

# Winter 2025 Drug Driving Campaign



Stakeholder toolkit  
November 2025

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## Campaign Overview

**DON'T PUT DRUGS IN  
THE DRIVING SEAT**



The problem of drug driving is on the rise. Between 2014 and 2023, there was a 70% increase in driver fatalities where drugs were present. And young men are particularly at risk, with around 90% of drivers impaired by drugs in collisions being male, and 4 in every 10 aged between 17 and 29.\*

To tackle this growing issue, THINK! are launching an impactful new campaign. '**Don't Put Drugs in the Driving Seat**' reminds young drivers of the risks and the spiral of consequences they can face if they choose to drug drive.

The campaign runs from November 24 to the end of December, aligning with a peak in drug driving collisions and the Police's 'Operation Limit which targets drink and drug drivers over the festive period.

\*Analysis of STATS19 data for collisions with 'impaired by drugs' as a contributory factor, 2018-2022 data.

## Key message

**Don't put drugs in the  
driving seat**

# Full asset list

## Videos:

- Hero 30" (16x9) - *with & without titles*
- 20" coke (16x9, 4x5, 9x16)
- 20" weed (16x9, 4x5, 9x16)
- 6" coke – court (16x9, 4x5, 9x16)
- 6" coke – prison (16x9, 4x5, 9x16)
- 10" coke (9x16)
- 10" weed – (9x16)

## Social and out of home statics:

- Prison OOH (9x16, A4 Print)
- Prison Social (4x5, 9x16, 1x1)
- Police station OOH (9x16, A4 Print)
- Police station Social (4x5, 9x16, 1x1)
- Court OOH (9x16, A4 Print)
- Court Social (4x5, 9x16, 1x1)

## Audio:

- 30" ad

## Welsh-language assets:

- 20" video – Welsh titles (16x9, 1x1, 9x16)
- Welsh static (1x1, 4x5, 9x16)
- Bilingual static (9x16)

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

For bespoke format requests, please email  
[ThinkCampaign@dft.gov.uk](mailto:ThinkCampaign@dft.gov.uk).

# Social - Videos

The creative uses the driving seat as a constant setting, with a rotating camera effect revealing how one poor decision can lead to a spiral of devastating consequences.

The assets will run across **TikTok**, **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 THINK! social handles).

## Available assets:

### Videos:

Hero (16x9)  
2x 20s (9x16, 4x5 and 16x9)  
2x 6s (9x16, 4x5 and 16x9)

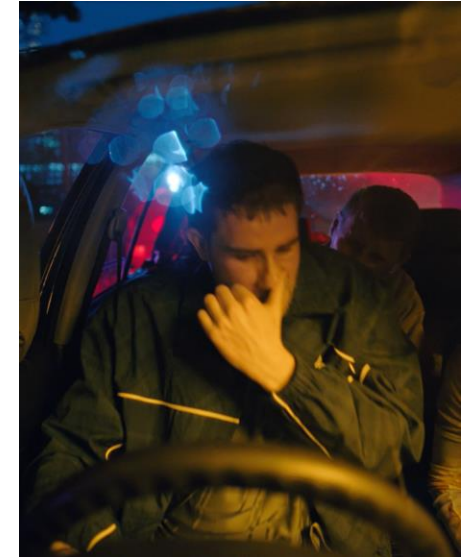
### How to support

You can re-share the posts from THINK!'s accounts on social media or download our assets from the [THINK! Campaigns page](#) and share on your own channels

## 30s film – Hero



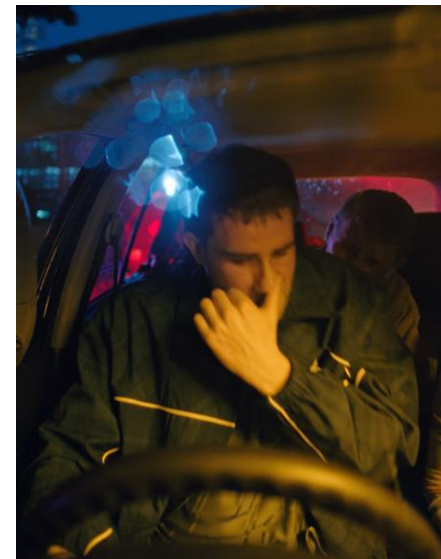
## 20s film - Coke



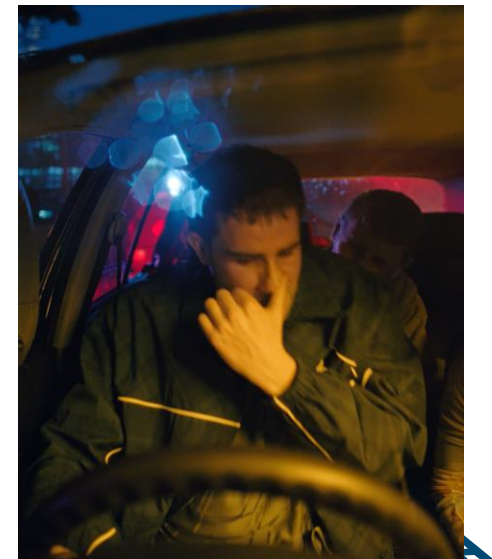
## 20s film - Weed



## 6s film - Court



## 6s film - Prison





# Social – Statics

Available assets:

Social statics:

3x creatives in 4x5, 9x16, 1x1

How to support

You can re-share the posts from THINK!'s accounts on social media or download our assets from the [THINK! Campaigns page](#) and share on your own channels

OFFICIAL  
Static 1 - Prison



Static 2 – Police Station



Static 3 – Court



## Social post copy

### Stakeholder support

We are/XX is proud to be supporting @THINKgovuk's new campaign to highlight the impact drug driving can have on your night, your life and your future, as well as the risk of injuring yourself or others.

**THINK!** Don't put drugs in the driving seat.

We're supporting @THINKgovuk's important new campaign, Don't put Drugs in the driving seat. Young men are more likely to underestimate the risks: 32% think it's OK to drive after taking drugs if you feel fine.

The campaign reminds drivers of the consequences they can face if they choose to drive after taking drugs: how they could lose control of their life, their freedom and their future.

**THINK!** Don't put drugs in the driving seat

### Audience facing

- When you drive high, you're not in control, the drugs are. Even small amounts can affect your reactions. **THINK!** Don't put drugs in the driving seat.
- You might think you're fine driving on drugs, but drugs mess with your focus and judgment. You're putting yourself and your mates at risk. **THINK!** Don't put drugs in the driving seat.
- Driving on drugs isn't worth it. Leave the car, call your mate, get home safe. **THINK!** Don't put drugs in the driving seat.
- Drugs stay in your system longer than you think. Days later, you could still fail a police drug test. **THINK!** Don't put drugs in the driving seat.
- Police are doing roadside drug tests this Christmas. Even a small amount in your system can be picked up. **THINK!** Don't put drugs in the driving seat.
- Don't let a drug driving conviction cost you your future. A criminal record lasts for years. **THINK!** Don't put drugs in the driving seat.



# Out of home

Our D6 ad will be featured on **roadside digital poster sites** and at **late night takeaway sites** across England and Wales to reach the target audience in decision making moments.

The campaign will also be running on digital screens in **bars, convenience stores** and **ATMs**.

**Washroom posters** will target young men in pubs and bars, encouraging them to make safer choices.

## Available assets:

D6s (e.g. bus shelters)  
A4 poster

## How to support

To upweight via local / regional D6 sites, please email [ThinkCampaign@dft.gov.uk](mailto:ThinkCampaign@dft.gov.uk).

OFFICIAL

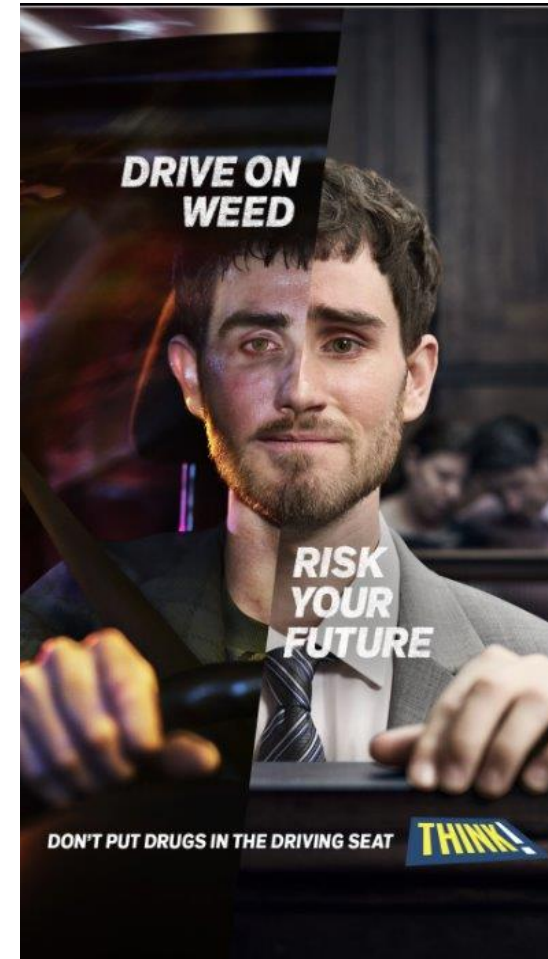
## D6 - Prison



## D6 - Police Station



## D6 - Court



OFFICIAL



# Digital Audio

The audio ad will run across DAX, Spotify and Octave, including gaming placements and targeting of 'late night' playlists to reach the audience in the moment.

'Host reads' will also run on popular, fan-led podcasts, promoting positive alternatives to drug driving through authentic voices.

## Available assets:

1 x 30 second audio advert

For local upweighting requests, please email [ThinkCampaign@dft.gov.uk](mailto:ThinkCampaign@dft.gov.uk).

OFFICIAL

**VO: DRUGS STAY IN YOUR SYSTEM LONGER THAN YOU THINK**

**VO: SO YOU COULD FAIL A POLICE DRUG TEST...DAYS LATER**

We hear an officer over the police radio. 'Drug test, positive'.

**VO: AND HAVE A CRIMINAL RECORD FOR YEARS.**

The officer says, 'Come with me, please sir'.

**VO: WOULD BREAKING IT TO YOUR FAMILY... BREAK THEM?**

**VO: WOULD YOUR USUALLY 'SO UNDERSTANDING' BOSS... BE QUITE SO UNDERSTANDING?**

We hear a boss saying 'So sorry...gonna have to let you go...'

**VO: AND COULD YOU EVER REALLY PUT BEING BEHIND BARS, BEHIND YOU?**

**VO: WHEN YOU LET DRUGS DRIVE, YOU LOSE CONTROL OF YOUR LIFE.**

**VO: THINK! DON'T PUT DRUGS IN THE DRIVING SEAT.**



# Welsh-language assets

Bilingual Welsh/English out of home advertising will run on **OOH screens in Wales**.

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

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

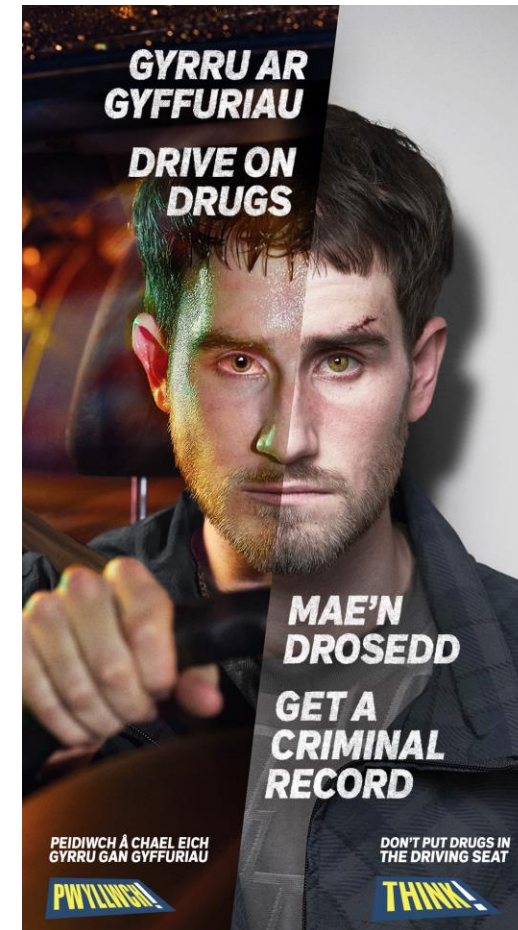
## 20" film weed - Welsh titles



## OOH static – Welsh copy



## OOH – Bilingual Poster



# Welsh language - Social post copy

## Stakeholder support

Rydyn ni'n cefnogi ymgyrch newydd bwysig **@THINKgovuk** - Peidiwch â chael eich gyrru gan gyffuriau.

Mae dynion ifanc yn fwy tebygol o fethu â sylweddoli pa mor beryglus yw gyrru ar gyffuriau: mae 32% yn credu ei fod yn iawn i yrru ar ôl cymryd cyffuriau os ydyn nhw'n teimlo'n iawn.

Mae'r ymgyrch newydd hon gan **PWYLLWCH!** yn atgoffa gyrwyr ifanc o beth allai ddigwydd os ydyn nhw'n dewis gyrru ar ôl cymryd cyffuriau. Mae'n rhybuddio sut gallen nhw golli rheolaeth ar eu bywyd, eu rhyddid a'u dyfodol.

## Audience facing

- Pan fyddwch chi'n gyrru ar gyffuriau, nid chi sydd wrth y llyw ond y cyffuriau. Mae hyd yn oed ychydig bach o gyffuriau yn gallu amharu ar eich ffocws a'ch gallu i ymateb yn sydyn, gan roi bywydau mewn perygl. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Os ydych chi'n gyrru ar gyffuriau, dydych chi ddim mewn rheolaeth lwyr. Peidiwch â rhoi eich hun na'ch ffrindiau mewn perygl. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Mae cyffuriau yn aros yn eich corff am amser hir. Hyd yn oed sawl diwrnod yn ddiweddarach, gallech fethu prawf cyffuriau gan yr heddlu. Peidiwch â chymryd y risg. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Os ydych chi'n cael eich dal yn gyrru ar gyffuriau, byddwch chi'n colli mwy na'ch trwydded. Gallech golli eich swydd a cholli cyfleoedd eraill yn y dyfodol. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.
- Dydy gyrru ar gyffuriau ddim werth y risg. Gadewch y car a threfnwch dacsï i gyrraedd adref yn ddiogel. **PWYLLWCH!** Peidiwch â chael eich gyrru gan gyffuriau.





## Media laydown: timings and channels

2025 Drug Driving Media Laydown						
	24-Nov	01-Dec	08-Dec	15-Dec	22-Dec	29-Dec
OOH	24 Nov - 31 Dec					
Digital Audio	24 Nov - 31 Dec					
Online Video		01 Dec - 31 Dec				
Paid Social		01 Dec - 31 Dec				

# 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**  
Facebook: **THINK Road Safety**
- 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.
- 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.

## Drink driving campaign materials

- THINK! drink driving campaign materials are also available – head to the ['Drink a little, risk a lot' campaign page](#) to view the toolkit and download assets, or contact [ThinkCampaign@dft.gov.uk](mailto:ThinkCampaign@dft.gov.uk) to request printed posters and beer mats or for any other questions on the campaign.

## Evaluation

- Please drop [ThinkCampaign@dft.gov.uk](mailto: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