the benefits they bring without missing out on the fun.

The key messages can be integrated into your campaign, blog or website content and the social copy can be used alongside the asset we have provided.

They may be edited to match your tone of voice as long as the overall message they deliver is not altered or misconstrued.

## Key messaging

1. Drink driving is illegal and puts you at risk of losing your licence and injuring yourself or others.
2. It is not possible to say how much alcohol you can drink and stay below the limit, as the way alcohol affects you depends on many factors – so if you're driving, THINK! 0%.
3. If you're driving, opting for 0% means you can still enjoy the good vibes while staying safe behind the wheel. THINK! 0%.
4. Great driver? Only going down the road? Know the road like the back of your hand? Collisions still happen, especially after a couple of drinks. Alcohol compromises your driving ability. Don't take the risk, THINK! 0%.

## Supporting social copy (consumer)

Driving to the pub? There's no need to miss out on the fun. THINK! 0% when you're at the bar for good times and safe drives. #THINK0PERCENT

## Supporting social copy (industry)

We are proud to be supporting THINK!, encouraging drivers to opt for 0% to keep themselves and others safe on the road #THINK0PERCENT

## Further guidance

Please ensure that you consult these guidelines before using the badge. All content and assets using the THINK! 0% badge must be approved by the Department for Transport before going to print or otherwise released into the public domain. The Department for Transport require a minimum of five working days for sign off.

For any further questions relating to the badge, please contact [\*\*dftpublicity@dft.gov.uk\*\*](mailto:dftpublicity@dft.gov.uk)

**Thank you**