

THINK! MOBILES CAMPAIGN
STAKEHOLDER TOOLKIT
March 2018

Make the glove
compartment
the phone
compartment.



CAMPAIGN CONTEXT

- On 1 March 2017, the penalties for using a handheld phone while driving increased. Since then, more than 26k drivers have been issued 6 points on their licence, and 500 new drivers have lost their licence.
- THINK! campaign results show that whilst awareness of the penalty increase improved among adult drivers in England & Wales, and the perception of danger and unacceptability of using a phone while driving remained high, one in six still admitted to doing it.
- This could be due to scepticism about getting caught (37% agree that the chance of getting caught is minimal) and individuals not worrying about the consequences of getting caught (48% worry about the impact of getting caught).
- We will mark the one year anniversary of the penalty increase by highlighting to drivers that using your phone while driving has risk to life and risk to your licence.

OBJECTIVES AND TARGETING

We want to encourage drivers to reappraise their behaviour by highlighting the risks of using your phone while driving.

Objectives

Reduce the number of people killed and seriously injured as a result of using a mobile while driving by:

- increasing the perceived danger
- increasing the perception of getting caught

Targeting

- All drivers in England & Wales who own a mobile phone

KEY MESSAGES:

- Since 1 March 2017, more than 26,000 drivers have received 6 points for holding and using their phone while driving
- It's more dangerous than you think to use your phone while driving
- Make the glove compartment the phone compartment

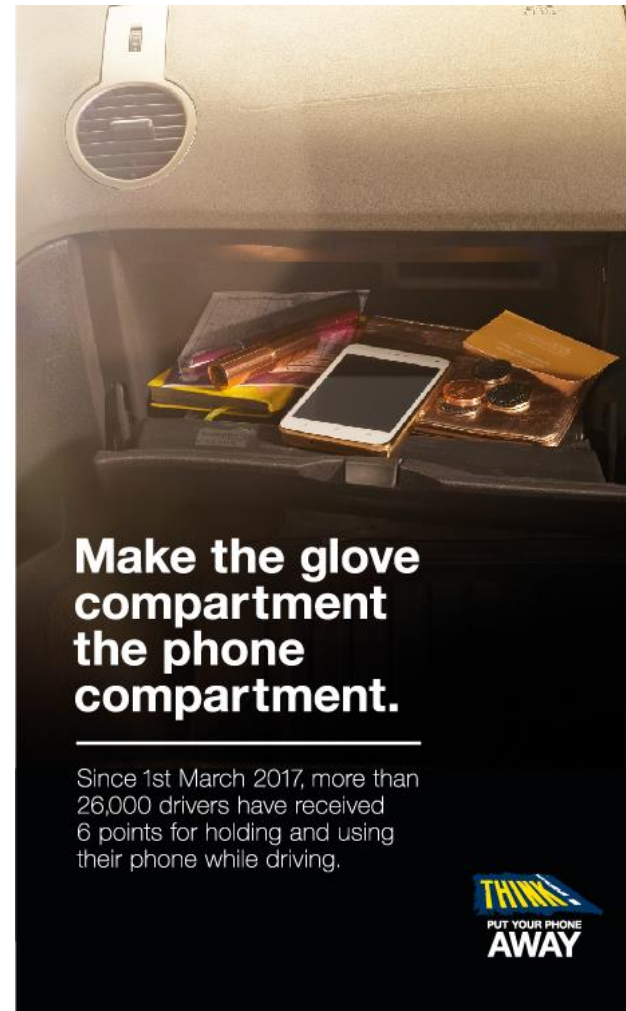
Call To Action: THINK! Put your phone away



OUTDOOR ADVERTISING

'Make the glove compartment the phone compartment'

We have developed a A3 posters encouraging drivers to put their phone away by highlighting how many drivers have been caught since 1 March 2017.



CASE STUDY FILM: 'LIFE WITHOUT ZOË'

We are re-running the powerful film that tells the story of Zoë Carvin who was killed 12 years ago by a driver texting on his phone. Zoë's husband, Paul, and their children, Emily and Ben, describe the impact that a single text had on their life.

We know that drivers consider mobile phone use dangerous, but many still do it, suggesting there's a disconnect between people's actions and the potential consequences. This film will bring these consequences front of mind.

A 15" cut down of the film will run on social media and a 30" edit will run on Video on Demand (e.g. ITV and ALL 4).

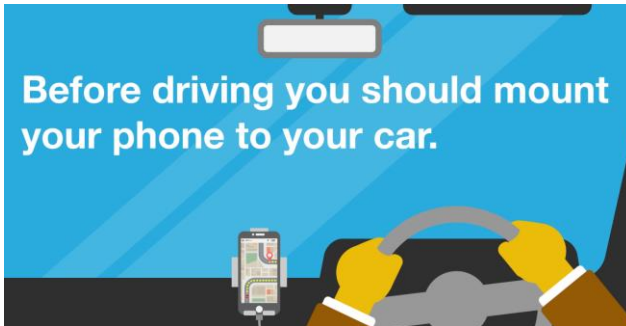
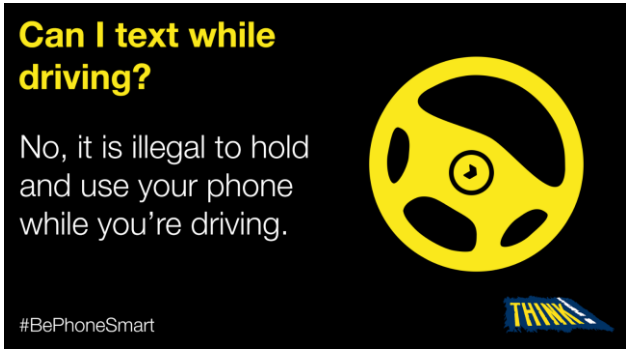


RADIO

- Radio will run across a selection of stations in England and Wales from 1st of March.
- “Your number’s up” repeats the messaging on the outdoor posters, highlighting the number of people that have been caught using their phone in the last year, and encouraging drivers to put their phone away to avoid the same fate.
- You can hear the ad [here](#)
- Please do contact us if you wish to use the radio ad locally as usage fees will apply.



SOCIAL MEDIA CONTENT



The campaign content will consist of both THINK! and DfT branded assets.

The content will be available to download before launch from [our downloading page](#).

GET INVOLVED

We will be posting content from **Thursday 1st of March** on the THINK! Facebook and Twitter pages and we invite you to support this important road safety message.

You are more than welcome to repost and share the content with your social media followers. You can also post videos from our YouTube page.

Materials will be **available to download from Monday 26 February** from our [downloading page](#). Please contact Laura Kane or Amina Dione for more information.

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