

Winter 2025/26 drink drive campaign



Stakeholder toolkit
November 2025

Contents

- 3. Campaign overview
- 4. Key message
- 5. Full asset list
- 6. Social: animation and static
- 7. Social: enforcement assets
- 8. Social post copy
- 9. Out of home: digital, beer mats and posters
- 10. Digital audio and radio
- 11. Welsh language assets
- 12. THINK! 0%
- 13. How to support

Campaign Overview

Following a summer re-run of the "Drink a little, risk a lot" campaign, we're relaunching the activity this winter to address drink driving in the lead up to Christmas.

We will be sharing campaign assets via THINK! Channels, and encourage stakeholders to use the assets in this toolkit on their own channels - helping deliver a coordinated message to high-risk young drivers.

The winter re-run will also leverage paid influencer activity to amplify our core message and drive engagement on key social channels.

THINK 0% brand partnerships with Captain Morgan 0.0%, Peroni 0.0% and Heineken 0.0 % will reinforce the message of choosing alcohol-free options when driving.

We are also launching a new drug driving campaign this winter. Head to think.gov.uk for the drug driving campaign toolkit.



Key message

Drink a little, risk a lot.

Full asset list

15s animations

- Hero (1x1, 9x16, 16x9, 4x5)
- Enforcement (1x1, 9x16, 16x9, 4x5)
- Enforcement - statistic (1x1, 9x16)
- Enforcement - regional (1x1, 9x16)

6s animations

- Freedom (1x1, 9x16)
- Future (1x1, 9x16)

Social static

- Hero (1x1, 9x16)

Print and out of home

- Motion (10s) - D6
- Poster – A4
- Printed beer mats and posters available upon request

Audio

- 30s ad

Welsh-language assets

- 15s Hero (1x1, 9x16)
- 15s Enforcement (1x1, 9x16)
- Freedom (1x1, 9x16)
- Future (1x1, 9x16)

Assets can all be downloaded [via the THINK! website](#).

For bespoke format requests, please email thinkcampaign@dft.gov.uk.

Social

Animations and static

Our animation shows a young man and his licence being sucked into a whirlpool in a pint of beer, highlighting the risk of losing your licence if you drink drive and the associated 'ladder' of consequences.

Available assets:

Video animation:

Hero (9x16, 1x1, 16x9 and 4x5)

2 x 6s (9x16 and 1x1)

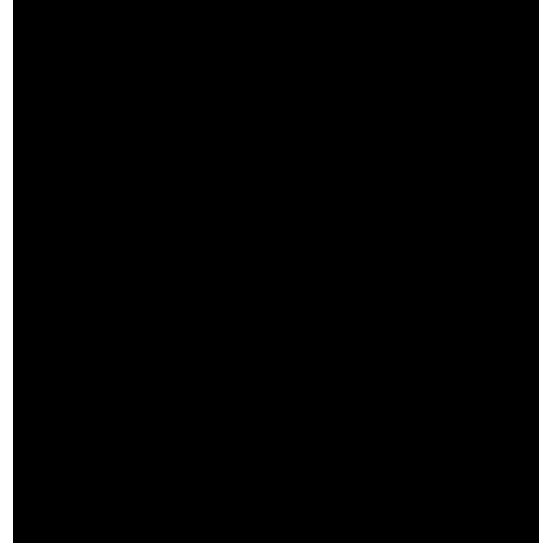
Social static

1x1, 9x16

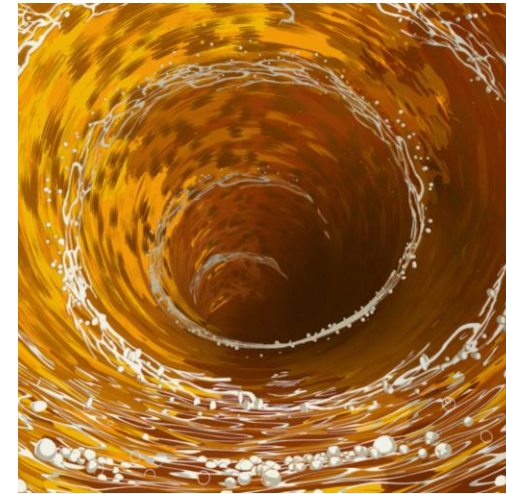
How to support

You can amplify our organic posts or download our assets from the [THINK! Campaigns page](#) and share on your own channels

15s film – Hero



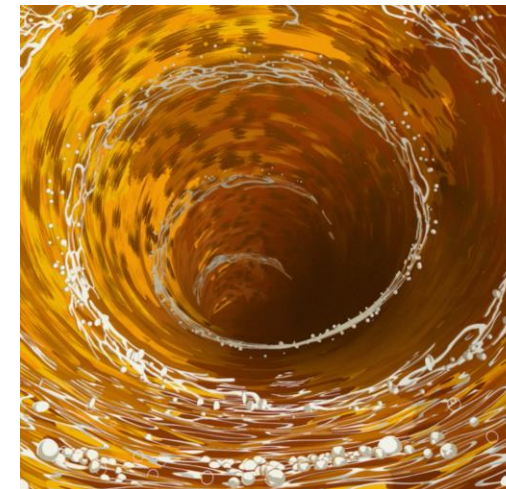
6s film - freedom



Social static – 1x1



6s film - future



Social - enforcement

Bespoke assets referencing Police enforcement to reinforce the risk of licence loss are available.

This includes an editable asset for forces to adapt and use in their regions.

The 15s hero enforcement asset will also run via social and online video channels.

Available assets:

Video animation:

15s Enforcement (9x16, 1x1, 16x9, 4x5)

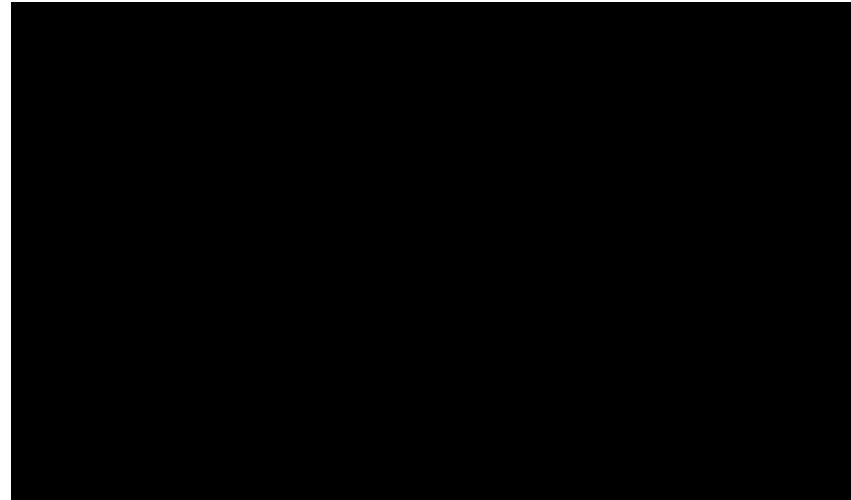
15s Enforcement statistic (9x16 and 1x1)

15s Regional enforcement (9x16, 1x1)

How to support

You can amplify our organic posts or download our assets from the [THINK! Campaigns page](#) and share on your own channels

15s film – Enforcement



15s film – Regional enforcement



15s film – Enforcement statistic



Social post copy

- Don't let "I'll be fine" risk hurting yourself or others. The consequences of drink driving aren't worth it.
- Alcohol can affect you differently each time you drink. Even if you feel ok to drive, don't risk being over the limit.
- It's not just your licence at stake when you drink drive. Don't be responsible for injuring a mate - or worse.
- Alcohol can affect you differently each time you drink. Even if you feel fine, you could be over the limit. If you're driving, stick to 0% and stay 100% safe.

Stakeholder-facing social copy

- We are/XX is proud to be supporting @THINKgovuk to highlight the risks of drink driving - from losing your licence and the freedom that comes with it, to injuring yourself or someone else. #DrinkALittleRiskALot

Beermats and posters

Digital beermats and posters are available for download on the [THINK!](https://www.think.gov.uk) website while the printed copies can be requested via email.

Available assets:

A4 poster

Beermats

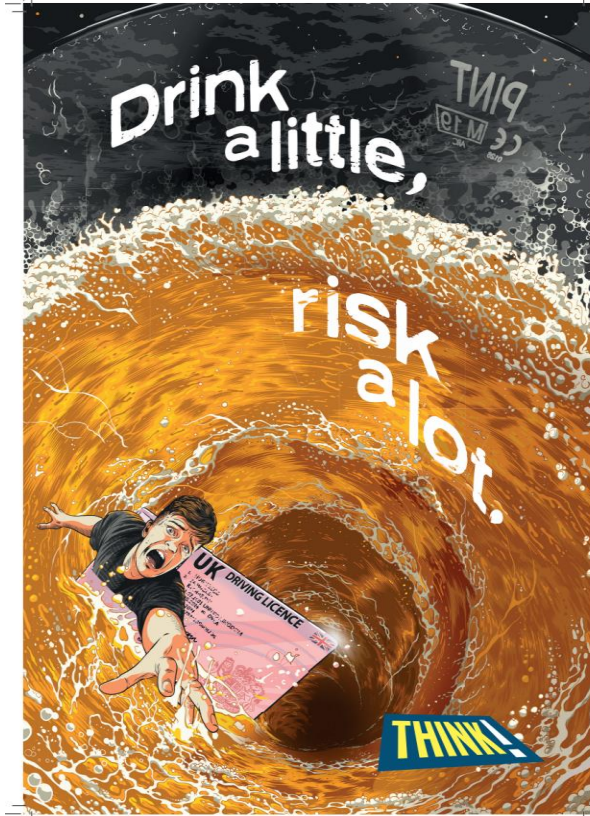
How to support

To upweight via local/ regional D6 sites, or to request printed posters and beermats to distribute in local venues, please email ThinkCampaign@dft.gov.uk

Beermat (front and back)



A4 Poster



D6



Available assets

1 x 30 second audio advert

For local upweighting requests, please email
thinkcampaign@dft.gov.uk.

OFFICIAL

VO: If you drink a little then drive, you risk losing your license.

This line starts echoing and repeating and we hear another line of VO layer on top say 'Losing your license, Losing your license...'

VO: You risk losing your freedom.

We then hear a let-down, young male voice say 'Guess the road trip's off, road trip's off...'

VO: You risk losing your job.

We hear a slightly older, boss-like voice say 'I'm going to have to let you go, let you go...'

VO: You risk your parents not looking at you the same way.

We hear an upset older woman's voice say 'I'm just really upset, really upset'

VO: You risk injuring a friend.

We hear a young male voice saying, 'I need an ambulance!'

VO: You risk being seen as a drink driver, drink driver...

All the lines are on top of each other now and we keep hearing key words and different voices repeat: 'Road trip's off.../ Let you go.../ Drink driver...' It builds and builds until it suddenly cuts out and we hear the VO clearly say in the sudden deafening silence:

VO: Drink a little. Risk a lot.

THINK!

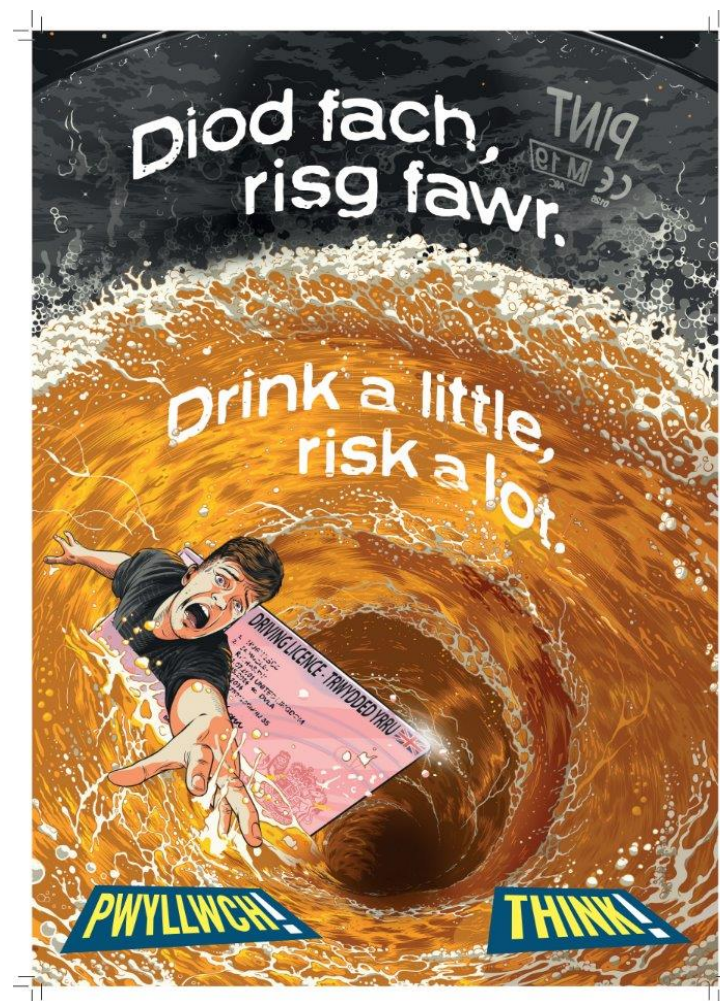


OFFICIAL

Welsh-language assets

Welsh language social assets – 6,10 and 15s animations are available for download.

Get assets here: [THINK! Campaigns page](#)



Coming soon:

- **Welsh language social copy**

THINK! 0%

Since 2024, the THINK! 0% platform, a partner-led initiative, has encouraged drivers to always opt for 0% over an alcoholic drink if they're getting behind the wheel.

In collaboration with on and off-trade organisations, THINK! 0% aims to create a new social norm amongst drivers. Together, we're prompting them to THINK! 0% when in drinking environments and helping them to set new, safer habits without missing out on good times.

Partnerships this winter:

- Captain Morgan 0.0%
- Peroni 0.0%
- Heineken 0.0%

How to support:

- Co-creating content.
- Integrating the THINK! 0% badge within your marketing materials
- Using THINK! 0% assets in your comms

Download 0% assets [here](#):



How to support

Amplification

- There are many ways to support our campaign! Help us amplify the message by sharing our content on your social media channels - see page 8 for suggested copy to make it easy.
- You can follow and tag us here:
X: **@THINKgovuk**
Instagram: **@thinkdriver**
- You can also download our campaign materials directly from the [campaign page](#) on our website and share them across your platforms. Please get in touch if there are opportunities to co-brand or work together to make campaign materials relevant to your channels and area.
- If you're interested in requesting physical campaign materials, please reach out to us at ThinkCampaign@dft.gov.uk
- You're welcome to use our assets for paid communications or campaign activity in your region. If you have any specific requests around upweighting, such as specific formats required or questions around usage, please get in touch.

Evaluation

- Please drop ThinkCampaign@dft.gov.uk an email and let us know how the assets performed for you across your own channels to help with our post-campaign evaluation.



Thank you