

A man and a woman in suits are shown from the chest up, eating french fries. They are positioned behind a large, overflowing pile of golden-brown french fries that fills the lower two-thirds of the frame. The man on the left is wearing a white shirt and a watch, while the woman on the right is wearing a dark suit jacket and a watch. They are both looking towards the camera with expressions of enjoyment. The background is a dark, textured wall.

THINK!

Stakeholder Toolkit
December 2023

Mates for Life 2023 Campaign

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Strategy

THINK! is re-running its successful **Mates for Life** campaign, which last year saw **7 in 10** of our audience take action after seeing our content, including stopping a friend drinking before driving.

Mates for Life encourages 17 to 24 year-old male drivers to see that **a mate doesn't let a mate drink drive**. The film shows a young man stopping his friend from drink driving by telling a surreal story of the lifelong friendship and adventures they're yet to have. The campaign launches on **1 December** and will run **until the end of the year**.

During the festive season, we see increasing opportunities for young males to drink drive. To help reach our audience **in the moment** of risky behaviour, we have produced **new beermats and posters** to carry our messaging. We are also continuing our partnership with beer and spirits producer **Diageo**, supporting an exciting initiative between **Guinness** and **Greene King** pubs to help keep designated drivers safe.

Our winter burst of activity is part of a wider campaign approach which will see the launch of a new drink driving strategy with **another burst in summer 2024**.

Why 17 to 24 year-old male drivers?

17 to 24 year-old male drivers are **four times more likely to be killed or seriously injured** than male drivers aged 25 or over, making them an extremely high-risk group. Insight shows us that they see drink driving as less risky than the general population.



Key Message

**A mate doesn't let
a mate drink drive**



Creative

Mates for Life

Our **Mates for Life** short film shows a young man encouraging his friend not to drink drive by reminding him of their lifelong friendship ahead.

THINK! will promote the film with paid spend across **social media**. Our assets will also be posted on organic channels (please see page 8 for a media laydown and THINK! social handles).

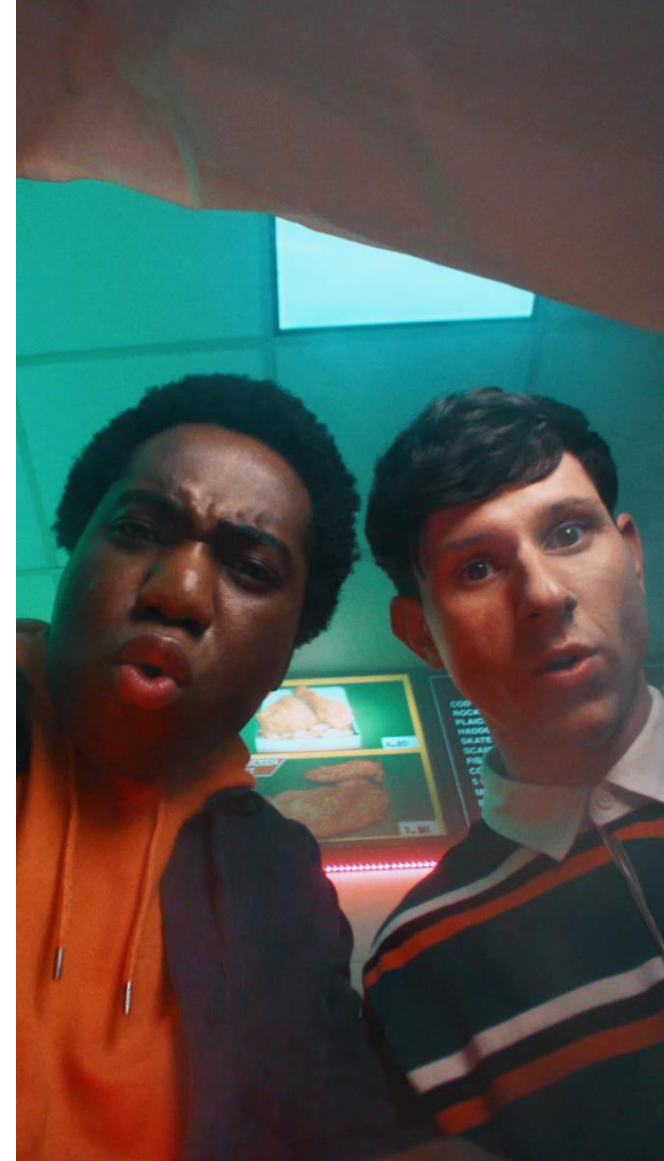
How to support

From **1 December**, you can amplify our organic posts or download our films from the [THINK! Campaigns page](#) and share on your own channels with our **suggested copy**:

A mate doesn't let a mate drink drive. Look out for your friends this winter and stay mates for life.

Asset lengths: 30s (main), 20s, 15s, 6s (cutdowns)

Formats: 16:9, 9:16, and 1:1



Creative

Listen for the red flags

New for 2023, we've produced attention-grabbing beer mats and digital posters.

'Listen for the red flags' targets young men in the moment of risky behaviour to encourage intervention by asking them to listen out for justifications their friends may give for drinking before driving.

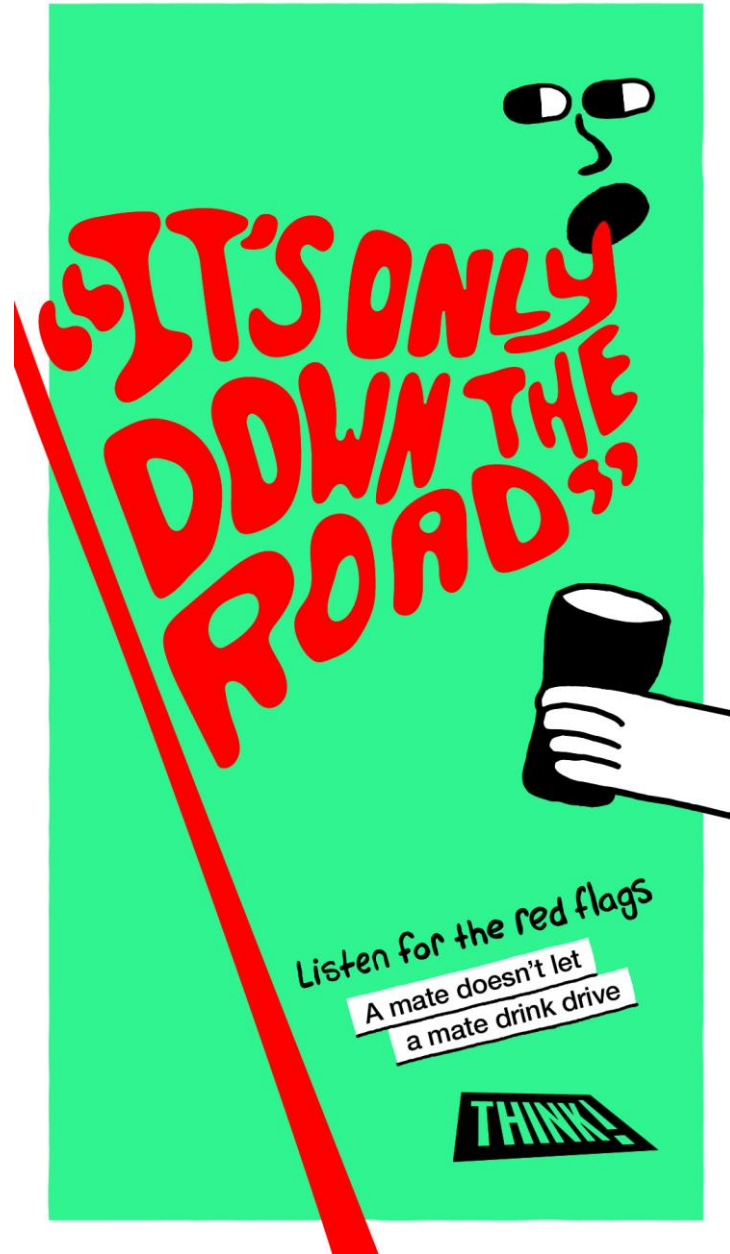
We'll also be sharing these on social media to further amplify our messaging.

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.

We've produced versions of our posters which you can **co-brand to show your support** for our campaign.

Please drop DfTPUBLICITY@dft.gov.uk an email to access the files.



Diageo Partnership

Guinness and Greene King

THINK! is once again joining forces with drinks producer **Diageo** to continue promoting our campaign messages through Guinness.

This year will see THINK! support an exciting initiative from **Guinness 0.0%** and **Greene King** pubs to help designated drivers get everyone home safely. At **over 470** participating pubs across the country, drivers will be able to show their car keys at the till and get a **free Guinness 0.0%** to enjoy an alcohol-free option with their mates.

You can learn more about this opportunity on the [Guinness website](#).

Partnership content will run on Guinness social channels, which you can amplify to your audiences.*

As with the 2022 campaign, THINK! paid media will link to a [landing page](#) promoting Diageo's **Wrong Side of the Road** interactive tool, which allows individuals to have a conversation with a real drink driver to help understand the consequences of drink driving.



Timings and Channels

Activity	Week Commencing				
	27 Nov	4 Dec	11 Dec	18 Dec	25 Dec
THINK! organic social <i>Twitter / X, Facebook, Instagram</i>	From 1 Dec				
Paid social <i>Snapchat, Reddit and Instagram</i>		From 7 Dec			
Paid out of home	From 1 Dec				

Our channels

Follow and tag us:

Twitter: @THINKgovuk

Facebook: @THINKroadsafety

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