



Good Driver Campaign

Stakeholder Toolkit
June 2021

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Rationale

Launching on **17 June** and running for six weeks, THINK!'s Good Driver campaign is encouraging 17 to 24 year-old men to see that **mates respect mates who don't take risks when driving.**

Our research found that while young men believe their friends are comfortable with their risky driving, they silently respect and prefer to be driven by mates who drive safely.

Research also showed us that young men have a significantly lower perception of risk than the general population when it comes to **speeding** and **mobile phone** use while driving.

That's why our Good Driver campaign will also be encouraging young men to see that:

- Mates will respect them for watching their speed (even if they are in a hurry or are familiar with the road)
- Mates will respect them for ignoring their phone (and the temptation to check notifications) and never using a handheld phone when driving.

Why is THINK! running this campaign now?

Why 17 to 24 year-old male drivers?

With some easing of COVID-19 restrictions, summer underway and traffic returning to pre-pandemic levels, more young men will be taking to the wheel and travelling for work and leisure. Launching now will enable us to spread and embed campaign messaging as our audience increasingly returns to the road.

17 to 24 year-old male drivers are four times more likely to be killed or seriously injured than drivers aged 25 or over, making them an extremely high-risk group.

THINK!'s research has found that only around a third of young men perceive using a mobile without handsfree to be very risky, compared to almost three quarters of the general population. Only 60% of young men think it is very unacceptable to use a mobile without handsfree.

Just over half of young men surveyed agreed or strongly agreed that it is easy to find themselves driving above the speed limit when they're in a hurry. Over 40% agreed that it's ok for them to drive faster on roads they're familiar with as they know what to expect.

Key Messages

Mates respect mates who don't take risks when driving

Speeding

Mates respect mates who watch their speed, even when in a hurry

Mates respect mates who don't take risks with their speed, even when they know the road

Mobiles

Mates respect mates who keep their hands on the wheel, not their phone

Mates respect mates who ignore their phone at the wheel



Creative Approach

County FA partnership

Assets available to download and share directly on your channels or amplify from THINK! channels

See pages 7 to 8

— **Good
Driver** —

Media partners

Assets can be amplified from media partner and THINK! channels

See pages 9 to 12

County Football Association Partnership

Developed in partnership with County FA grassroots teams, 'We Salute You', our new **30-second film**, shows a young footballer heading home after a match, with his mates magically appearing along his route to hero his safe driving in a football chant to the tune of Gloria Gaynor's disco classic, 'I Will Survive'.

15-second and 6-second cutdowns focus on specific speeding and mobiles behaviours. All assets will run on THINK! channels and paid media, with social assets available in 1x1 and 9x16 aspect ratios for use across feed and stories.

How to support

From **17 June**, you can amplify our organic posts or download our assets from the [THINK! Campaigns page](#) and share on your own channels with our suggested copy (next page).



County Football Association Partnership



Suggested copy

30" core

Whenever you're using the roads remember to always drive safely. Mates respect mates who don't take risks when driving #MatesRespectMates @THINKgovuk

15" speeding

Remember to always stick to the speed limit when driving. Mates respect mates who watch their speed, even when in a hurry #MatesRespectMates @THINKgovuk

15" mobiles

Always keep your eyes on the road, even when your phone is going off. Mates respect mates who keep their hands on the wheel, not their phone #MatesRespectMates @THINKgovuk

6" core

Three cheers for the drivers who stay in control! Mates respect mates who don't take risks when driving #MatesRespectMates @THINKgovuk

6" speeding/know the road

Even if you know the road like the back of your hand, always drive safely. Mates respect mates who don't take risks on the road #MatesRespectMates @THINKgovuk

6" speeding/hurry

Remember to always stick to the speed limit, even when you're in a hurry. Mates respect mates who don't take risks on the road #MatesRespectMates @THINKgovuk

6" mobiles/hands on the wheel

Keep your hands on the wheel, not on your phone. Mates respect mates who don't take risks on the road #MatesRespectMates @THINKgovuk

6" mobiles/eyes on the road

Ignore the phone when you're driving. You can always get back to the group chat later. #MatesRespectMates @THINKgovuk



Media Partners

THINK! has teamed up with four media partners to produce exciting new content that promotes our messaging by tapping into key passion points and popular platforms for our target audience.

Our partners are:

- **COPA90** (football publisher)
- **Jungle and Acast** (joint partnership covering social media and podcasting)
- **Twitch** (gaming)

The following pages include more information on media partner content.

How to support

We'll be amplifying media partner content on our social media channels. Please share and amplify to your followers!



Acast



COPA90

We've partnered with the home of global football fan culture to produce **four short films** comparing risky speeding and mobiles driving behaviours with rushed or distracted performance in games of five-a-side football, starring popular YouTuber **Behzinga**.

Films will be shared on COPA90's **social media channels**:

- Facebook: [@COPA90](#)
- Instagram: [@copa90](#)



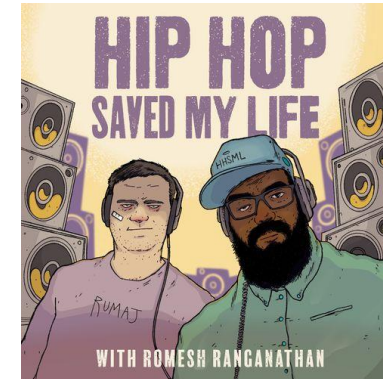
Jungle and Acast

We've embedded our Good Driver messaging in a selection of **podcasts** from Acast. Presenters discuss risk, respect, speeding, and mobile phone use during **on-air segments and shorter adverts**.

Our partner podcasts are popular with young male listeners and cover a range of audience interests, such as sport, music, travel, and pop culture. They include Private Parts, Hip Hop Saved My Life, and The High Performance Podcast.

Podcast segments and ads can be heard on Acast and Spotify and will be promoted through **short video content** on Jungle's popular social media platform, **VT**:

- Facebook: [@VT](#)
- Instagram: [@vt](#)



Acast



Twitch

We've teamed up with streaming platform Twitch to tap into our audience's love of **gaming**.

Working with well-known Twitch streamers, we're setting up **two live two-hour broadcasts** where presenters will have a conversation about good driving, respect for mates, and the risks of speeding and mobile phone use at the wheel – all while taking part in exciting virtual challenges.

In the lead up to the livestream, we will share a **30-second animated film** illustrating good driving behaviour with a few gaming references thrown in along the way!



Timings and Channels

Activity	Week Commencing						
	14 June	21 June	28 June	05 July	12 July	19 July	26 July
THINK! organic social	From 17 June						
County FA partnership							
COPA90 partnership							
Acast podcast adverts							
Jungle (VT) social content							
Twitch animated film							
Twitch livestream							

Our channels

Follow and tag us:

Twitter: @THINKgovuk

Facebook: @THINKroadsafety





Thank you