



Department
for Transport

THINK! Speeding Campaign

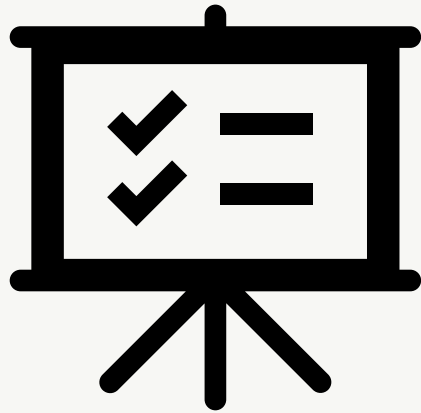
Campaign Support Toolkit
Jan-March 2024



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Campaign Objectives



Policy Objectives

THINK! aims to reduce the number of people killed and seriously injured (KSI) on our roads.

Speeding is a significant contributory factor in KSIs, contributing to around 1 in 4 fatal collisions¹, and on average kills and injures 58 young people a week. Male drivers are more at risk of being involved in a serious or fatal speeding accident than female drivers². In 2022, 61% of young male car driver KSIs were on a rural road¹.

Marketing Objectives

The campaign will challenge young men to reconsider their speeds, particularly when they edge a few mph over the right speed for the conditions on rural roads.

Comms Objectives

Framed in the THINK! Mates Matter strategy, this campaign seeks to normalise this behaviour (via social, video on demand, and digital audio), and nudge our audience to consider the driving conditions when driving on rural roads via in-the-moment dynamic digital audio

¹ [Reported road casualties Great Britain, annual report: 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2021)

² Speed related contributory factors in reported fatal or serious (FSA) accidents by gender involving car drivers aged 17-50, Great Britain, 2019



Insight and strategy

The relaunch of THINK!'s Speeding campaign aims to raise awareness of the consequences even slight speeding on rural roads can have. The campaign speaks to young male drivers aged 17-24, as they are disproportionately represented in speed-related casualties.

Insight:

Speeding is considered one of the least risky and most acceptable behaviours among drivers, and particularly our target audience.

Research shows that young male drivers especially fail to acknowledge the risks of driving a little too fast for the road conditions or a few miles per hour over the speed limit - a key factor in speed-related casualties. Most young drivers believe they are good drivers and don't like suggestions that they don't have control.

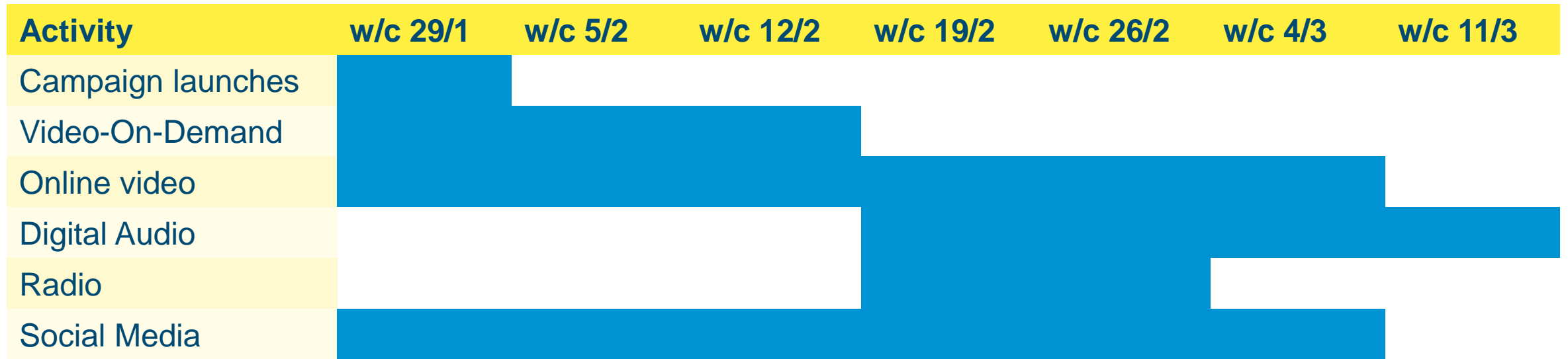
Strategy:

Given the barriers our young audience has to understanding the risks of pushing their speed, the campaign will challenge young men to reconsider their speeds, particularly when they edge a few miles per hour over the right speed for the conditions on rural roads.

The creative is rooted in the kind of journeys our young audience might often make to spend time with friends, to ensure relatability and encourage young drivers to reflect on their own driving and whether those extra few miles per hour are worth the risk.

The campaign includes creative assets that highlight the potential impact of speeding, and which champion young drivers who respect the road and get there safely.

Timings and Channels



Is pushing it worth it?

THINK!

Creative assets

Assets can be downloaded from:
think.gov.uk/campaign/speeding2024

50s and 30s Film

Our 50s and 30s hero film will run across video on demand platforms. The 50s will run for the first week to prime the audience, followed by the 30s

15s Films

Our 15s films will run across social and online videos and can be used on partner social channels.

Welsh-language assets are available in the following formats in the link above:

- [Welsh - 15s - 1x1](#)
- [Welsh - 15s - 9x16](#)
- [Welsh - 15s - 16x9](#)



50s Film



15s Films



30s Film

Social Media - Suggested Copy

Here's some suggested copy for sharing the films on your social channels.

Our channels

Follow and tag us:

Twitter: [@THINKgovuk](https://twitter.com/THINKgovuk)

Facebook: [@THINKroadsafety](https://www.facebook.com/THINKroadsafety)

Instagram: [@thinkdriver](https://www.instagram.com/thinkdriver)

Introduction post

- @THINKgovuk are relaunching their speed campaign which calls on young drivers to rethink their speed and highlights the risks of not driving to the correct conditions for the road.

#IsPushingItWorthIt

Behaviour specific posts – for young drivers

- On your way to your mates? Remember, rural roads change quickly, so be the mate that gets there safe. Is pushing it worth it? THINK!
- Don't let the pressure to push your speed get to you – your mates will still be there. So, watch your speed and drive to the conditions. Be the mate that gets there. Is pushing your speed worth it? THINK!

Behaviour specific posts – for wider audience

- Too fast doesn't always feel that fast on rural roads.
- Rural roads change quickly. Is pushing it worth it? THINK!

Suggested Welsh social copy – for wider audience

- Byddwch y ffrind sy'n cyrraedd yn ddiogel. Gyrrwch ar gyflymder sy'n addas i'r amodau.
- Mae ffyrdd cefn gwlad yn newid yn gyflym.
- Ydy gyrru'n rhy gyflym yn werth y risg?



How to Support

Sharing Our Assets

The paid-for campaign will run across **video-on-demand, digital audio, online video and social media from 30th January to 17th March.**

Assets will also be posted across THINK! organic channels.

From 30th January, you can amplify our organic posts or download our assets from the THINK! campaign page and share on your own channels with our suggested copy.

A selection of Welsh language assets are also available to download [here](#).

*Assets are free to use for educational purposes, however if you would like to use the templates for paid or commercial opportunities, this may involve additional usage costs – please fill out a **usage request form**.*

Evaluating activity

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 share any monitoring and evaluation data on your activity to support our evaluation.

Contact Us:

If you have any questions or feedback on communications, please contact DfTPUBLICITY@dft.gov.uk





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Thank you

