



THINK!

Stakeholder Toolkit
November 2022

Mates for Life 2022 Campaign

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Strategy

THINK! are relaunching their **Mates for Life** campaign to share the message among 17 to 24 year-old male drivers that **a mate doesn't let a mate drink drive**. Mates for Life 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 will launch on **21 November** and run **until the end of the year** with **new creative assets**.

It's important to spread the Mates for Life message during the festive season, where we see increasing opportunities for young males to drink drive. To help widen our message, THINK! are once again partnering with beer and spirits producer **Diageo** to help spread the word.

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.

Over the COVID-19 pandemic, this audience has shown a decreasing sense of risk around drink driving. THINK! want to encourage young men to stay safe by steering clear of drink driving and **empowering friends to intervene if the moment arises**.



Key Message

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



Creative

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, online video, and video on demand**. Our assets will also be posted on organic channels (please see page 7 for a media laydown and THINK! social handles).

New for 2022, we have created **out of home** animated posters and beer mats showing how drink driving can cut mates' adventures short.

How to support

From **21 November**, 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**:

Don't cut your story short.

A mate doesn't let a mate drink drive

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

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



If you would like to use our OOH on your channels, please contact us at dftpublicity@dft.gov.uk



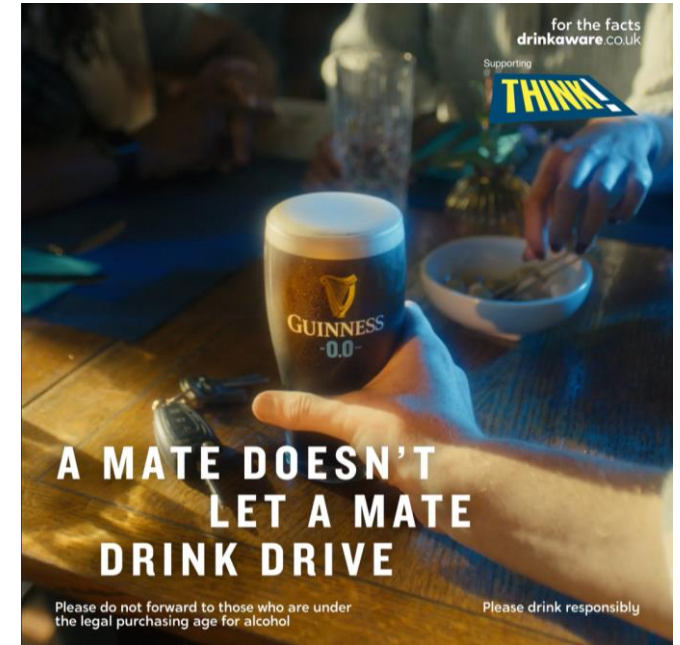
Diageo Partnership

THINK! and drinks producer **Diageo** have joined forces again to continue promoting our Mates for Life message through **Guinness**.

Partnership content will run on Diageo's Guinness channel, from where you can amplify it to your audiences.*

Guinness assets will encourage friends to not drink drive this Christmas, and instead opt for their non-alcoholic 0.0% alternative.

As with the 2021 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					
	21 November	28 November	5 December	12 December	19 December	26 December
THINK! organic social <i>Twitter, Facebook, Instagram</i>	From 21 November					To 31 December
Paid social media <i>Includes Facebook, Instagram, Snapchat, Twitter</i>		From 28 November				To 31 December
Paid online video <i>Includes YouTube</i>		From 28 November				To 31 December
Paid video on demand	From 21 November				To 18 December	
Paid out of home <i>Includes digital, print and ambient</i>		From 28 November				To 31 December

Our channels

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Thank you