



Department  
for Transport

# 'CLICK' THINK! 2024 Seat Belts Campaign

Stakeholder Toolkit



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## Overview

THINK! is launching a new seat belts campaign to encourage young men to 'CLICK' their seat belts, whatever the journey, whether they're a driver or a passenger.

The key message for this campaign is: "**CLICK is the sound of saving lives.**"

Launching on 18 March and running until April, the campaign targets 17 to 24-year-olds across England and Wales.

## The insight

It's been 13 years since THINK! has addressed seat belt wearing, creating a need for renewed efforts to reinforce this critical behaviour.

Car occupants not wearing a seat belt are over twice as likely to be killed or seriously injured in a collision, emphasising the life-saving impact of this simple act.

Seat belt non wearing is more common amongst those that live in the UK's most deprived areas and those that travel in passenger seats.

The proportion of passenger car occupant fatalities recorded as not wearing a seat belt rose from 16% in 2013 to 22% in 2022 (highest at 37% in 2021).

Non wearing is also associated with drink and drug driving, aggressive driving and driving at night.

## Why 17-24-year-old men?

- In 2022, 30% of car occupant fatalities among 17 to 29-year-olds occurred without seat belts (vs 21% among all car occupants).
- Young men, who are more likely to be inconsistent wearers of seatbelts, report that they are much less likely to wear one on familiar journeys or at low speeds. Around 40% think it is less risky to travel without a seat belt on shorter and familiar journeys (vs 12% of the general population).
- 50% of young men report knowing at least one person who doesn't wear a seatbelt.
- 30% of 17-24 male car occupant casualties (killed or seriously injured) where seat belt use was recorded were on urban roads (vs 14% all car occupants) and 18% on rural roads (vs 9% all car occupants).

**'CLICK' is the sound  
of saving lives**

## Creative – Hero OOH

The hero out of home asset features four mates in a car to remind young men to belt up.



## Creative – Bilingual OOH

The hero out of home asset features four mates in a car to remind young men to belt up.



Sŵn 4 mêt yr wythnos  
yn cael eu hachub gan  
**wregys diogelwch**



The sound of 4 mates  
a week being saved  
by **seat belts**





## Creative – Contextual OOH

Drawing on our groups of four, the 5-a-side and drive-thru executions deliver the message to our target audience in contextually relevant settings.



The sound of **seat belts** keeping your mates alive for another 5-a-side



4 unbelted young people are killed or seriously injured every week



The sound of **seat belts** getting your mates to the drive-thru and back



4 unbelted young people are killed or seriously injured every week



## Social Animations

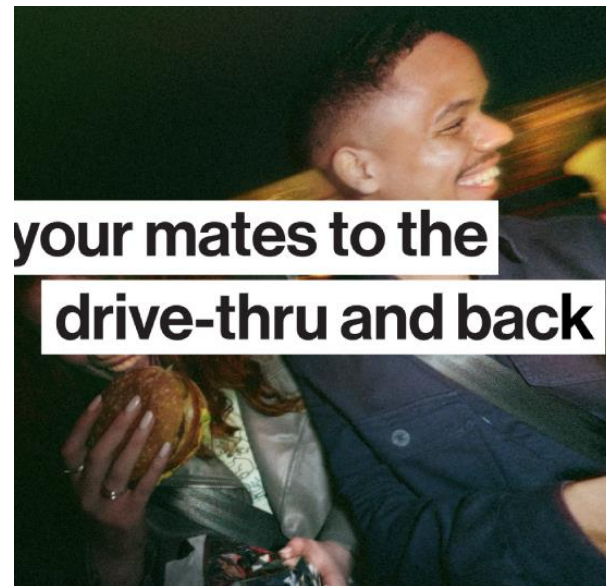
THINK! will promote all assets with paid spend across **out of home, digital audio, radio, social media and in game direct display** as well as posting on organic channels (see **page 15** for a media laydown and THINK! social handles).

### How to support

From the **18 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.

If you would like to add your own logo to our social assets in support, we can provide these as templates. Contact [dftpublicity@dft.gov.uk](mailto:dftpublicity@dft.gov.uk)

**CLICK**  
your **seat belt**



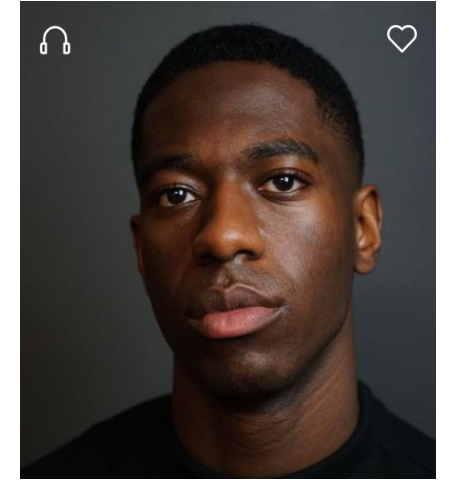
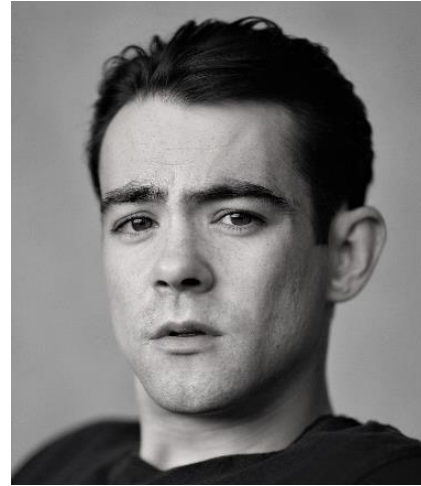


## Radio – 30s

Our new trio of 30 second radio ads centre on the impactful sound of a seat belt clicking.

With each click, vibrant scenarios unfold - mates laughing and enjoying moments together at gigs, football and grabbing a bite to eat. The lively moments are contrasted by the unsettling sound of a hospital to deliver the compelling campaign message: “Click your seat belt”.

- Paid media ad voiced by Jack McMullen.
- Welsh language ad voiced by Owen Alun.
- A filler radio for public broadcasting, voiced by Jorden Myrie.



**CLICK**  
your seat belt



**CLICK**  
your seat belt

## Suggested Social Copy



### Launch posts

We're supporting @THINKgovuk with their #CLICK campaign, to remind people to always wear their seat belt, no matter the journey.

The latest campaign from THINK! is a reminder that something as simple as clicking your seat belt could save your life, and the lives of your friends

### Animations:

CLICK is the sound of 4 mates a week being saved by seat belts

CLICK is the sound of seat belts keeping your mates alive for another 5-a-side

CLICK is the sound of seat belts getting your mates to the drive-thru and back

### Additional Copy:

CLICK is the sound of 'I got you, mate'

CLICK is the sound of growing older... together

4 unbelted young people are killed or seriously injured every week



## Suggested Welsh Social Copy



### Launch posts

Rydym yn cefnogi @THINKgovuk gyda'u hymgyrch #CLIC, i atgoffa pobl i wisgo gwregys diogelwch bob amser, waeth beth yw'r daith.

We're supporting @THINKgovuk with their #CLIC campaign, to remind people to always wear their seat belt, no matter the journey.

Mae'r ymgyrch ddiweddaraf gan THINK! Yn ein hatgoffa y gallai rhywbeth mor syml â chlicio eich gwregys diogelwch achub eich bywyd, a bywydau eich ffrindiau.

The latest campaign from THINK! is a reminder that something as simple as clicking your seat belt could save your life, and the lives of your friends

### Animations:

CLIC ydy sŵn 4 mêt yr wythnos yn cael eu hachub gan wregys diogelwch  
CLICK is the sound of 4 mates a week being saved by seat belts

CLIC ydy sŵn gwregys diogelwch yn cadw dy fêts yn fyw i gael gêm 5 bob ochr arall.  
CLICK is the sound of seat belts keeping your mates alive for another 5-a-side

CLIC ydy sŵn gwregys diogelwch yn cadw dy fêts yn sâff wrth fynd i nôl tecawê.  
CLICK is the sound of seat belts getting your mates to the drive-thru and back

### Additional Copy:

CLIC ydy sŵn gwregys diogelwch yn sicrhau bod dy fêts yn cyrraedd y parti.  
CLICK is the sound of seat belts making sure your mates make the party.

CLIC 'di sŵn dy fêts yn fyw ac yn iach.  
CLICK is the sound of your mates alive

Mae 4 person ifanc heb wregys yn cael eu lladd neu'u hanafu'n ddifrifol bob wythnos. PWYLLWCH!  
4 unbelted young people are killed or seriously injured every week. THINK!



## Our Partnerships: THINK! x County Football Association

As part of this campaign, THINK! has partnered with **County Football Association** to produce a football-focused spin on the wider campaign. This will comprise of social animations, out of home assets and encourage football clubs to create user generated content. Content will be amplified through football clubs.



## Additional Reminders – Secondary Messaging

The campaign can also act as a reminder for wider seat belt messaging:

### Buses and Coaches

In minibuses, buses, and coaches, passengers aged 14 years and over must use a seat belt if one is available and are personally responsible for doing so. Bus and coach operators must provide either signs or announcements to remind passengers that they must wear a seat belt, where one is available.

### Taxis and Private Hire Vehicles

As a passenger in taxis and private hire vehicles, you are required by law to wear seat belt where one is provided.

Taxi and private hire vehicle drivers are exempt from wearing a seat belt in certain circumstances.

The safest way for children to travel in cars is in an appropriate car seat. If the correct child car seat is not available, children can ride in taxis and private hire vehicles, but only on a rear seat. Children under three can sit in the back without a seat belt, while those three and older must wear one.

### Child Restraints

If carrying children when driving, it is a legal requirement to ensure they are correctly restrained in an appropriate child seat for their age, weight or height. Take time to make sure a child seat fits your vehicle and the child to ensure their safety.

Injuries to children can be significantly reduced by using a suitable child seat.

There are several types of child seats available – baby seats, child seats, booster seats and booster cushions. High back boosters are significantly safer than booster cushions as they provide vital head and neck protection.

Children must legally use a child seat until they are 12 years old or 135 centimetres tall, whichever comes first.

Additional sources of information on the [Royal Society for the Prevention of Accidents \(RoSPA\)](#) and [Good Egg Safety](#).





# Timings and Channels

	18 March	25 March	1 April	8 April	15 April	22 April
Paid social						
Digital Audio						
Radio						
Direct Display (Gaming)						
Out of Home						

## Our channels

Follow and tag us:

**Twitter:** @THINKgovuk

**Facebook:** @THINKroadsafety

**Instagram:** @thinkdriver

## Key:

Activity Live





**Thank you**