

Winter Drink Drive 2024 Campaign



Stakeholder Toolkit
December 2024

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Strategy

This year, the THINK! Drink Driving campaign aims to highlight to young men the consequences of drink driving - from losing their licence and the effect this has on their personal freedom and social life, to the risk of injuring their friends. It also challenges perceptions around personal limits, raising awareness that even a little bit of alcohol can put you and your licence at risk.

'Drink a little. Risk a lot' is the tagline for this year's campaign. The creative uses eye-catching illustrations and animations that depict a personified driving licence disappearing into a pint of beer.

INSIGHT:

- 16 to 24 year-olds make up 24% of casualties in drink-drive collisions, while 68% of casualties involved in drink-drive collisions are male.
- 50% of young male drivers intend to be sensible but often get carried away while socialising, putting themselves at risk, even with a small amount of alcohol.
- THINK! research shows that young drivers think about how consequences of drink driving can cause inconvenience to their everyday life and are often focused on a loss of freedom.
- Research also shows that young men are most impacted by seeing how the consequences of drink driving 'ladder'—one event leading to another—rather than simply showing one isolated consequence. A combination of punitive (licence loss), physical (injury) and social (freedom, seeing friends) consequences is effective at conveying the range of risks.



Key Message

Drink a little, Risk a lot.

Social

Animations and static

Our **Drink a little, Risk a lot** animation shows a young man and his licence being sucked into a whirlpool in a pint of beer, highlighting the risk of losing your licence if you drink drive.

THINK! will promote the assets with paid spend across **Snapchat, Reddit** and **Facebook/Instagram** as well as an online video platforms such as **YouTube** and **Twitch**.

Our assets will also be posted on organic channels (please see page 12 for a media laydown and THINK! social handles).

Available assets:

Video animation:

1 x 15s (9:16, 1:1 and 16:9)

3 x 6s (9:16 and 1:1)

Social static

1 x 1:1

How to support

From **20 November**, you can amplify our organic posts or download our assets from the [THINK! Campaigns page](#) and share on your own channels

15s film – 9x16

[Download here](#)



Coming soon:

15s film – 16:9

15s film – 1:1

6s film – cutdown (9:16 and 1:1)

6s film – social consequences (9:16 and 1:1)

6s film – injury (9:16 and 1:1)

Social static – 1x1

[Download here](#)



Suggested Social Copy

- If you drink and drive, you risk losing your licence, injuring your mates, and everything that goes with that. #DrinkALittleRiskALot
- Think you're okay to drive after a drink? Alcohol's effects vary with your size, age, stress levels—even what you had for dinner. Don't risk it. #DrinkALittleRiskALot
- If you drink and drive, you risk losing your licence, injuring your mates, and everything that comes with it. Alcohol hits everyone differently—your size, age, and even what you ate all play a role. Don't chance it. #DrinkALittleRiskALot
- Think about what's at stake if you drink and drive—not just your licence, but your job and career too. #DrinkALittleRiskALot
- Drinking before driving could cost you your licence and the freedom you've worked so hard for. Don't chance it #DrinkALittleRiskALot

Stakeholder-facing social copy

- We are/ XX is proud to be supporting @THINKgovuk to highlight the risks of drink driving – from losing your licence and the freedom that comes with it, to injuring yourself or someone else. #DrinkALittleRiskALot

OOH

Beermats, Posters and Digital OOH (D6)

Our Digital OOH will be featured on **roadside digital 6 sheet poster sites** within **100m of pubs and bars** across England and Wales to hit audiences at the exact moment before they enter the venue.

The **beermats and washroom posters** will target young men in pubs and bars, encouraging them to make safer choices in the moment.

Available assets:

- 6-sheet (eg, bus shelters)
- A4 poster
- Beermats

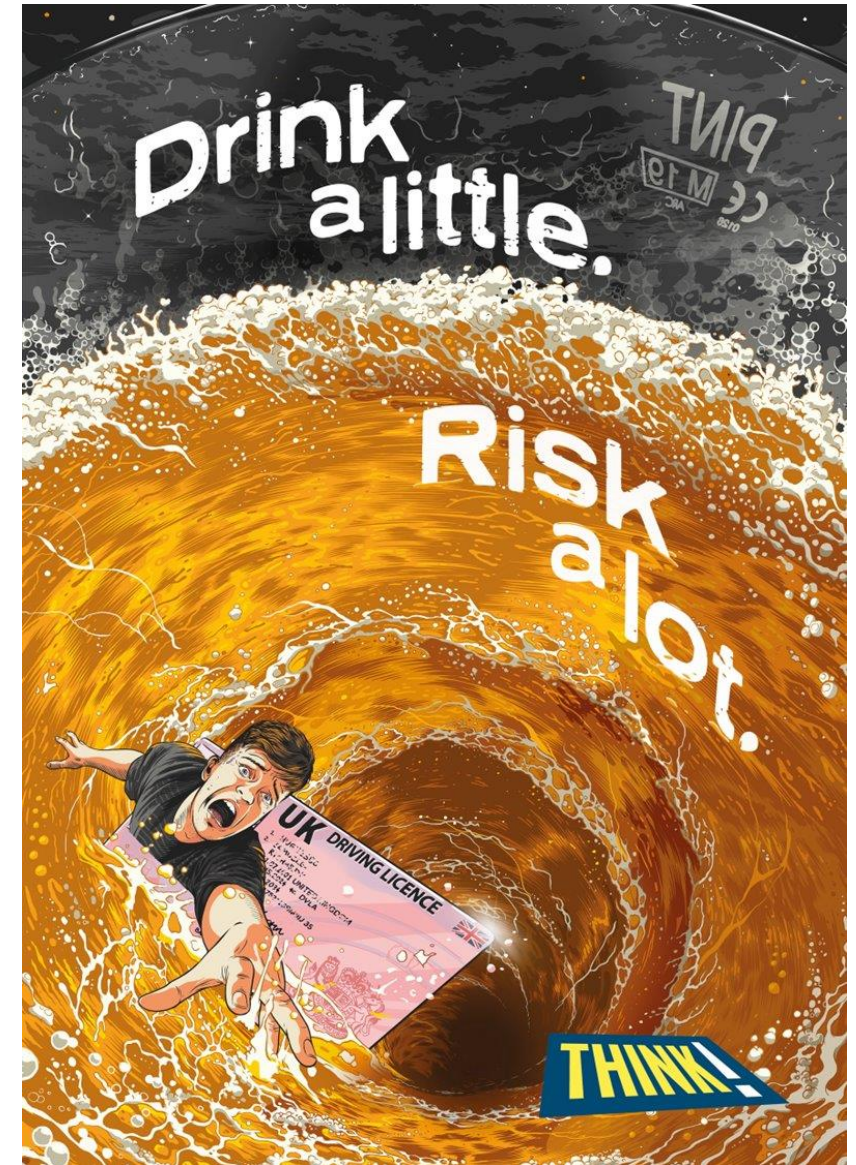
How to support

You can play a part in championing this call to action by putting up our posters in local venues where our target audience gathers.

Please email DfTPUBLICITY@dft.gov.uk -for access to the files. The Department for Transport will need to approve partner co-branded materials.



Drink a little,
risk your licence
freedom
social life
job
safety



Digital Audio Radio

We have used audio within our campaign as it highly indexes against our young male audience. This approach allows us to be **highly targeted** and **contextually relevant**.

The audio will run across **KISS**, **Capital**, **Radio X** and **TalkSPORT**, digital audio channels including **Kisstory**, **Kiss Fresh** and **Capital Dance**, and on Spotify.

The radio script uses a laddering approach to emphasise the consequences of drink driving.

It will run from the **9 December** for the final three weeks of the campaign, leading up to Christmas and New Year, when drinking occasions are at their peak.

Available assets

1 x 30 second audio advert

VO: If you drink a little then drive, you risk losing your license.

This line starts echoing and repeating and we hear another line of VO layer on top say 'Losing your license, Losing your license...'

VO: You risk losing your freedom.

We then hear a let-down, young male voice say 'Guess the road trip's off, road trip's off...'

VO: You risk losing your job.

We hear a slightly older, boss-like voice say 'I'm going to have to let you go, let you go...'

VO: You risk your parents not looking at you the same way.

We hear an upset older woman's voice say 'I'm just really upset, really upset'

VO: You risk injuring a friend.

We hear a young male voice saying, 'I need an ambulance!'

VO: You risk being seen as a drink driver, drink driver...

All the lines are on top of each other now and we keep hearing key words and different voices repeat: 'Road trip's off../ Let you go../ Drink driver...'. It builds and builds until it suddenly cuts out and we hear the VO clearly say in the sudden deafening silence:

VO: Drink a little. Risk a lot.

THINK!

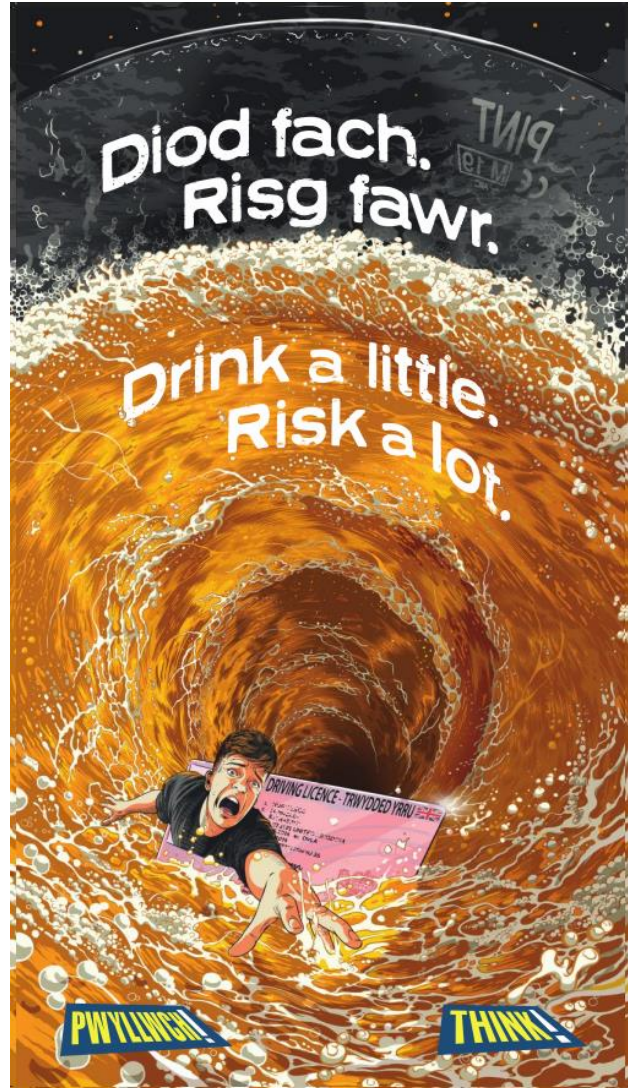


Welsh Assets

Bilingual Welsh/English out of home advertising will run **exclusively on D6 screens in Wales.**

We also have a Welsh-language social static available for use via partner channels.

Digital out of home - bilingual



Coming soon:

Welsh language social static – 1:1




Media partnership: *The Fellas* podcast

We have also incorporated a **media partnership** to help challenge the belief that it's OK to drink a little and then drive and misconceptions about personal limits.

We are using **The Fellas Podcast**, using trusted voices amongst our target audience, to leverage their platform and relatable style to convey our key messages.

The Fellas podcast will do a host read advert to convey the consequences of drink driving, putting emphasis on the fact you **do not have to be drunk to be a drink driver** to help young men see it as a real risk.



The Fellas
95,428
GB LISTENS/WEEK

Age

0-17:	3%
18-24:	44%
25-34:	42%
35-44:	4%
45-54:	4%
54+:	3%

Gender

Male:	85%
Female:	14%
Non-binary:	1%

THINK! 0%

THINK! 0% is a brand new, partner-led platform that aims 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

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.

How to support:

- Co-creating content
- Integrating the THINK! 0% badge within your marketing materials
- Using THINK! 0% assets in your comms

Download 0% assets [here](#):



Media Laydown: Timings and Channels

Activity	Week Commencing						
	18 Nov	25 Nov	2 Dec	9 Dec	16 Dec	23 Dec	31 Dec
THINK! 0% Launch	From 20 Nov						
Out-of-home	From 18 Nov						
Digital Audio	From 18 Nov						
THINK! organic social Twitter / X, Facebook, Instagram	From 20 Nov						
PR activity	From 20 Nov						
Podcast partnership		From 25 Nov					
Paid social Snapchat, Reddit and Meta			From 4 Dec				
Online Video			From 4 Dec				
Radio				From 9 Dec			



How to support?

AMPLIFICATION

- There are many ways to support our campaign! Help us amplify the message by sharing our content on your social media channels —see page 5 for suggested copy to make it easy.
- You can follow and tag us here:
X: **@THINKgovuk**
Instagram: **@thinkdriver**
- You can also download our campaign materials directly from the [campaign page](#) on our website and share them across your platforms. Please get in touch if there are opportunities to co-brand or work together to make campaign materials relevant to your channels and area.
- If you're interested in requesting physical campaign materials, please reach out to us at DfTPUBLICITY@dft.gov.uk.

EVALUATION

- How did the assets perform?
- Please drop DfTPUBLICITY@dft.gov.uk an email and let us know how the assets performed for you across your own channels to help with our post-campaign evaluation.





Thank you