



Department
for Transport

Guardian Mates: **THINK! 2022** Mobiles Campaign

Stakeholder Toolkit
March 2022

The logo consists of the word "THINK!" in a bold, yellow, sans-serif font, slanted upwards to the right. The text is set against a dark blue rectangular background that also has a slight upward slant.

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Rationale

THINK! is launching a new Mobiles campaign to reduce handheld phone use amongst young drivers and coincide with a strengthening of the law around handheld mobile phone use behind the wheel.

From the 25 March 2022, it will **be illegal to use a handheld mobile phone behind the wheel** for virtually any use, including to take photos or videos, scroll through playlists or play games.

The key message for this campaign is: **“Hands on the wheel? Hands off your phone.”**

Launching on **25 March** and running until May, the campaign targets **17 to 24-year-olds across England and Wales.**

The law is changing

The strengthening of the law applies to the use of handheld mobile phones. There is an exemption which allows drivers to make contactless payments at, for example, a drive-thru when stationary.

This means you cannot hold a phone or similar device in your hand to follow a map, read or send messages, make or take calls, use the Internet, take photos or change music tracks.

The campaign will also feature an enforcement message to:

“Avoid the risk of a £1000 fine, 6 points and a driving ban.”

Why 17 – 24-year-old male and female drivers?

42% of 17-24-year-old drivers say they make or receive calls on a handheld mobile while driving at least occasionally.

THINK!’s primary target audience is 17- to 24-year-old male drivers, who are four times more likely to be killed or seriously injured than male drivers aged 25 or over. Following the pandemic, young male drivers also perceive using a phone without handsfree to be considerably less risky and more acceptable than before.

This campaign has an **expanded audience including female drivers of the same age.** THINK!’s research has found that both young male and female drivers have similar attitudes and behaviours towards mobile phone use. They also have less awareness of the law and penalties than older age groups.



Key Message

**Hands on the wheel?
Hands off your phone.**



Creative

Three films showing mates intervening while the driver is about to:

- 30" Respond to a group chat
- 15" Take a photo
- 15" Change a music track

Two shorter 6" clips for retargeting audiences with enforcement messaging will also be available.

THINK! will promote these with paid spend across **social media, online video, and broadcast video on demand**, as well as posting on organic channels (see page 9 for a media laydown and THINK! social handles).

How to support

From **25 March**, 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). Assets will be released over the campaign period.

Assets will be available in **1:1** (square), **9:16** (vertical) and **16:9** (horizontal) formats.



Creative



Suggested copy

Introduction posts

We're supporting @THINKgovuk with their #HandsOffThePhone campaign, to remind people it's never safe to use a handheld mobile phone while driving.

The latest campaign from @THINKgovuk is reminding people that if they've got their hands on the wheel then they should keep their #HandsOffThePhone.

Videos

Group Chat (30")

If a friend has their hands on the wheel remind them to keep their #HandsOffThePhone. No matter what the group chat's saying.

Quick Snap (15")

Remind your mate that if they have their hands on the wheel it's not safe unless they have their #HandsOffThePhone.

Changing Tracks (15")

Change their tune! Don't let a mate change music tracks while driving. #HandsOffThePhone.

Follow up posts

Group Chat (6")

The group chat can wait, keep your hands on the wheel. Don't let your mate text while driving, be a #GuardianMate and keep their #HandsOffThePhone.

Call (6")

Be a #GuardianMate, make sure your mates keep their #HandsOffThePhone while driving!



Creative



Suggested copy - Welsh

Introduction posts

Dyma ymgyrch @THINKGOVUK #DwyloOddiarY Ffôn. Mae'n ein hatgoffa nad yw byth yn ddiogel defnyddio ffôn symudol yn eich llaw wrth yrru.

Mae neges @THINKGOVUK yn glir. Dylech gadw eich #DwyloOddiArYFfôn os yw eich dwylo ar y llyw.

Videos

Group Chat (30")

Oes gen ti fêt sydd â'i ddwylo ar y llyw? Mae angen ei atgoffa i gadw'r #DwyloOddiarYFfôn. Dim ots beth mae'r sgwrs grŵp yn ei ddweud.

Quick Snap (15")

Atgoffa dy fêt i gadw'r #DwyloOddiarYFfôn os yw ei ddwylo ar y llyw.

Changing Tracks (15")

Newid y gân! Paid gadael dy fêt i newid y gân wrth yrru. #DwyloOddiarYFfôn

Follow up posts

Group Chat (6")

Gall y sgwrs aros. Paid gadael dy fêt i decstio wrth yrru. Os yw ei ddwylo ar y llyw, dylai gadw'r #DwyloOddiarYFfôn.

Call (6")

Bydd yn fêt, gwna'n siŵr ei fod yn cadw'r #DwyloOddiArYFfôn

Universal Music Group Partnership

As part of this spring campaign, THINK! has partnered with **Universal Music Group** to produce a short film where a social media influencer is challenged to a snappy driving proficiency test to see if the viewer spots the hazards before him.

Content will be amplified through partnerships with Universal Music Group and HOLD.

HOLD is an app that rewards people for not using their phone. One of the 12 activities you can choose to do while not being distracted by your phone is driving.

Within the HOLD app, THINK! messaging will reinforce to the audience that they should not be using their phone whilst driving. Our audience who spend time on the Drive activity instead of checking their phone will be in with a chance to win prizes.



UNIVERSAL MUSIC GROUP



Timings and Channels

Activity	Week commencing							
	21 March	28 March	4 April	11 April	18 April	25 April	2 May	9 May
THINK! organic social								
Paid VOD/BVOD								
Paid online video								
Paid social media								
UMG partnership, HOLD and Spotify								

Our channels

Follow and tag us:

Twitter: @THINKgovuk

Facebook: @THINKroadsafety

Instagram: @thinkdriver





Thank you