



Winter 2026 Speed Campaign

Stakeholder toolkit

October 2026

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**DRIVING TOO FAST
CAN COST YOU MORE
THAN A FINE**

SPEED. CHECK IT
OR REGRET IT.



Campaign Overview

The problem of speeding continues to be one of the biggest causes of death and serious injury on Britain's roads. Between 2024-25, 51% of fatal collisions involved at least one speed-related factor, and young men aged 17-35 are particularly at risk. Campaign insight suggests that overconfidence and situational pressures can lead young male drivers to exceed the speed limit or drive too fast for the conditions, often without recognising it as a conscious choice.

To tackle this issue, THINK! has launched the '**Speed. Check it or Regret it**' campaign to remind young male drivers of the risks of habitual speeding and the serious consequences that can result from driving too fast.

Paid advertising will run across online video, social media, out of home, digital audio, cinema and influencer channels.

The campaign seeks to reduce habitual speeding by encouraging drivers to reconsider their speeding behaviours, make the consequences of speeding feel real and relevant, and consciously choose safer speeds at high-risk moments.



Key Message

**Speed.
Check it
or
regret it.**

THINK!

518 M/S

Full asset list

Videos:

- Hero 30" (16x9)
- 20" (16x9, 4x5, 9x16, 1x1)
- 20" with titles (16x9, 4x5, 9x16, 1x1)
- 6" – More than a fine (16x9, 4x5, 9x16, 1x1)
- 6" – Taking a bend (16x9, 4x5, 9x16, 1x1)

Social and out of home statics:

- Just a few mph OOH (9x16, A4 Print)
- Just a few mph Social (4x5, 9x16, 1x1)
- More than a fine OOH (9x16, A4 Print)
- More than a fine Social (4x5, 9x16, 1x1)
- Key message + THINK! OOH (128X128, 993X284 Print)
- Taking a bend OOH (9x16, A4 Print)
- Taking a bend Social (4x5, 9x16, 1x1)

Audio:

- 30" ad

Welsh-language assets:

- 30" 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.

Videos

Our video assets are available in a range of sizes and lengths to run across **TikTok, Snapchat, Reddit** and **Facebook/Instagram** as well as on online video platforms such as **YouTube**.

Our assets will also be posted on our organic channels (please see page 14 for THINK!'s social handles).

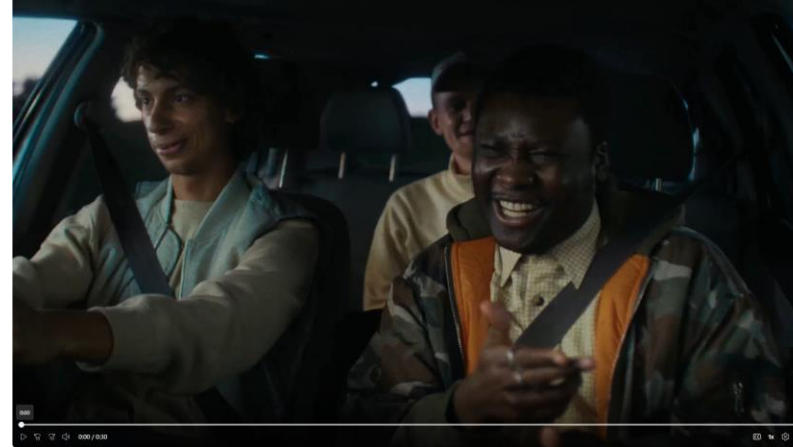
Available assets:

- 1x 30s (9x16, 4x5, 16x9 and 1x1)
- 1x 20s (9x16, 4x5, 16x9 and 1x1)
- 2x 6s (9x16, 4x5, 16x9 and 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.

30s film – Hero



20s film



6s film - More than a fine



6s film – Taking a bend



Statics

Our static assets are available in a range of sizes to suit all major social media platforms.

Our assets will also be posted on our organic channels (please see page 14 for THINK!'s social handles).

Available assets:

- 3x creatives in 1x1, 4x5 and 9x16.

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.

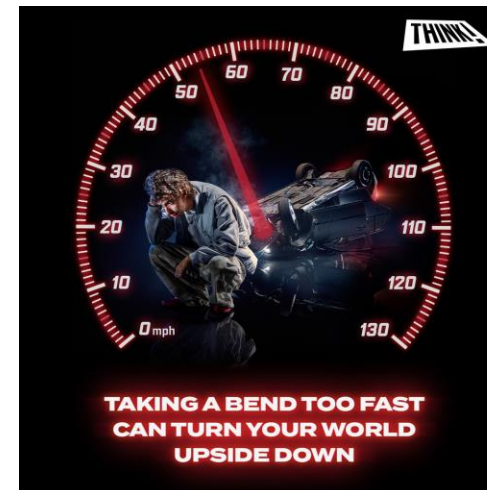
Static 1 - Just a few mph



Static 2 – More than a fine



Static 3 – Taking a bend



Social post copy

Stakeholder support

We're proud to be supporting @THINKgovuk's campaign to highlight the impact speeding can have on your life and your future, as well as the risk of injuring yourself or others.

Speed. Check it or regret it. THINK!

We're supporting @THINKgovuk's campaign: 'Speed. Check it or regret it'.

51% of fatal collisions involved at least one speed-related factor, and young men aged 17-35 are particularly at risk.

The campaign reminds drivers that even a few MPH over the limit or driving too fast for conditions can have serious consequences for their licence, freedom and future.

Speed. Check it or regret it. THINK!

Audience facing

- A few extra MPH can feel harmless. But creeping over the limit, taking a bend too fast or driving too fast for the conditions can change everything. Check your speed before a small decision leads to much bigger consequences. Speed. Check it or regret it. #THINK!
- Speeding isn't always extreme. Sometimes, it's creeping a few MPH over the limit or driving too fast for what's ahead. Check your speed before a small decision becomes a big regret. Speed. Check it or regret it. #THINK!
- Running late? Speeding won't give you back much time. Being a few minutes late is better than making a decision you cannot take back. Check your speed before the pressure makes the choice for you. Speed. Check it or regret it. #THINK!
- A higher speed limit doesn't always mean it's safe to drive that fast. Country roads can change quickly, with bends, hidden dips, blind summits and entrances you may not see until it's too late. Read the road. Speed. Check it or regret it. #THINK!

Out of home

The campaign will be using outdoor 6-sheet and 48-sheets, in both digital and print-ready formats.

Available assets:

- D6
- D48

How to support

If you're interested upweighting via local or regional outdoor sites, please email ThinkCampaign@dft.gov.uk.

OFFICIAL

D6– Just a few MPH



**JUST A FEW MPH OVER
CAN TURN A TRIP INTO
A TRAGEDY**

SPEED. CHECK IT
OR REGRET IT. **THINK!**

D6 – Taking a bend



**TAKING A BEND TOO FAST
CAN TURN YOUR WORLD
UPSIDE DOWN**

SPEED. CHECK IT
OR REGRET IT. **THINK!**

D6 - More than a fine



**DRIVING TOO FAST
CAN COST YOU MORE
THAN A FINE**

SPEED. CHECK IT
OR REGRET IT. **THINK!**

OFFICIAL



The audio ad will run on radio and digital audio platforms from Oct to Dec 26. Stations and platforms listed below:

National Radio

- Capital
- Heart

Local Radio (focussed on hot-spot areas)

- KMFM
- Juice Radio
- Sheffield Live
- CAM FM
- Radio Leicester

Digital audio platforms

- Spotify
- Global player
- Acast podcasts
- Soundcloud

Available assets:

- 1 x 30 second audio advert

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

Radio 30”
Title: A&E

SFX: We hear a group of friends joke around while driving through a rural area in the rain. Beneath the laughter, the engine note slowly rises as the car begins picking up speed. We hear a voiceover counting up calmly.

VO 1: ... 48, 49, 50...

SFX: As the engine revs become louder, the voiceover gets faster.

VO 1: 51, 52, 53, 54, 55....

VO 2: **From bad weather to tight bends, if you choose to go too fast, you’re speeding towards a fine, an arrest, a ban, or worse.**

SFX: We hear the car break hard, skid and roll, followed by the sounds of a busy A&E unit. A heart monitor beeps.

Nurse: **Heart rate dropping. 54, 53, 52...**

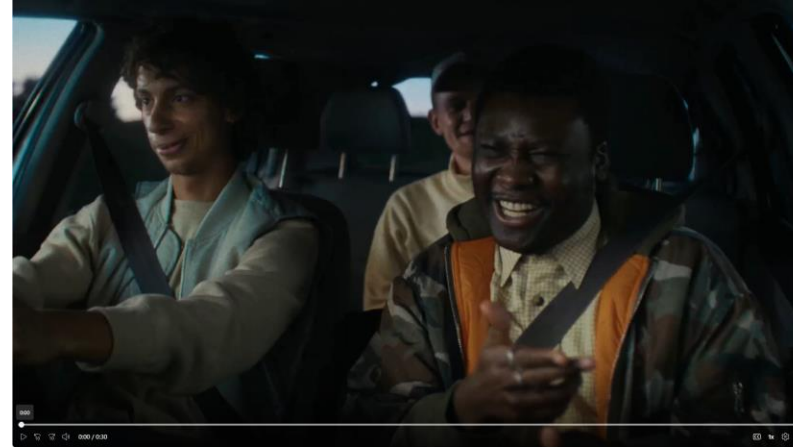
VO 2 : **Speed. Check it, or regret it. THINK!**

Welsh-language assets

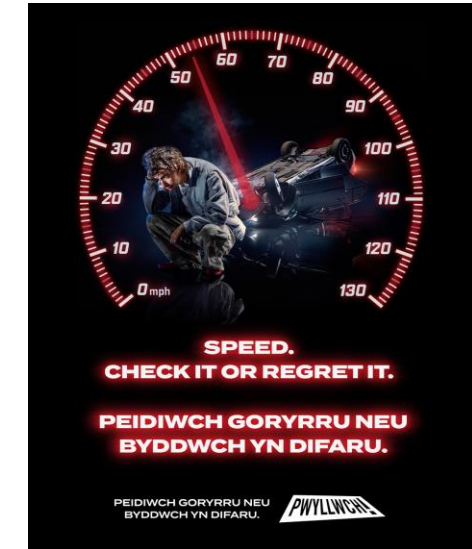
Bilingual Welsh/English assets and Welsh-language only assets are available.

Get assets here on our [Campaign page](#).

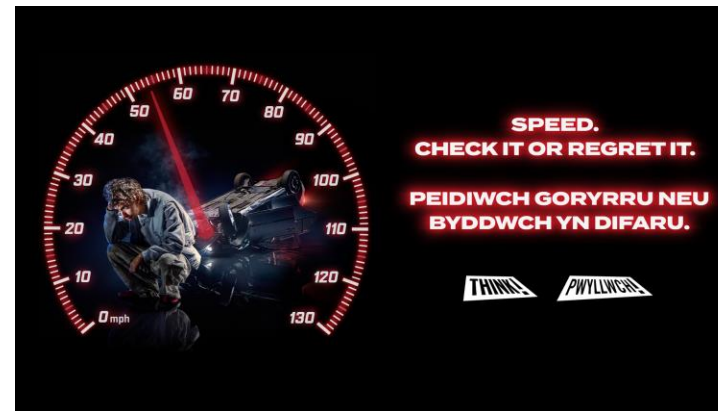
30" film - Welsh titles



OOH – Bilingual Poster



OOH static – Welsh copy



Welsh language - Social post copy

Stakeholder support

	English	Welsh
Post 1	Don't let your journey take a bad turn. Adjust your speed for the conditions and give yourself time to react. Speed. Check it or regret it. THINK!	Peidiwch â gadael i'ch taith gymryd tro gwael. Addaswch eich cyflymder i'r amodau a rhowch amser i chi'ch hun ymateb. Peidiwch goryrru neu byddwch yn difaru. PWYLLWCH!
Post 2	Speeding can cost you much more than a fine. Choose the right speed for the conditions and always give yourself time to react. Speed. Check it or regret it. THINK!	Gall goryrru gostio llawer mwy na dirwy i chi. Dewiswch y cyflymder cywir ar gyfer yr amodau a rhowch amser i chi'ch hun ymateb bob amser. Peidiwch goryrru neu byddwch yn difaru. PWYLLWCH!
Post 3	When the road changes, so should your speed. Always drive for the conditions. Speed. Check it or regret it. THINK!	Pan fydd y ffordd yn newid, dylai eich cyflymder newid hefyd. Gyrwch yn unol â'r amodau bob amser. Peidiwch goryrru neu byddwch yn difaru. PWYLLWCH!
Post 4	Don't let someone else pay the price for your speed. Speed. Check it or regret it. THINK!	Peidiwch â gadael i rywun arall dalu'r pris am eich cyflymder. Peidiwch goryrru neu byddwch yn difaru. PWYLLWCH!

Media laydown: timings and channels

Speeding 2026 Media Laydown											
	21-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	30-Nov	07-Dec	14-Dec	21-Dec	28-Dec
OOH	21 Oct - 20 Dec										
Digital Audio/Radio	21 Oct - 20 Dec										
Online Video	21 Oct - 20 Dec										
Paid Social	21 Oct - 20 Dec										
Cinema		04 Nov - 31 Dec									
Influencers		02 Nov - 20 Dec									

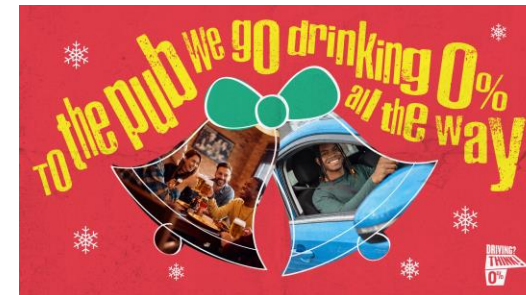
How to support

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 9 for suggested copy.
- You can follow and tag us here:  [@THINKgovuk](https://twitter.com/THINKgovuk)  [@thinkdriver](https://www.instagram.com/thinkdriver)  [THINK Road Safety](https://www.facebook.com/THINKRoadSafety)
- 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 to discuss opportunities to co-brand or work together to make our materials more relevant to your channels and area.
- You're welcome to use our assets for paid communications or campaign activity in your region until October 2027. If you have any specific requests around upweighting, such as specific formats required or questions around usage, please get in touch.

Christmas: Drink and Drug driving assets

- **New THINK! 0% posters** are available to discourage drink driving over Christmas. Materials are free to use and available at [Driving? THINK! 0%](#)
- Our existing **drug driving** campaign assets are also still available to use in organic or paid activity. Find them here: [Don't Put Drugs in the Driving Seat - THINK!](#)



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