



Department
for Transport

THINK! Speeding Campaign

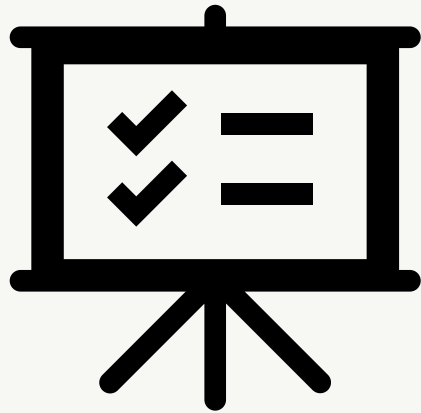
Campaign Support Toolkit
Jan-March 2025



Contents

- Campaign objectives
- Insight, strategy, timings and channels
- Creative approach
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Campaign Objectives



Background

Speed kills or injures 137 young people every week¹.

Speed related factors also account for over half of all fatal collisions in Great Britain, with the majority of these taking place on rural roads².

“Driving too fast for the conditions” is the leading factor for fatal collisions with the large majority of these (70.3%) happening on rural roads.

Policy Objectives

THINK! aims to reduce the number of people killed or seriously injured (KSI) on our roads with a particular focus on young men 17-24, who are 4 times more likely to be killed or seriously injured than any other age group².

Comms Objectives

The campaign challenges young men to reconsider their speeds, particularly when travelling on rural roads where they might edge a few mph over the right speed for the condition.

The primary objectives are to:

- (1) Increase agreement amongst young men that it's risky and unacceptable to drive too fast on rural roads
- (2) Increase agreement amongst young men to 'expect the unexpected' when driving on rural roads
- (3) Decrease agreement among young drivers that they have pushed their speed, more than they should

¹ STATS19 Data

² [Reported road casualties Great Britain, Fatal 4 - Speed Factsheet 2023](#)

³ [Reported road casualties Great Britain, Young Driver Factsheet 2023](#)



Insight:

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

Research shows that young male drivers often over-estimate their driving ability, with 1 in 4 still agreeing “it’s OK to take risks if you’re a good driver”.

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.

Strategy:

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

The hero 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.

Additional creative reinforces the need for young drivers to adjust their speed to suit the different conditions they may encounter on rural roads, from weather to unexpected road layouts.

Creative approach

Hero Video - cinema, online video channels (Youtube, Twitch etc)



Our hero video shows a young man driving at an inappropriate speed for the conditions of the road, and the eventual consequences of speeding.

It asks the core question: 'Is pushing it worth it?'

Key Message:

- Rural roads change quickly.
- Is pushing it worth it?
- Think!

Radio and digital audio



The Drum Awards

campaign

Our digital audio ads take on the form of a fake pirate radio station 'UnXpected FM' using real-time weather data to serve different messages about hazardous driving conditions.

The ads won Silver at the The Drum Awards for Media and were recognized in Campaign Magazine's Top 5 audio ads in 2024.

Key Message:

- Drive to the conditions.
- Pushing it ain't worth it...
- *Different variations that cover Rain, Wind, Ice*

Social – in development



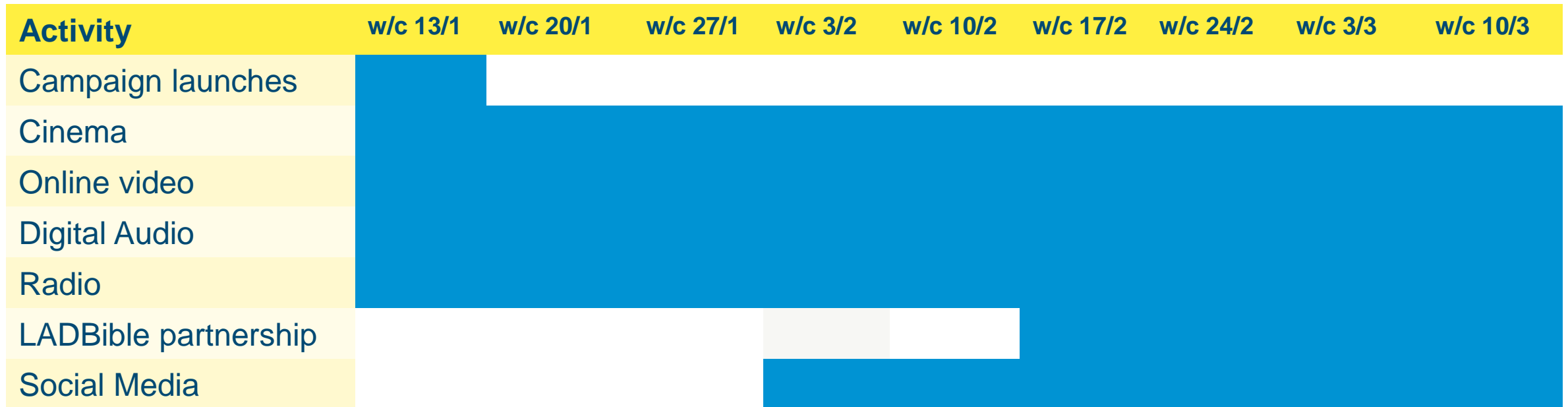
*mock-ups, not final creative

We are also developing a series of short video assets for social media to land a quick, visual message about how different conditions can catch you out on the road and the need to slow down.

To be introduced from February 2025



Timings and Channels – for paid media



How to support

Creative assets

We have a combination of video and static assets of our hero creative, available for use on partner channels.

Welsh versions are also available.

All our assets can be downloaded from [the THINK! website](#)



VIDEOS

50s Film

30s Film

15s Films

15s Films – Welsh

Formats

16x9

16x9

9x16, 1x1,

16x9, 9x16, 1x1

STATICS 1x1



Social Media - Suggested Copy

Here's some suggested copy for sharing the films or statics 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

Young audience specific posts

- On your way to your mates? Remember, rural roads can change quickly, so be the mate that gets there safe. Is pushing your speed worth it? THINK!
- You may travel the same road hundreds of times and think that driving a little too fast isn't risky. But even familiar roads can throw up the unexpected. Is pushing your speed 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!

General audience posts

- Even familiar roads can throw up the unexpected. When you're going a little too fast, you have less time to react. Is pushing your speed worth it? THINK!
- Too fast doesn't always feel that fast on rural roads. Is pushing your speed worth it? THINK!
- Rural roads change quickly. Is pushing your speed worth it? THINK!



Welsh – suggested copy

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

Our channels

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



- Gall hyd yn oed ffyrdd cyfarwydd godi'r annisgwyl. Pan ydych chi'n mynd ychydig yn rhy gyflym mae gennych chi lai o amser i ymateb. A yw gwthio yn werth chweil? PWYLLWCH! #IsPushingItWorthIt
- Efallai eich bod chi'n teithio ar yr un ffordd gannoedd o weithiau ac yn meddwl nad yw gyrru ychydig yn rhy gyflym yn beryglus. Ond gall hyd yn oed ffyrdd cyfarwydd godi'r annisgwyl. A yw gwthio yn werth chweil? PWYLLWCH! #IsPushingItWorthIt
- Mae cyflymder yn lladd ac yn anafu 137 o bobl ifanc bob wythnos. A yw gwthio yn werth chweil? PWYLLWCH! #IsPushingItWorthIt
- Byddwch y ffrind sy'n cyrraedd yn ddiogel. Gyrrwch ar gyflymder sy'n addas i'r amodau. PWYLLWCH! #IsPushingItWorthIt
- Mae ffyrdd cefn gwlad yn newid yn gyflym. PWYLLWCH! #IsPushingItWorthIt
- Ydy gyrru'n rhy gyflym yn werth y risg? PWYLLWCH! #IsPushingItWorthIt



How to Support

Sharing Our Assets

The paid-for campaign will run across **cinema, radio, digital audio and online video from 13th January and on social media from February to March.**

Assets will also be posted across THINK! organic channels.

From 13th 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 be available to download.

*Assets are free to use for educational purposes, however if you would like to use any of these assets for paid or commercial opportunities, this may involve additional usage costs – please contact us and 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

