



Department  
for Transport

# **THINK!**

# **Travel Like You Know Them**

Campaign Launch Toolkit

Phase 3 – August 2023



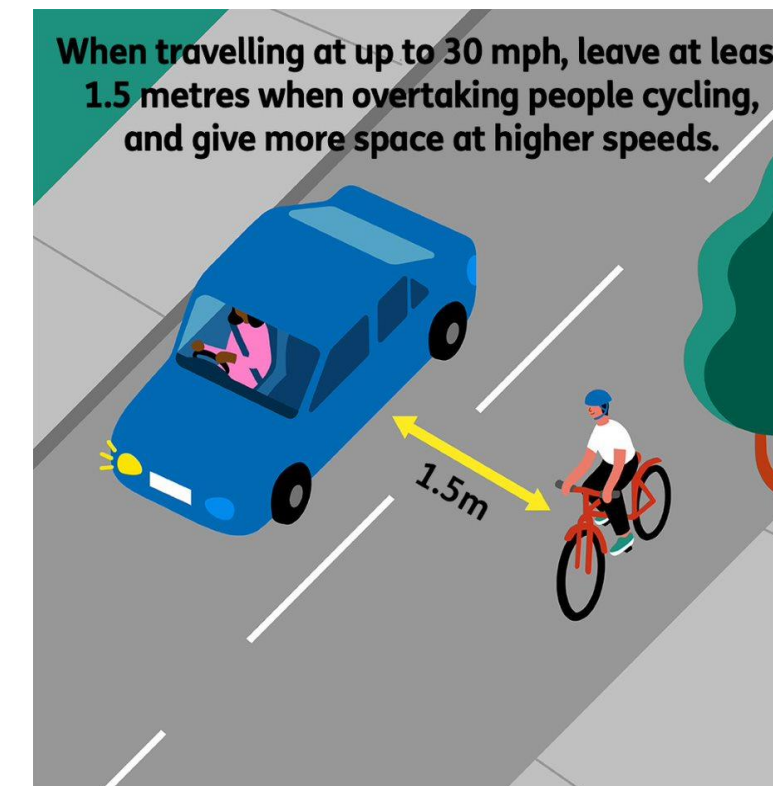


# Recap

The changes to The Highway Code to help improve road safety for people walking, cycling and horse riding were communicated in two phases.

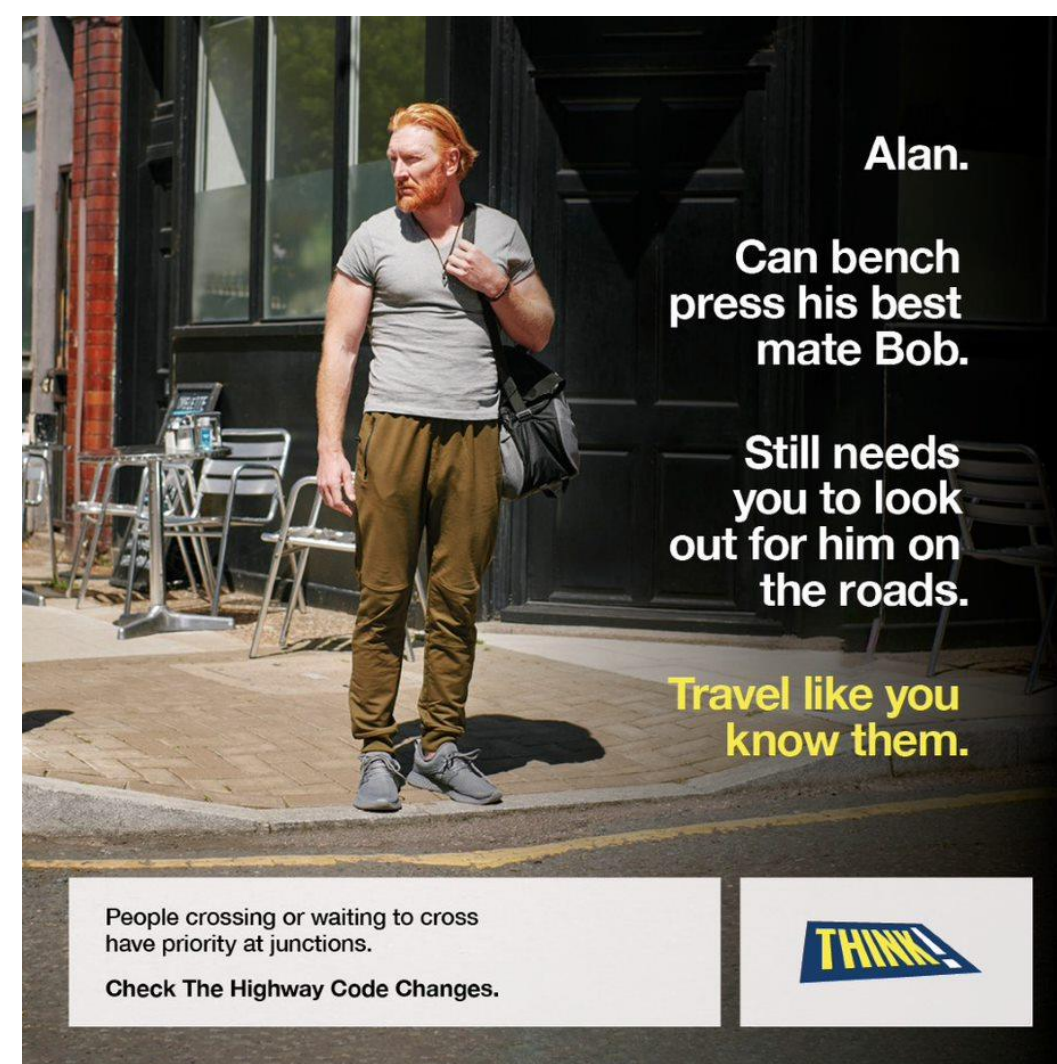
## Phase 1

A **factual awareness-raising** campaign in February and March 2022, alerting road users to the changes as they came into effect.



## Phase 2

A **behaviour change** campaign in July and August 2022, to align with seasonal increases in active travel, to help embed the changes and encourage understanding and uptake of the new guidance.





# Results so far

## Awareness

- The percentage of road users reporting to know **either a little or a lot** about the Highway Code changes increased from **36%** in January 2022 to **58%** in August 2022 (with 83% having heard of the changes by August 2022).
- Despite this progress, there is an opportunity for us to increase awareness further.

## Reported Action

- Between January 2022 and August 2022, we saw **positive shifts in driver behaviour**, for example an **8% increase** in those reporting to always leave a 1.5 metre gap when passing a cyclist.
- However, overall uptake of the behaviours remains relatively low, with **only 42% reporting to always give pedestrians priority at junctions**.
- Research has shown that investing in long term, consistent communications is a proven driver of effectiveness, and we would expect to improve these figures through further paid campaign activity.



*We are re-launching **Travel Like You Know Them** for 6 weeks from 3rd August 2023.*





# Campaign Aims and Overview

People don't see people on the roads they see bikes, lorries and cars. But inside or on every one of them is a person –it could be your brother, your mum or your mate.

'**Travel like you know them**' aims to help all road users better understand each other and encourage **positive behaviours** to ultimately build a more positive and **mutually considerate experience** that is safer for everyone.

The campaign speaks to everyone who users the road, with a focus on those who have a **greater responsibility to reduce the risk that they may pose to others**.



**THINK!**



# Creative Overview

## Key Messages Covered

<b>Hierarchy</b>	Those that can cause the greatest harm have the greatest responsibility to reduce the risk they may pose to others.
<b>Cyclist Positioning</b>	<p>People may cycle in the centre of the lane or two abreast in certain situations, whilst allowing others to overtake when it is safe for them to do so.</p> <p>When travelling at up to 30mph, leave at least 1.5 metres when overtaking people cycling, and give people more space at higher speeds</p>
<b>Junctions</b>	People crossing, waiting to cross or cycling straight ahead have priority at junctions.
<b>Overtaking Horses</b>	Pass horse riders at under 10mph, with at least 2 metres of space.
<b>Passing Pedestrians</b>	Allow at least 2 metres of space and keep to a low speed when passing people walking on the road.
<b>Dutch Reach</b>	If they're able to, vehicle users should open their door with the hand furthest from the door so they can see people walking or cycling behind them.

## Our Assets

We will be re-running last year's 'Travel Like You Know Them' creative, with small tweaks based on previous post-campaign evaluation and two new assets added to the mix!

### 30s film:

Key behaviours featured:

- Cycling in the centre of the lane
- Overtaking people cycling
- Giving way to people crossing or waiting to cross at junctions
- Performing the Dutch Reach
- The Hierarchy of Road Users

### 15s film:

Key behaviours featured:

- Giving way to people crossing or waiting to cross at junctions
- The Hierarchy of Road Users

### Radio:

Key behaviours featured:

- Cycling two abreast
- Overtaking people cycling
- **NEW** Giving way to people crossing or waiting to cross at junctions

### Out-of-Home:

Key behaviours featured:

- Giving way to people crossing or waiting to cross at junctions
- **NEW** Overtaking people cycling

### Additional partner assets:

Key behaviours featured:

- Overtaking horses
- Giving way to people crossing or waiting to cross at junctions
- Cycling in the centre of the lane





# Films

Our 30s film follows Jay, our driver, on his way to work. On his journey, he safely overtakes cycling dad, Gary, gives way to dog-walkers Lucy and Hazel and takes care to protect Ali, a man of many talents.

Our 15s film follows Alan, a strongman who can cut through wood with his bare hands! Even though he is strong on the outside, he still needs you to look out for him on the road. This asset is also available in Welsh.

Through the cutaways, we learn more about our characters, reinforcing the message that vehicles don't make journeys – people do.

**Phase 3 Updates** - Changed CTA to 'Follow the Highway Code'.



30s



15s



THINK!



# Films – Suggested Copy

Introduction Posts	30s Film	15s Film
<p>We're supporting @THINKgovuk's latest campaign, reminding people to #TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>People may cycle in the centre of the lane, allowing others to overtake when safe to do so – just like Gary is.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Alan the woodchopper, bench-presser, and weightlifter.</p> <p>Whoever you meet on your journey, remember to give priority to people crossing or waiting to cross at junctions.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>
<p>@THINKgovuk's latest campaign launches today!</p> <p>Everyone is someone's best friend, cousin, parent or neighbour, so make sure you #TravelLikeYouKnowThem</p> <p>Remember to follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Pro dad dancer Gary needs his space to groove! (dancing man emoji).</p> <p>Make sure you leave him at least 1.5 metres space when overtaking, or more if you're travelling over 30mph.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Do you know an absolute unit like Alan? However strong he looks on the outside, he still needs you to look out for him on the roads.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>
<p>Whoever you meet on the roads, #TravelLikeYouKnowThem and help keep everyone safe.</p> <p>Remember, vehicles don't make journeys, people do.</p> <p>Follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>If you're able to, you should open the door of your vehicle with the hand furthest from the door so you can see those on the road behind you...</p> <p>...Whether they've got a special talent like Ali, or not.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Remember, those who can cause the greatest harm, have the greatest responsibility to reduce the risk they may pose to others.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>





# OOH - Roadside

The roadside OOH asset uses our Alan character to deliver the 'priority at junctions' behaviour in contextually relevant settings.

This asset is also available as a bilingual Welsh version.

**Phase 3 Updates** – Shortened the copy to maximise effectiveness in low dwell-time environments.





# OOH – Bus Backs **NEW**

Drawing on our Gary character, the bespoke bus back asset delivers the '**overtaking cyclists**' message to other road users while they are on their journey.



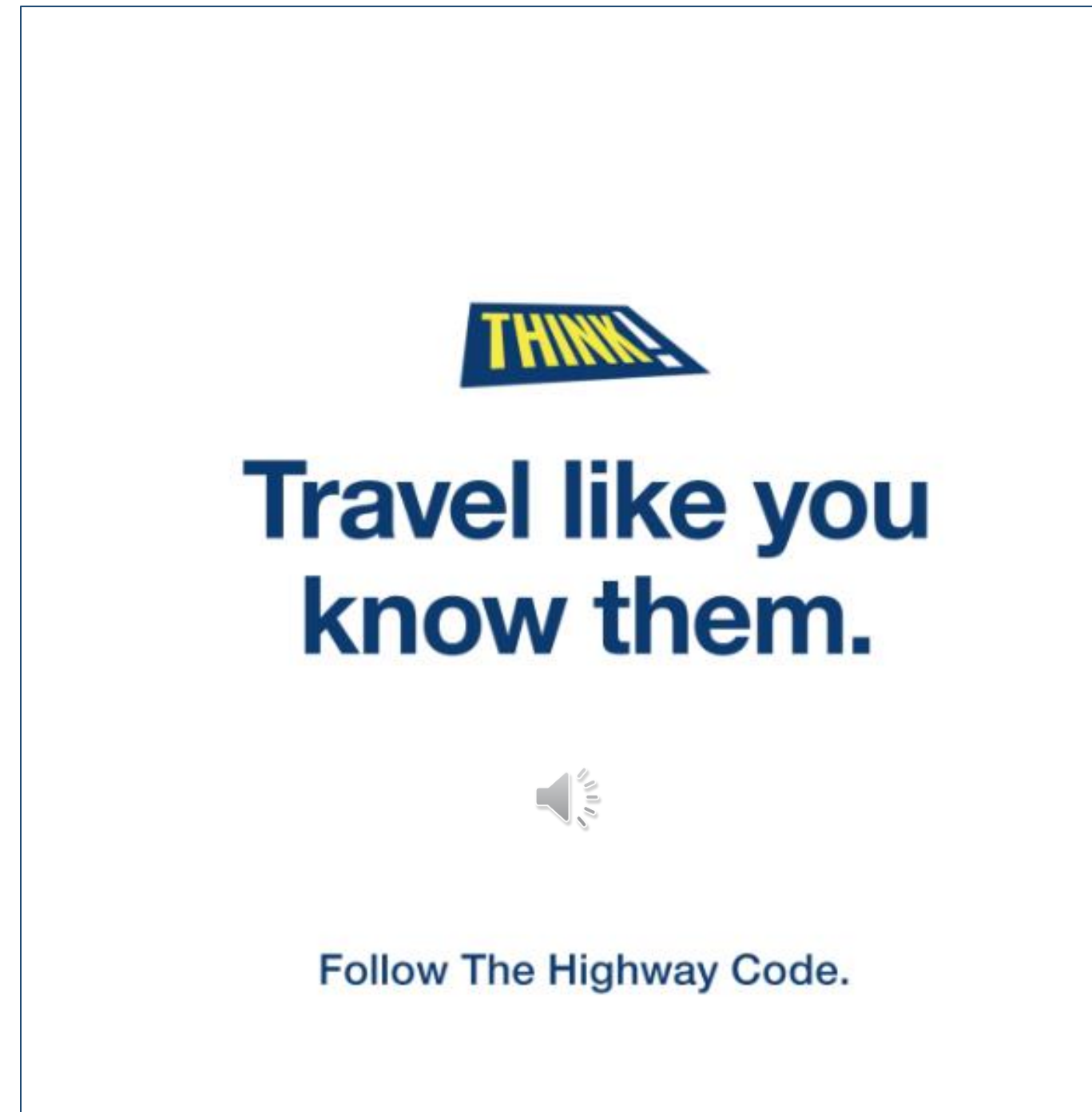


# Radio – Priority at Junctions **NEW**

Our new radio advert follows characters Sam (driver) and Alan (pedestrian) as they meet at a junction.

We learn that Sam is a cardio buster, whereas Alan is so strong he can bench-press his best mate!

Sam gives way to Alan, who is **waiting to cross**, serving as a reminder of this Highway Code behaviour. Our audience is reminded that **whoever** you meet on the roads you should Travel Like You Know Them.





# Radio – Cyclist Positioning

Our cyclist positioning radio adverts follow characters Kat and Dan as they cycle along the road side by side.

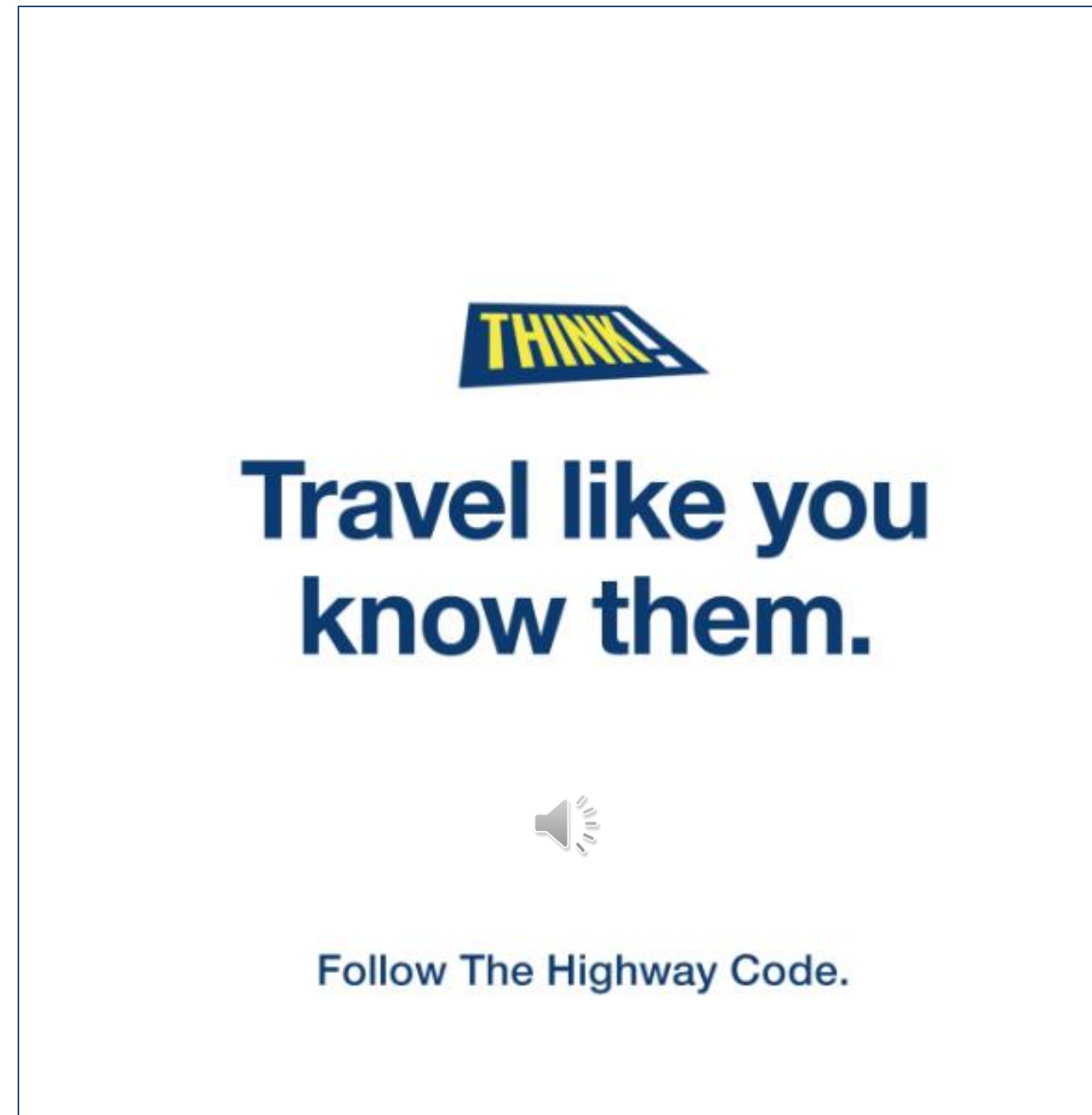
Dan is always centre of the dance floor, even though Kat secretly thinks he's a *terrible* dancer.

Our audience is encouraged to overtake people cycling, like Kat and Dan, safely. Once they have moved over and it is safe to pass, the appropriate passing distance is highlighted.

**This asset is also available in Welsh.**

## **Phase 3 Updates -**

Changed CTA to 'Follow the Highway Code'





# Statics

Our social focus on specific behaviours within The Highway Code changes; priority at junctions, cycling in the centre of the lane and passing distances,

They remain rooted in 'Travel like you know them', giving our audience another glimpse into the lives of Gary, Alan and of course, introducing Freya and Binks! **All 3 statics are also available in Welsh.**

## Phase 3 Updates - Changed CTA to 'Follow the Highway Code'



**Alan.**

Can bench press his best mate Bob.

Still needs you to look out for him on the roads.

**Travel like you know them.**

People crossing or waiting to cross have priority at junctions.  
Follow the Highway Code.



**Gary.**

Dad-dances like nobody's watching.

Cycles in the centre of the lane to be safe and seen.

**Travel like you know them.**

People may cycle in the centre of the lane, allowing others to overtake when safe to do so.  
Follow the Highway Code.



**Freya & Binks.**

Both love selfies.

Both feel safer when passed with caution.

**Travel like you know them.**

Pass horse riders at speeds under 10mph and allow at least 2 metres of space.  
Follow the Highway Code.



**Gary.**

Dawnsio disgo fel petai neb yn edrych.

Ac yn seiclo ar ganol y lôn i gael ei weld a bod yn ddiogel.

**Teithiwch fel tasech chi'n eu nabad nhw.**

Gall pobl seiclo yng nghanol y lôn, gan adael eraill i basio pan fo'n ddiogel.  
Dilynwch Reolau'r Ffordd Fawr.





# Statics – Suggested Copy

Alan	Gary	Freya and Binks
<p>Alan may be an absolute unit, but he still needs you to help</p> <p>Cos the #HighwayCode says that people crossing or waiting to cross have priority at junctions.</p> <p>#TravelLikeYouKnowThem and find out more here <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Pro dad dancer Gary needs his space to groove!</p> <p>Make sure you leave him at least 1.5 metres space when overtaking, or more if you're travelling over 30mph.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Freya and Binks are your typical neighbour hood horse and rider duo! 😊</p> <p>Help keep them safe by passing at less than 10mph, leaving at least 2 metres space.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>
<p>It's time for a #HighwayCode refresher!</p> <p>People crossing, waiting to cross or cycling straight ahead have priority at junctions.</p> <p>#TravelLikeYouKnowThem and find out more here <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Consider yourself a #HighwayCode connoisseur?</p> <p>Did you know that people may cycle in the centre of the lane, including at junctions and on narrow roads and bends?</p> <p>#TravelLikeYouKnowThem and refresh your knowledge here <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Today's #HighwayCode reminder is...</p> <p>... Make sure to pass horse riders at under 10mph, leaving at least 2metres of space.</p> <p>#TravelLikeYouKnowThem and find out more here <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>
<p>Alan's a pro woodchopper, bench-presser and weightlifter. He's super strong, but still needs you to look out for him on the roads.</p> <p>Make sure you #TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Gary loves to show off his funky moves!</p> <p>Make sure you give him plenty of space on the dance floor, just like when he's out cycling. Leave at least 1.5 metres when overtaking or more if you're travelling over 30mph.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>	<p>Freya and Binks both love selfies, sunshine and snacks (sun emoji)</p> <p>Help keep them safe by passing at under 10mph, leaving at least 2 metres space.</p> <p>#TravelLikeYouKnowThem and follow the #HighwayCode <a href="http://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022">www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022</a></p>





# Timing and Channels

Activity	Week Commencing						
	31st Jul	7th Aug	14th Aug	21st Aug	28th Aug	4th Sept	11th Sept
Campaign Launch							
VOD							
OLV							
Radio							
Digital Audio							
OOH							
Social							

*England, Wales and Scotland*





# Supporting Travel Like You Know Them

## Sharing Our Assets:

- The paid-for campaign will run across **video-on-demand, radio, digital audio, online video, social media and out-of-home**. Assets will also be posted across THINK! organic channels.
- **From 3<sup>rd</sup> August, 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.
- We will be measuring key audience attitudes and behaviours through pre and post campaign research to assess the impact of our activity. We would be grateful if you could let us know any **quantitative or qualitative feedback** on your activity to support our evaluation.

## Contact Us

If you have any questions or feedback on communications, please contact [DfTPUBLICITY@dft.gov.uk](mailto:DfTPUBLICITY@dft.gov.uk)

For queries on The Highway Code changes themselves, please contact [HighwayCodeReview2020@dft.gov.uk](mailto:HighwayCodeReview2020@dft.gov.uk)

## Our channels

Follow and tag us:

**Twitter:** [@THINKgovuk](https://twitter.com/THINKgovuk)  
**Facebook:** [@THINKroadsafet](https://www.facebook.com/THINKroadsafet)  
**Instagram:** [@thinkdriver](https://www.instagram.com/thinkdriver)

