



Pint Block 2021 Campaign

Phase One Stakeholder Toolkit
August 2021

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Rationale

THINK! is bringing back its **Pint Block** campaign to spread the message among 17 to 24 year-old male drivers that **a mate doesn't let a mate drink drive**. Launching on **26 August** for the Bank Holiday weekend and running until **03 October**, the campaign encourages young men to step up and intervene to stop mates drinking before driving.

Phase One of the campaign is a summer and autumn burst and will be followed by a Phase Two winter burst from November 2021, which will use a separate toolkit.

The COVID-19 pandemic changed the landscape of socialising and hospitality. During this period, THINK! observed a decrease in young male drivers agreeing that it's very risky to drive over the legal alcohol limit. This, along with the wider lifting of restrictions in July, the increase in indoor and outdoor socialising, and the return of traffic back to pre-pandemic levels means more young male driver opportunities for drink driving – and all the more need to spread the Pint Block message.

Why 17 to 24 year-old male drivers?

17 to 24 year-old male drivers are **four times more likely to be killed or seriously injured** than male drivers aged 25 or over, making them an extremely high-risk group. Just two thirds of this audience believe the risk level of driving over the legal alcohol limit is very high (compared to three quarters in April 2020). Only a third report regularly or occasionally intervening to stop a friend drink driving.

Key Message

**A mate doesn't let
a mate drink drive**

Creative

Three films showing mates intervening with the Nunchaku, Wrap Party, and Volcano Pint Blocks.

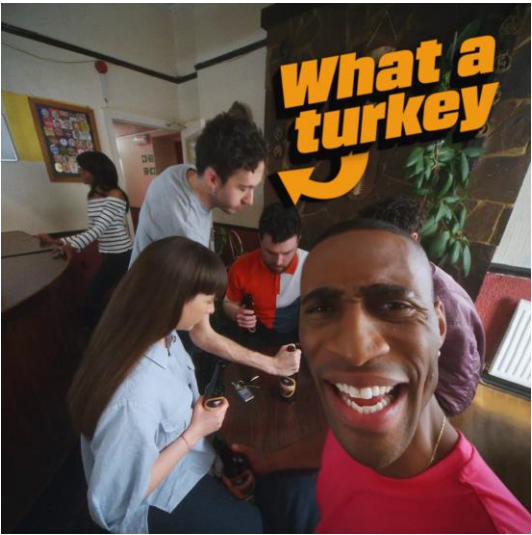
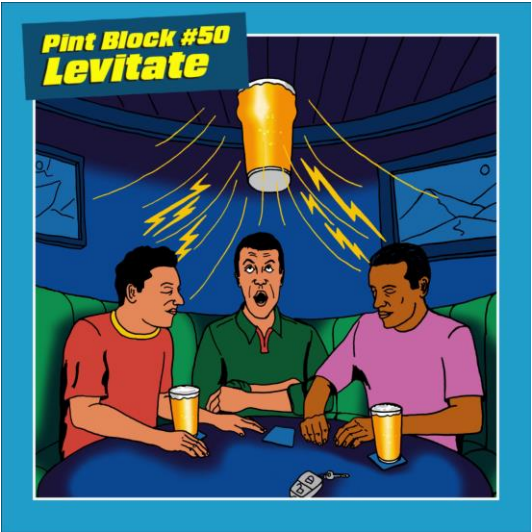
Four animations depicting colourful and creative Pint Blocks: Crazy Golf, Scarecrow, Mexican Wave, and Levitate!

THINK! will promote these with paid spend across **social media, online video, and digital out of home**, as well as posting on organic channels (please see page 8 for a media laydown and THINK! social handles).

How to support

From **26 August**, 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 (next page).

Assets will be available in **1:1** (square) and **9:16** (vertical) formats in **six** and **fifteen-second** versions.



Creative



Suggested copy

Introduction posts

We're supporting @THINKgovuk with their latest campaign to remind people a mate doesn't let a mate drink drive. #ActivatePintBlock

The latest campaign from @THINKgovuk is encouraging friends to intervene to stop drink driving. #ActivatePintBlock

Videos

Nunchaku

If you see a friend having a drink and planning to drive - #ActivatePintBlock 🍷👤 A mate doesn't let a mate drink drive.

Wrap Trap

Look out for your pals when out having a drink 🍷👤 A mate doesn't let a mate drink drive #ActivatePintBlock

Volcano

Don't let drink driving blow up in a friend's face 🌋 A mate doesn't let a mate drink drive #ActivatePintBlock

Illustrations

Crazy Golf

If a friend is planning to drink before driving, line up your best hole in one - #ActivatePintBlock 🏌️ A mate doesn't let a mate drink drive.

Scarecrow

If you see a friend planning to drink before driving, try the Scarecrow Pint Block 🍷👤 A mate doesn't let a mate drink drive #ActivatePintBlock

Mexican Wave

Three cheers for friends who look out for each other 🇲🇽 A mate doesn't let a mate drink drive #ActivatePintBlock

Levitate

Someone in the group floating the idea of drink driving? #ActivatePintBlock 🕒 A mate doesn't let a mate drink drive.



LADbible Partnership

As part of this autumn campaign, THINK! have partnered with LADbible to produce a short film where YouTuber **Max Fosh** pranks his drink-driving friend by performing the **ultimate Pint Block**, boldly sending his mate's drink and car keys where no one has gone before!

The film will be shared on LADbible's Facebook and Instagram pages, where you can amplify to your audience.



Timings and Channels

Activity	Week Commencing					
	23 August	30 August	06 September	13 September	20 September	27 September
THINK! organic social	From 26 August					Until 03 October
Paid social media	From 26 August					Until 03 October
Paid digital out of home	From 27 August			Until 19 September		
Paid online video		From 02 September				Until 03 October
LADbible partnership	From 27 August					Until 01 October

Our channels

Follow and tag us:

Twitter: @THINKgovuk

Facebook: @THINKroadsafety



Thank you