

Summer 2025 drink drive campaign



Stakeholder toolkit
July 2025

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Campaign Overview

In November 2024, we launched the 'Drink a little, risk a lot' campaign targeting young men via social, gaming, video platforms, podcasts, and digital radio. Outdoor and in-pub ads supported key decision-making moments.

Due to strong results and to coincide with a summer peak in drink-driving KSIs and national police enforcement activity, we are re-running the campaign from 24 July to mid-September, with strategic optimisations based on learnings from the winter campaign.

The first burst of the campaign saw the unacceptability of drinking a little before driving increase among young men, and a reduction in their reported alcohol consumption before driving – including more of the audience abstaining completely.



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)
- Festival – general (1x1)
- Festival – Boomtown (1x1)
- Festival – Creamfields (1x1)
- Festival – Leeds (1x1)
- Festival – Reading (1x1)

6s animations

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

Social static

- Hero (1x1, 9x16)

Print and out of home

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

Audio

- 30s ad

Welsh-language assets (coming soon)

- 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.

The assets will run across **Snapchat**, **Reddit** and **Instagram** as well as online video platforms such as **YouTube** and via gaming apps.

Our assets will also be posted on organic channels (please see page 14 for a media laydown and THINK! social handles).

Available assets:

Video animation:

Hero (9x16, 1x1, 16x9 and 4x5)
2 x 6s (9x16 and 1x1)

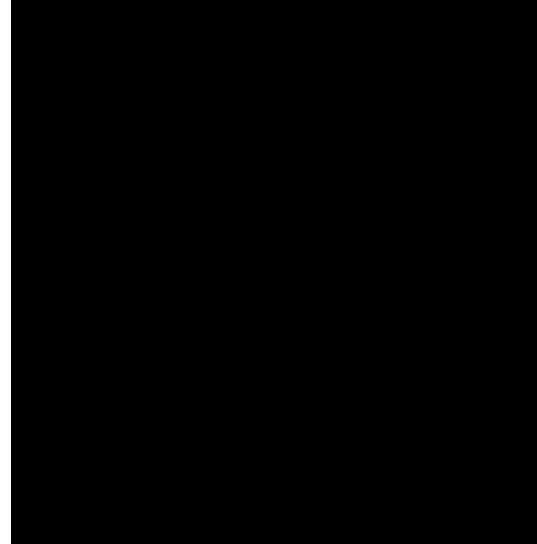
Social static

1x1, 9x16

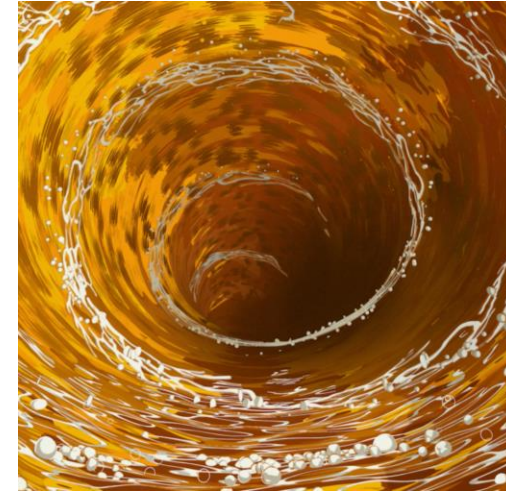
How to support

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

15s film – Hero



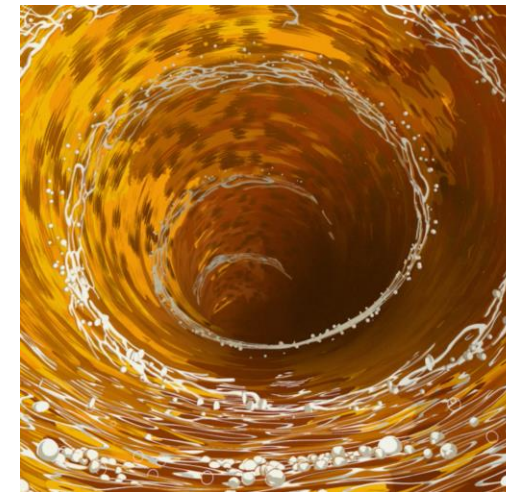
6s film - freedom



Social static – 1x1



6s film - future



Social - enforcement

For this burst of the campaign we have developed bespoke assets referencing Police enforcement to reinforce the risk of licence loss.

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:

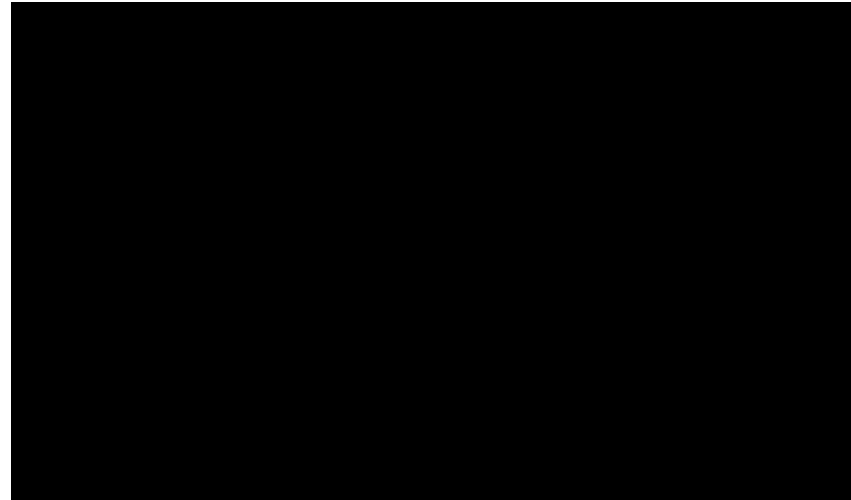
Video animation:

- 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 – Enforcement statistic



15s film – Regional enforcement

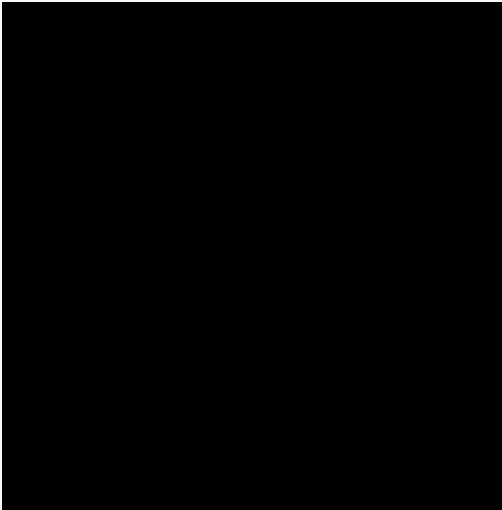


Social - festivals

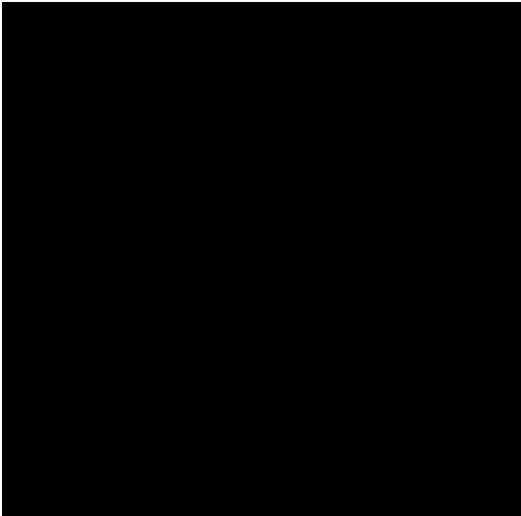
To tap into contextually relevant drinking moments we are geographically targeting audiences that may be travelling to key festivals – Boomtown, Creamfields, and Reading & Leeds.

We're encouraging partners to share the asset relevant to their region, or the general festival message below, to help everyone celebrate - and get home - safely! Get assets here: [THINK! Campaigns page](#).

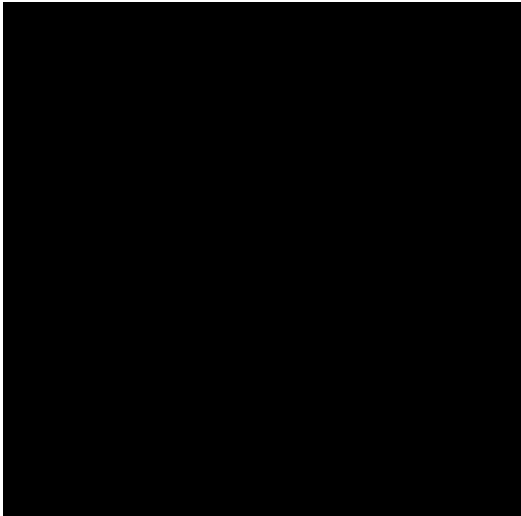
Festival – general 15s film



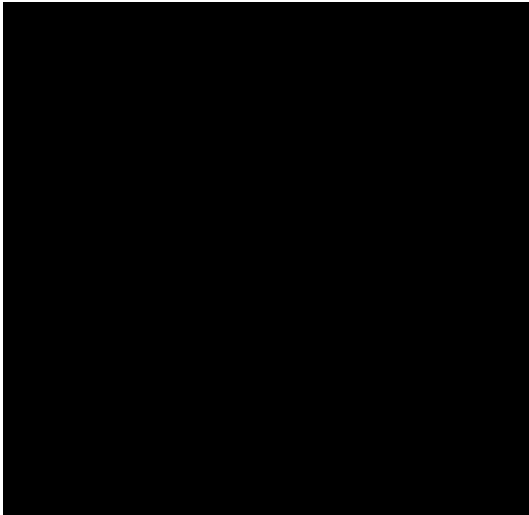
Boomtown 15s film



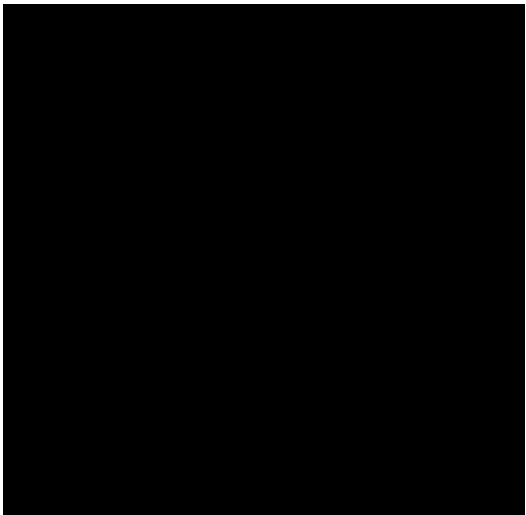
Creamfields 15s film



Leeds 15s film



Reading 15s film



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.
- Driving back from [XX Festival]? Stay safe and don't drink. You could risk losing your licence – or a whole lot more.
- Keep the festival vibes going. Don't drink drive and risk losing your licence – or more.
- Driving the group home after the festival? Keep your mates safe and stick to 0% alcohol options before driving.

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

Out of home

Beermats, posters and digital

Our D6 ad will be featured on **roadside digital poster sites** within **100m of pubs and bars** across England and Wales to hit audiences at the exact moment before they enter the venue.

The campaign will also be running on digital screens at On the Beach, Bloodstock and Leeds festivals.

Beermats and washroom posters will target young men in pubs and bars, encouraging them to make safer choices in the moment.

Available assets:

D6 10s (eg, bus shelters)

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

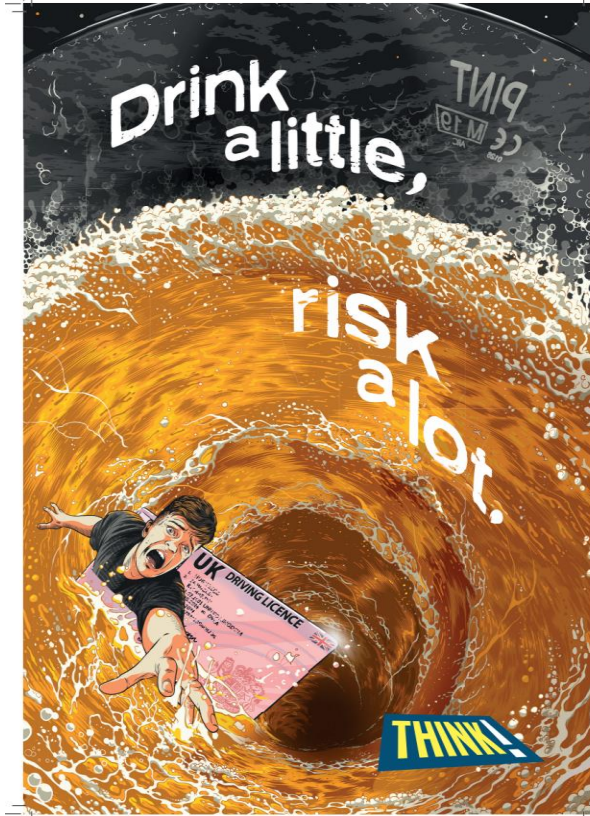
OFFICIAL

Beermat

(front and back)



A4 Poster



D6



OFFICIAL



Digital Audio Radio

The audio ad will run across radio and digital audio channels including Kiss, Capital, Heart, Hits Radio and talkSPORT and on Spotify, including in-car targeting.

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



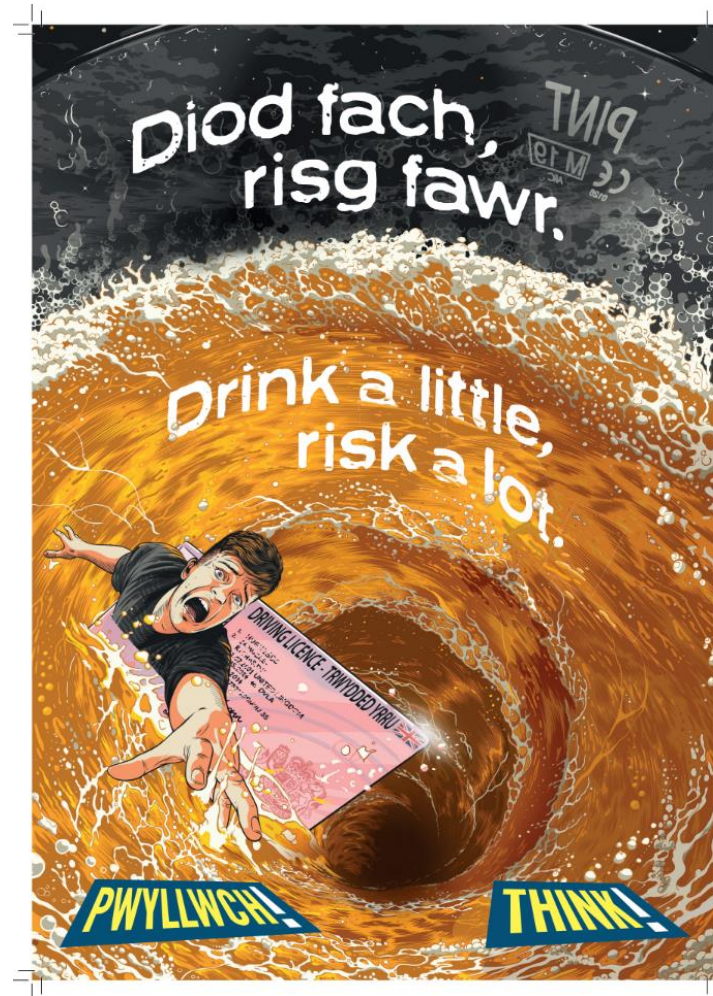
Welsh-language assets

Bilingual Welsh/English out of home advertising will run on **D6 screens and washroom posters in Wales.**

We also have Welsh-language social assets available for use via partner channels.

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

DOOH – Bilingual Poster



Coming soon:

- **Welsh language social assets – 6,10 and 15s animations**
- **Welsh language social copy**

THINK! 0%

In 2024, we launched the ‘**THINK! 0%**’ **platform**, a partner-led platform that aims to encourage 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

This enables us to interrupt decision making at the point of purchase.

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](#):



Media laydown: timings and channels

2025 Summer Drink Media Laydown									
Channel	21-Jul	28-Jul	04-Aug	11-Aug	18-Aug	25-Aug	01-Sep	08-Sep	15-Sep
Radio	24 Jul - 18 Sept								
Digital Audio	24 Jul - 18 Sept								
OOH	24 Jul - 18 Sept								
Paid Social	24 Jul - 18 Sept								
Online Video	24 Jul - 18 Sept								
Influencers					22 Aug - 12 Sept				
PR				8 Aug - 25 Aug (staggered activity)					

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