



# **THINK! Brand Review**

Summary Presentation to Policy  
22<sup>nd</sup> July 2010

# Context

- THINK! was launched in 2000 to link all road safety messages at a local as well as national level.
- From its inception THINK! enabled unprecedented levels of integration and has very much established itself as a model for other behaviour change campaigns to emulate.
- In 2006 an analysis of the THINK! brand was conducted amongst stakeholders and road users to understand THINK!'s role and how this should be optimised.
- The learning was distilled into a set of brand guidelines to ensure stakeholders maximised it's communicative power. The guidelines also aimed to ensure the brand was use consistently, whilst allowing enough flexibility to meet specific campaign objectives.

# Project objectives

As THINK! heads into its second decade, there is a desire to revisit the brand guidelines to ensure they are still 'fit for purpose' for both stakeholders and road users.

## Road Users

- How is the brand currently perceived?
- Is it still relevant and engaging?
- Are perceptions in line with the way the brand was defined in the 2006 review?

## Stakeholders

- How is the brand currently perceived?
- How are they currently using THINK!?
- What do they think of the guidelines and how could they be improved?

# Project outputs

## Road Users

Best articulation of the brand that is relevant and engaging for road users.

## Stakeholders

Understanding of how best to enable the practical application of THINK! in road safety communications

Recommendations for optimised brand guidelines

# Methodology and sample

## Road Users

14 x 1.5 hr in-home depth interviews.

Focus on 5 key target groups:

- Kids (2)
- Teens (2)
- Young male drivers (4 inc 2 risk-takers)
- Motorcyclists (2)
- Drivers for work (2)

Plus:

- Mother
- Elderly driver

Mix of urban and rural

Three locations: Guildford, Leeds, Nottingham.

## Stakeholders

24 x 1hr face-to-face interviews.

- DfT
- Agencies (23red, Leo Burnett, EdComms)
- Highways Agency
- Charities/NGOs (PACT / Road Safe)
- Devolved governments
- Brand partnerships (Boots, Apollo)
- Road Safety GB
- RSOs
- Road Safety Partnerships
- Police
- Fire and rescue

Interviews conducted nationwide

All fieldwork conducted in March 2010

**bigisland**

# Structure of presentation

Road users

1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

# Structure of presentation

Road users

1. The role of THINK!

Stakeholders

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

**Road users**



# Overview of key findings

- A small sample in both this and the 2006 review so caution is required.
- This review has a slight increase in emphasis on young drivers.
- Findings with regards to the THINK! brand were very consistent with 2006 review.
- Indeed, there is evidence that the brand has strengthened over time.

1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to



# The THINK! brand has three roles

Passive



Active

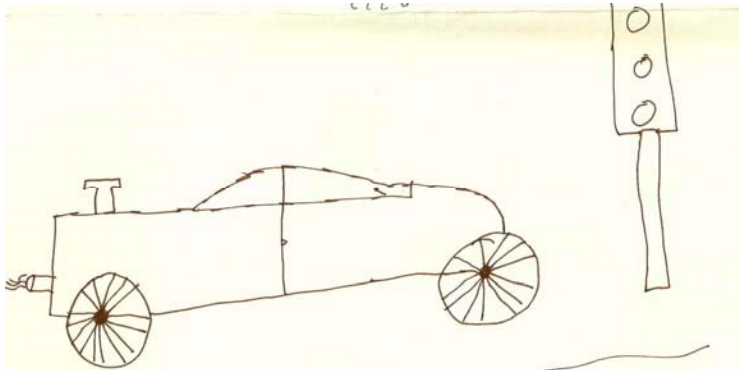


**1. THINK! has a signposting role**

# People's first thoughts were about road safety



*Male, 22 Risk-taker*



*Male, 10*

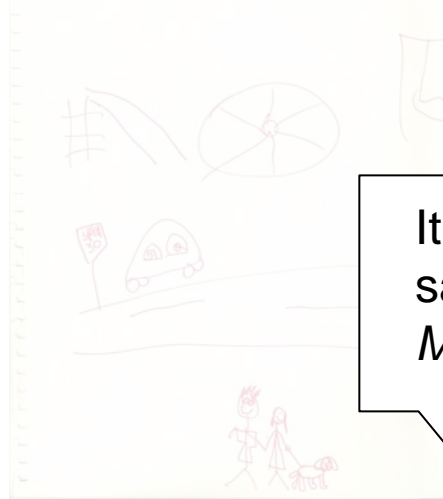


*Male, 18, Risk-taker*



*Male, 15*

# People's first thoughts were about road safety

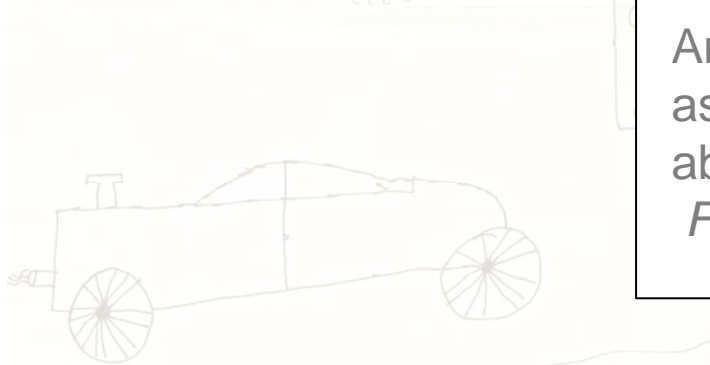


It's a road  
safety thing  
*Male, 66.*

*Male, 22 Risk-taker*

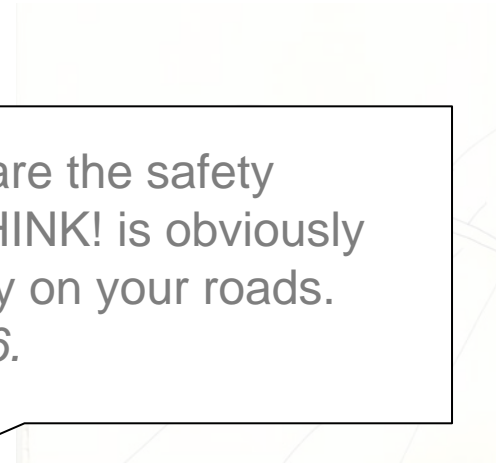


*Male, 18, Risk-taker*



*Male, 10*

And these are the safety  
aspects. THINK! is obviously  
about safety on your roads.  
*Female, 36.*



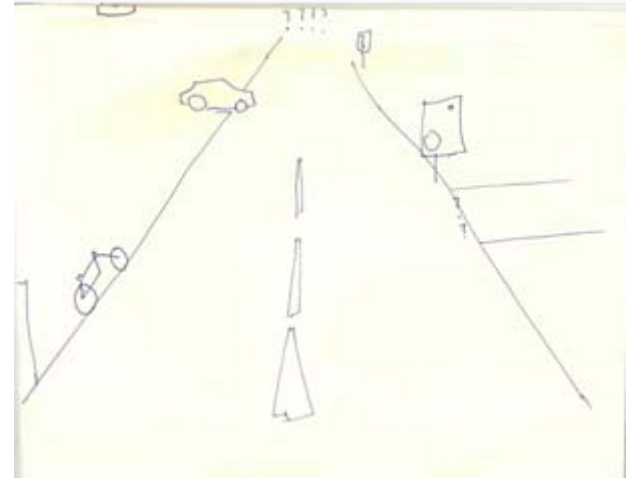
*Male, 15*

## **2. THINK! has an alerting role**

# Some people talked about imminent danger



*Male, 38, Drive for work*



*Male, 24*



*Male, 40, Drive for work*



# Some people talked about imminent danger



I'm not being funny but you need to think. It sort of says it in itself really doesn't it..that there's something that you need to be aware of. Whether its pushbikes, motorbikes, cars pedestrians.

*Male, 22, Risk taker*

Brake early, be prepared, Boy Scout's type motto..look ahead. THINK! is telling you something's going to come, so if something's going to come you have to think what it is or be prepared, wake up.

*Male, 66*

**3. THINK! has role in pricking your conscience**

**We asked people to describe THINK!  
as a person**

A word cloud of various roles and professions people associate with the name 'THINK!'. The words are arranged in a roughly circular shape, with some words appearing vertically. The colors of the words are yellow and teal. The roles include: Dictator, Mechanic, Friend, Nag, Expert, Civil servant, Guardian angel, Conscience, Teacher, Policeman, Doctor, Enemy, Referee, Nanny, Traffic warden, Mate, Mother, Ally, and Dictator.

Dictator  
Mechanic  
Friend  
Nag  
Expert  
Civil servant  
Guardian angel  
Conscience  
Teacher  
Policeman  
Doctor  
Enemy  
Referee  
Nanny  
Traffic warden  
Mate  
Mother  
Ally  
Dictator

**bigisland**

**THINK! wasn't another person, it  
was seen as your conscience**



A word cloud centered around the word "Conscience". The word "Conscience" is the largest and is written in a teal color. Surrounding it are several other words in a smaller, yellow font, arranged in a circular pattern. The words include: "Policeman" (top left), "Teacher" (top right), "Expert" (above "Teacher"), "Ally" (above "Conscience"), "Guardian angel" (bottom right), "Mother" (bottom center), "Civil servant" (bottom left), "Referee" (above "Policeman"), and "Friend" (to the left of "Conscience").

Conscience

Friend

Referee

Policeman

Expert

Teacher

Ally

Guardian angel

Mother

Civil servant

**bigisland**

# People talking about THINK! as conscience

Its conscience because you've learned it but you need to remember to keep putting things into practice otherwise if you don't there's consequences for that. And its your conscience as well telling you to uphold what you said you would when you learned to drive . *Female 36*

It does go into your conscience.. and especially if I'm thinking about the messages about road safety, certainly the one about having killed a kid, that sort of thing. You're going to have to live with that" *Male, 38, Drive for Work*

It's just the someone at the back of your head, really that you always know is there. *Male, 15*

FILM CLIP: PEOPLE TALKING ABOUT CONSCIENCE

# THINK! pricks your conscience by making you think about consequences

Lines that prick your conscience



Speed kills



If a child ran out  
could you stop?

Lines that don't



Slow down

# How people talked about the lines

I'm just thinking of the ramifications if you did.. sorry. If a child ran out could you stop? I'm driving too fast, no I couldn't, I would hit the child, the repercussions of that. It's trying to make you think beyond the, towards the future of something. And someone, a young person like myself of anyone who wants to do something with their life it's a huge barrier if you were to fatally hurt, damage someone.

*Male, 20, Moped Rider*



# A summary of THINK!'s three roles

**1. Signposting**  
road safety



By the logo itself and the advertising it has appeared on

**2. Alerting**  
you to think about dangers  
on the road ahead



By acting as a literal prompt to think at right time

**3. Pricking your conscience**  
By making you think about the possible  
consequences of your actions on the road



By making you consider the possible consequences of your actions on the road

1. The role of THINK!

2. How THINK! has evolved

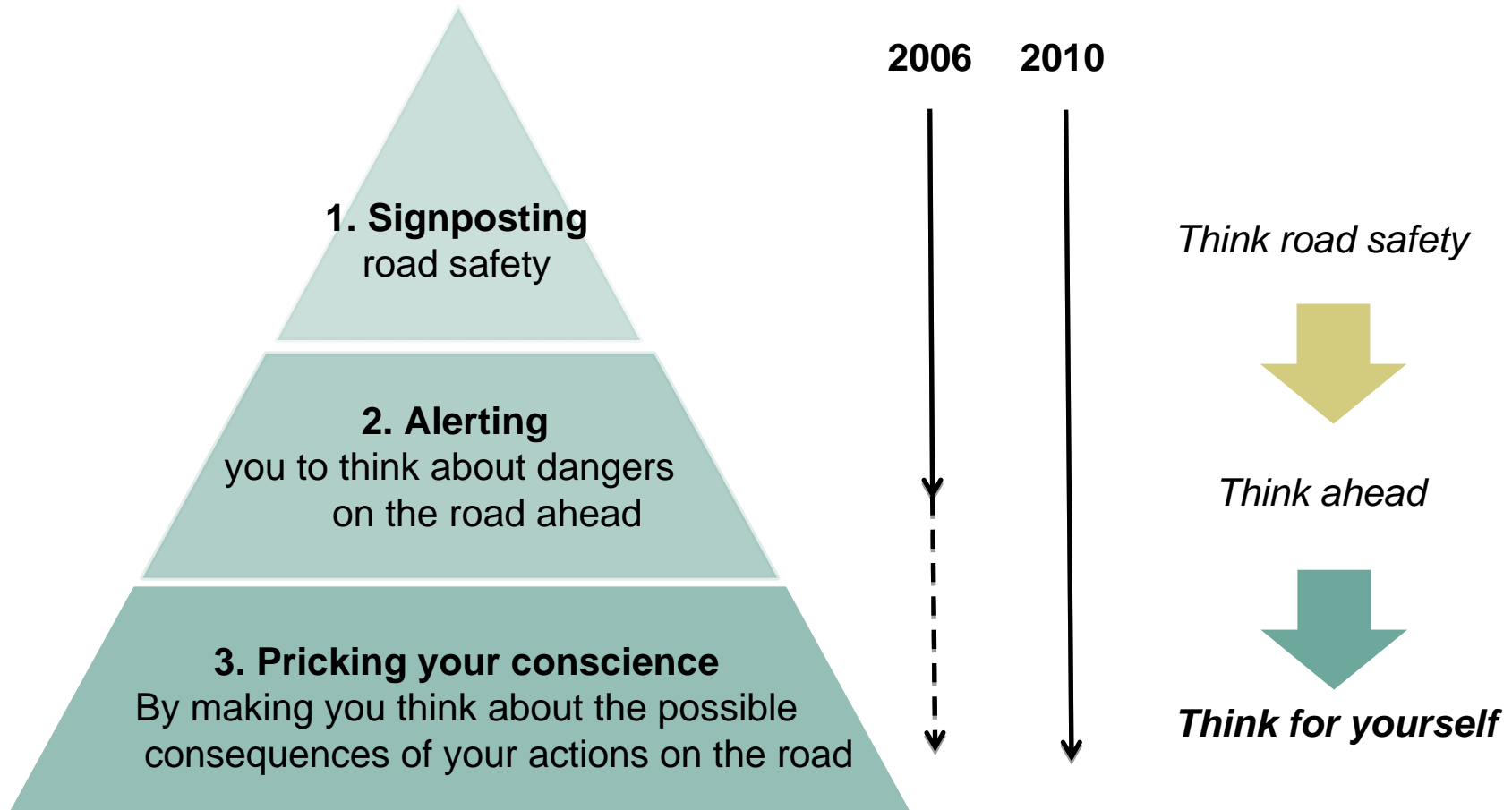
3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to



# The role of the brand appears to have deepened since 2006



# This change appears to have been driven by communicating consequences

Immediate

*e.g. Three Strikes*

It just makes you wonder, is that really going to happen, your heart and that, and the insides of your body, that does make me belt up, that one does . *Male, 24*

Subsequent

*e.g. Moment of Doubt*

“I think it is a fantastic campaign, taking you through the whole consequences of what’s happening.”  
*Male, 36 Biker*

Implied

*e.g. Bikes*

A more personal slant on it , consequences to others.. thinking about others and responsibility. *Male, 18*

# THINK! would seem to be a particularly effective behaviour change brand

It's about safety. It's about everyone looking out for each other really. The police are there to carry out the laws, but they can't be everywhere. It's about you making decisions for yourself. You know how much you can drink, you know how much you have to look. And if you feel you're not very good at driving, then it shows that you have to look even more. And don't take for granted what you have. You can't just always think nothing will happen to you  
*Male, 15*

## Taking personal responsibility

I don't think of going to prison when I think of them [THINK!] I think about other people and responsibility ...more thought provoking than 'don't do this or we'll catch you. *Male, 18*

It's giving you responsibility..it is asking you not telling you. Slow down is abrupt, would you switch off? THINK! isn't just saying slow down but think as to why you're slowing down. It's about initiating some learning, to ask yourself why. One's saying stop the other is saying you need to stop because.."  
*Male, 35, Biker*

1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

# The tone of THINK! lets people think for themselves

NOT

A finger wagging tone telling me what to do

An adult, non-judgmental tone that lets me think for myself



NOT

A matey tone encouraging me to do something

Referee because I thought of it telling you and informing you but not in a way that would feel derogatory or dictatorial. And I think a referee plays that middle ground. *Female, 36*

Just try and engage people and treat them a bit more like adults than naughty children  
*Male, 38 Drive for work*

I detracts from it I think. It makes it something it's not, in a way, there needs to be a hierarchy and mate just blurs the boundaries  
*Male, 20, Moped Rider*

**bigisland**

INSERT FILM OF PEOPLE  
TALKING ABOUT ADULT TONE OF  
THINK

**bigisland**



1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

- 1. Communications have constantly presented new angles**

# New angles drive engagement and avoid nagging

I haven't looked at the new campaign and thought its not THINK! I've associated that straight off with THINK!. By having a new campaign it's taken old fashioned out of the equation, its moved forward. Two years ago I wouldn't have said innovative because it would have reminded me of the old motorcycle ad. Now its relating people to machines. I don't know who made that initiation but it was good. *Male, 36, Biker*

Yeah I guess it's bringing it into a new light, making people aware in a different way, and it's opposed to saying don't speed or don't do this, they're using different ideas and approaches to grab people's attention"  
*Male, 22, Risk taker*

**2. THINK! is strongly rooted in protection**

# All respondents picked out images of protection



bigisland

# All respondents picked out images of protection



# People are more receptive to messages because they support the cause

THINK! protects everyone

They are not trying to be a friend but they are on your side...I don't feel negatively because it is sort of an authority logo trying to do good and things. *Male, 18*

They're trying to care about everybody and trying to get them not to have accidents. *Female, 13*

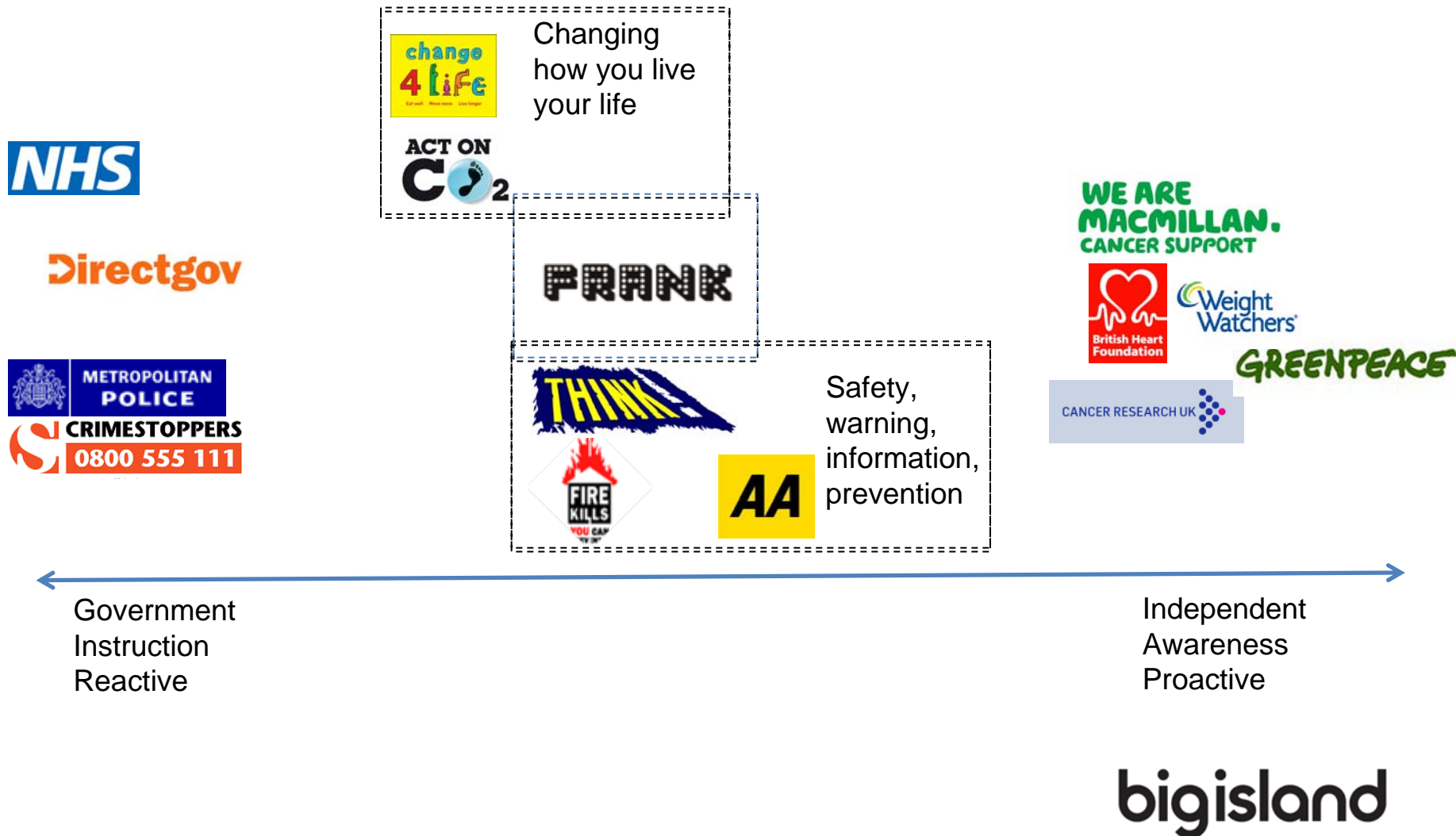
THINK! protects us  
(bikers, mums)

I see it as something that is helping me..I put guardian angel in there, I think it's nice to have it, it's good. It's nice to think someone is looking out for you. To me it's a really good campaign, it's lasted years, it's part of me to a certain degree. I make sure I have a good pack of THINK BIKE stickers. I send them out on birthdays and stuff like that. It's nice that they've taken the initiative. 15 years ago I felt very vulnerable and isolated. *Male, 36, Biker*

**3. THINK! is *from* government not *the* government**



# Respondents saw THINK! as impartial



# Act On CO2 and Change 4 Life are seen to have more of a government agenda



Directgov



ACT ON CO<sub>2</sub>

Changing how you live your life

NHS and C4L together – I see them as establishments and its coming from government, so more of a directive... These say 'we know best'. THINK! just says 'this happens you need to learn from it.' ...Although it might be a government thing I see it very much within that independentness. *Male, 36, Biker*

FRANK

I wouldn't necessarily take any notice of this..because I don't like people telling me...it's the government's view on environmental issues, weight issues.. I may not jump on board with, whereas I would jump on board with these [THINK, Fire Kills] . It's factual. *Female, 36*

THINK



AA

information, prevention



Government  
Instruction  
Reactive

Independent  
Awareness  
Proactive

bigisland

1. The role of THINK!

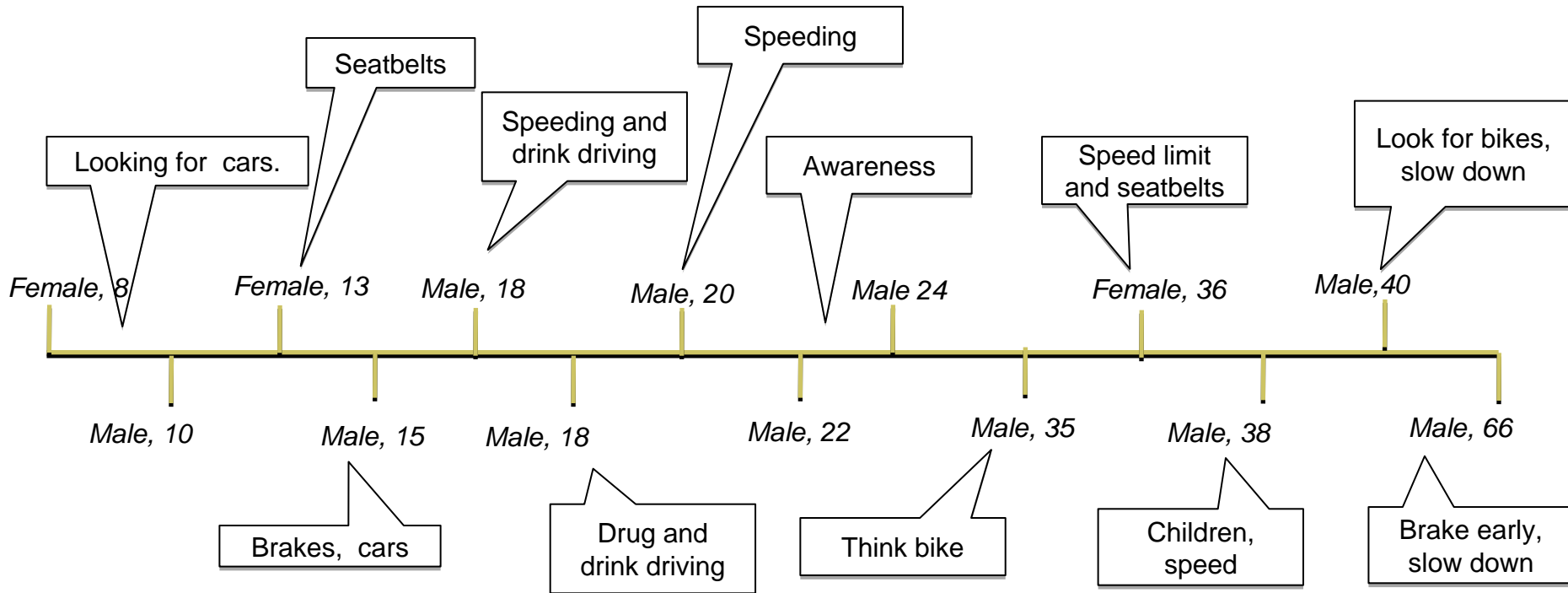
2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

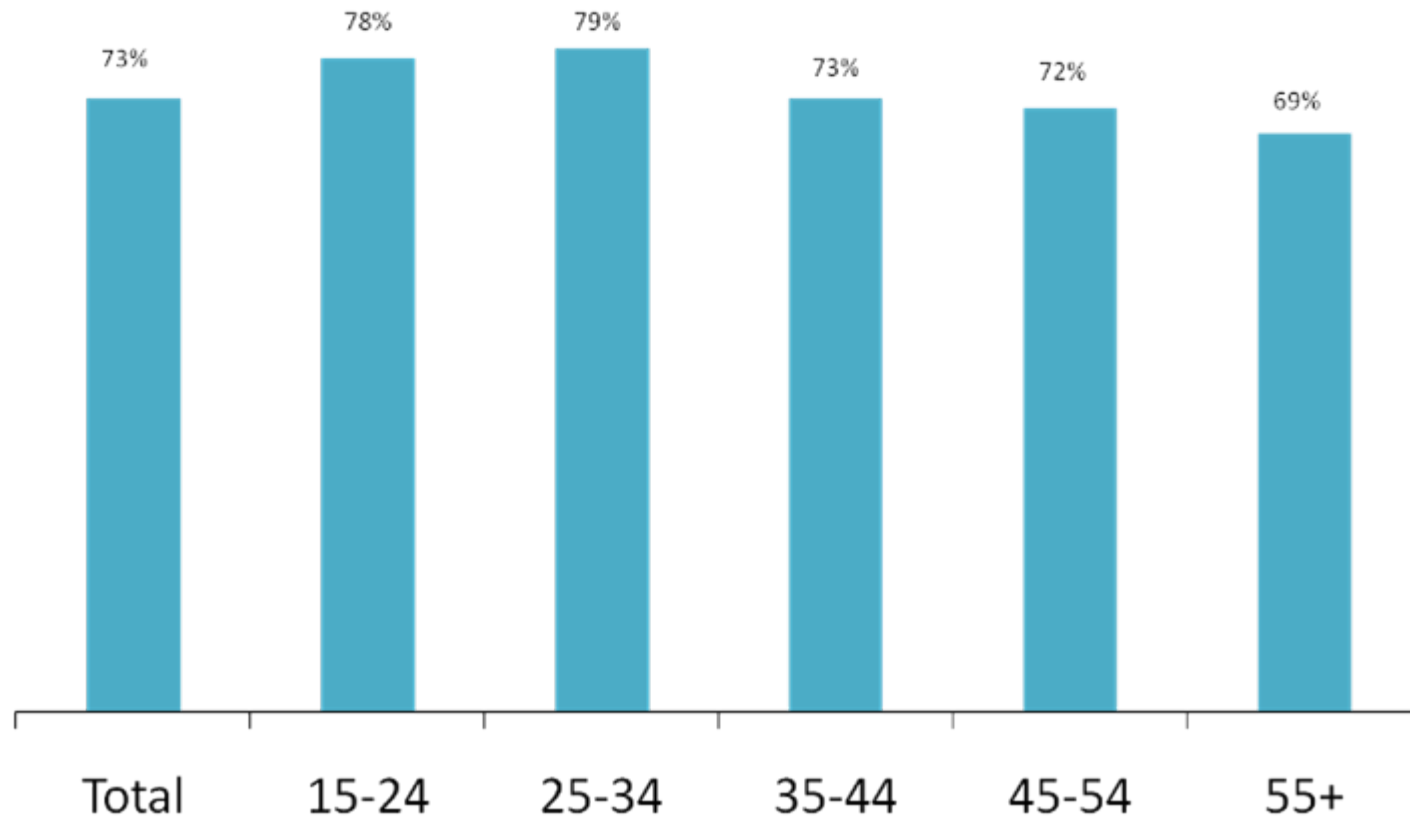
# THINK! makes everyone think about the issues most relevant to them





# Younger respondents appeared to be more engaged with THINK!

% agreeing “When I see something with the THINK! logo on I take notice”



Source: BMRB Annual Survey 2009. Base: All respondents who recognise THINK!

**bigisland**

**In summary...**



# Some key definitions

Brand role

The role that THINK! plays in any communications with the audience

Brand proposition

The main message that THINK! is communicating

Brand tone

The tone with which the message is put across

Brand attributes

Key dimensions of the brand that have an influence on how communications is received.



# Some key definitions

Brand role

Making you think for yourself

Brand proposition

Consider the potential consequences of your actions on the road

Brand tone

Adult, non-judgmental

Brand attributes

1. Always presenting new angles
2. From government not the government
3. Dedicated to safety and protection

**bigisland**



# Stakeholders

# We spoke to 24 stakeholders

- (DfT- Marketing)
- (DfT - Policy)
- (Leo Burnett)
- (23red)
- (EdComms)
- (Highways Agency)
- (PACTS)
- (RoadSafe)
- (Boots CSR Manager)
- (Commercial Director Apollo Cinemas)
- (Senior Marketing Executive TfL)
- (Marketing – Welsh Assembly)
- (Marketing – Scottish Assembly)
- (Chair Road Safety GB and Durham council)
- (Road Safety GB)
- (THINK! Norfolk)
- (Suffolk Safer Roads Partnership)
- (Cheshire Partnership)
- (West Yorkshire Fire and Rescue)
- (RSO Swansea)
- (RSO Hartlepool)
- (RSO Southwark)
- (Safer Roads Humberside)
- (West Mercia Partnership)

# We saw two broad types of stakeholder

## National

- (DfT- Marketing)
- (DfT - Policy)
- (Leo Burnett)
- (23red)
- (EdComms)
- (Highways Agency)
- (PACTS)
- (RoadSafe)
- (Boots CSR Manager)
- (Commercial Director Apollo Cinemas)
- (Ser...
- (Marketing – Welsh Assembly)
- (

DFT

Comms agencies

Devolved governments

Charities/NGO

Partnership brands

Have a more strategic imperative

## Local

- (Chair Road Safety GB and Durham council)
- (Road Safety GB)
- (THINK! Norfolk)
- (Suffolk Safer Roads Partnership)
- (Cheshire Partnership)
- (West Yorkshire Fire and Rescue)
- (RSO Swansea)
- (RSO Hartlepool)
- (RSO Southwark)
- (Safer Roads Humberside)
- (West Mercia Partnership)

RSOs

Partnerships

Fire

Police

Have a more tactical imperative

1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

# National stakeholders described the same role for THINK! as road users



The primary role  
is making you  
think for yourself

# They are most likely to identify the role of THINK! as pricking your conscience

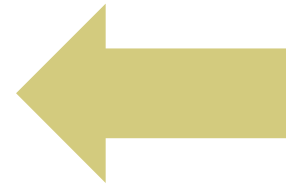
- They talk about this role being delivered by consequences.....

They're not necessarily pointing the finger of blame or saying you must do this, but they're more demonstrating the consequences of not doing something. So it feels very much like advice, rather than an edict...*National Stakeholder*

- They talk about its strength as a behaviour change brand.....

**I think it's at it's best when it's making someone think about their own behaviour, and taking responsibility for themselves, and thinking about other people**  
*National Stakeholder*

# For local stakeholders the role of THINK! is primarily as a signpost




The primary role is  
signposting road safety  
communications

# There are two rationales for using THINK! as a signpost



1. Symbol of road safety

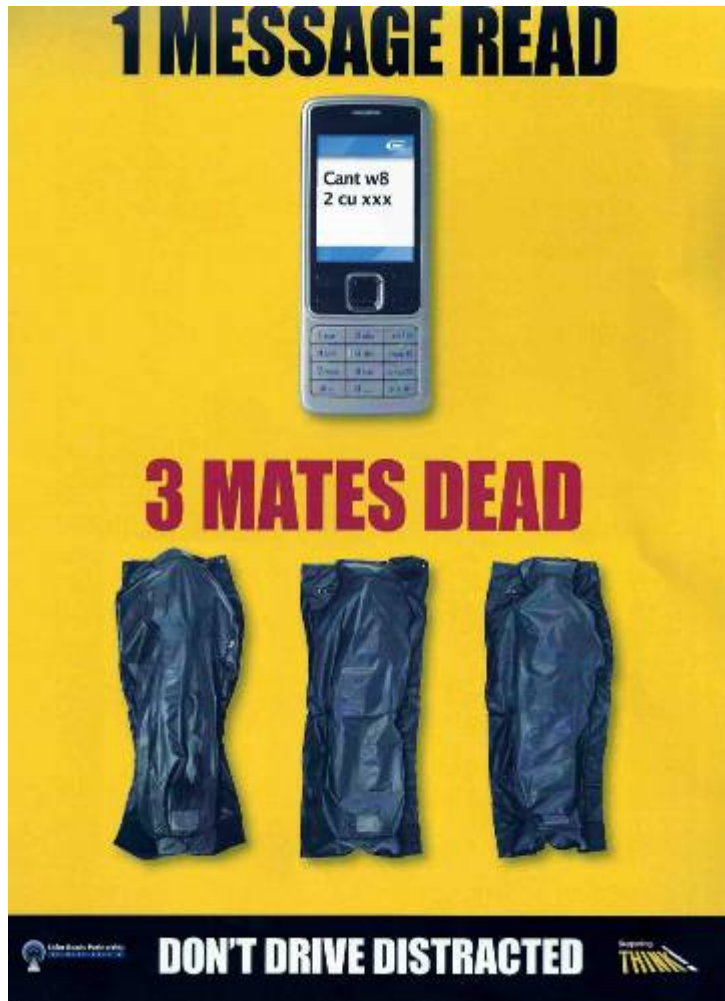
So when we see THINK! we know that it's something to do with road safety but nothing more than that. If you've got a limited amount of time and you need to explain to people that this is something to do with road safety then that's quite positive *Local Stakeholder*



2. Endorsement from a trusted source

And we put the THINK logo on that...and that gave our leaflet that little bit of authority which says to children, look you shouldn't be doing this. County Council, to put this leaflet out, is backed by THINK!, parents will see this as well and they see it as a bit more official. *Local Stakeholder*





bigisland



**Different signs.**

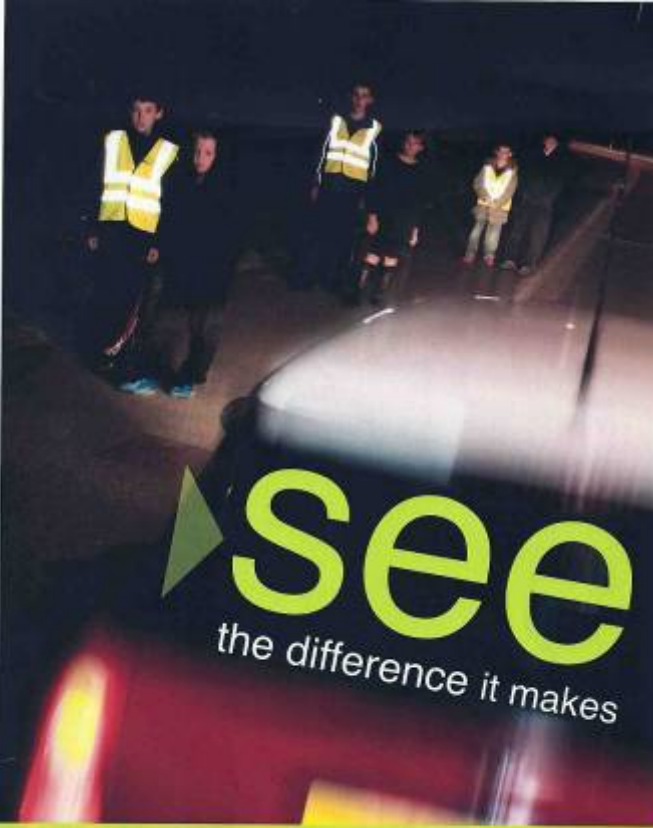


**Same meaning.**

**STOP means STOP**


Failure to stop could result in a £1000 fine, points on your licence and/or a disqualification.





**see**  
the difference it makes

**Be bright, be seen as the nights draw in**

Road Safety GB 

**bigisland**

# Tiredness Can Kill

Fall asleep at the wheel and  
it may be the last time you fall asleep.

Never drive when tired. Stop and take a break.



Be Safe on the Move in County Durham



**SWITCH YOUR PHONE OFF WHEN DRIVING.  
MISSING A CALL WON'T KILL YOU.**



Leicestershire  
County Council

bigisland



Initially there was very little mention of  
**THINK!** acting as a conscience

Teacher  
Nag Friend Nanny  
Civil servant Ally Expert  
Guardian angel Mate  
Conscience  
Mother

bigisland

# On prompting, many appreciate the more active roles that **THINK!** can have



“We made a conscious decision a few years ago. THINK! was appearing in things like papers and television and radio and stuff but it wasn’t necessarily appearing in the places where it needed to be, which is on the road. So we tried an exercise of actually getting it onto the road, around bus backs, because that’s actually where the problems were occurring” *Local Stakeholder*

“That’s what it is for me. Thinking about what you’re doing and the actions of what you’re doing, and the responsibility you’ve got as a road user” *Local Stakeholder*





MARK - 21



GOT STONED



DROVE HOME



bigisland

1. The role of THINK!

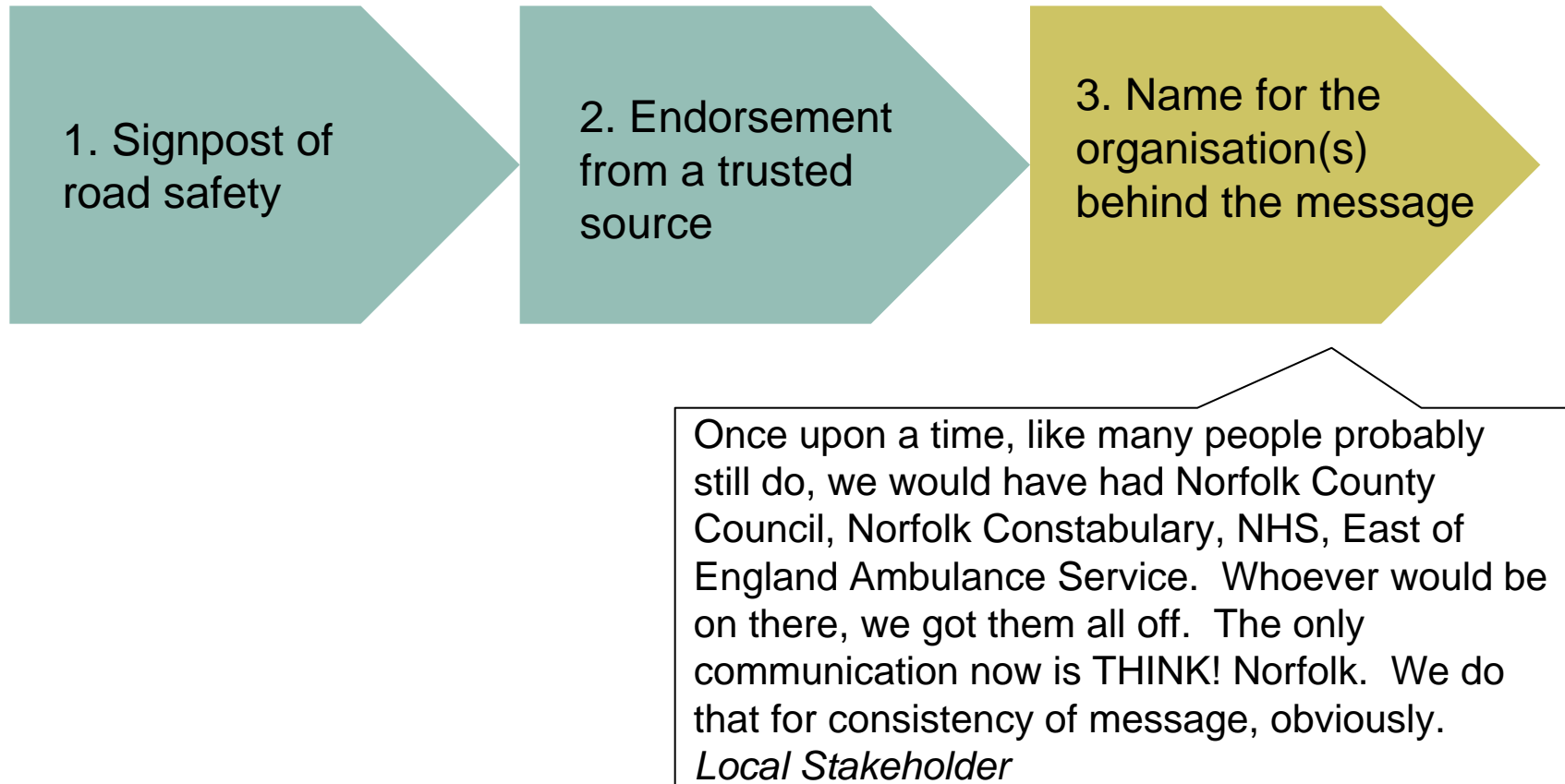
2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

# The use of THINK! as a badge by local stakeholders is evolving







**Think Bike!**  
*Hagger*

**THINK**  
Norfolk  
www.think.norfolk.gov.uk

A cartoon character wearing a black and white motorcycle helmet with a blue and white pattern on the side, giving a thumbs up.



**future radio 96.9fm**

**Next Big Thing**

**Are you the Next Big Thing?**

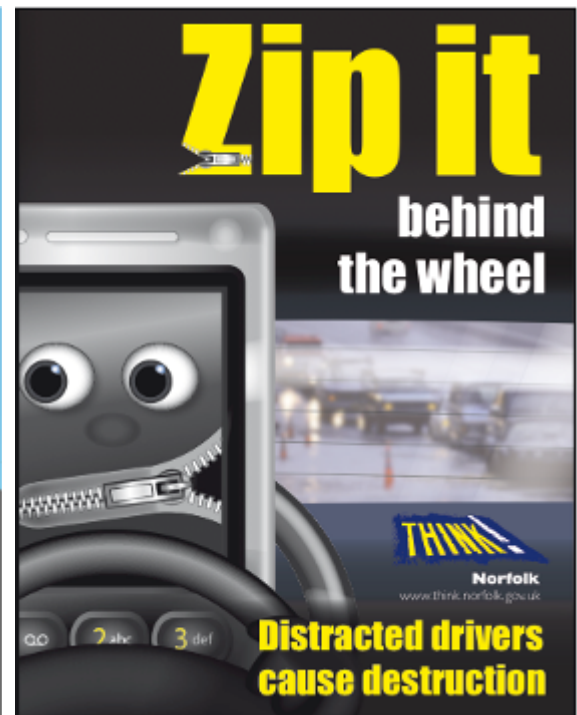
This is your chance to enter **Next Big Thing 6**, Future Radio's search to uncover the best new and emerging musical acts from the East of England.

For more information please visit  
[www.futureradio.co.uk/nextbigthing](http://www.futureradio.co.uk/nextbigthing)  
[www.twitter.com/futureradio](http://www.twitter.com/futureradio)

Deadline for entries 26th September 2009

**Eastern Daily Press** **event**  
Media Sponsor

**THINK**  
Norfolk  
www.think.norfolk.gov.uk



**Zip it**  
behind the wheel

**THINK**  
Norfolk  
www.think.norfolk.gov.uk

**Distracted drivers cause destruction**

A cartoon character with large eyes and a zipper for a mouth, sitting in the driver's seat of a car. The car's dashboard and steering wheel are visible.



**When Helen drove after a few drinks and crashed, she got a make-over for life she now regrets.**

**Having a few drinks? Get a taxi. [www.festivedrink.com](http://www.festivedrink.com)**

**THINK**  
Norfolk  
www.think.norfolk.gov.uk

A woman's face is shown on the left, with a dashed line around her head, suggesting a 'make-over' or 'before' state.

**bigisland**

1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

# Majority of stakeholders were aligned with road users on tone

NOT

A finger wagging tone telling me what to do



An adult, non-judgmental tone that lets me think for myself

NOT

A matey tone encouraging me to do something

It's that kind of referee tone, just matter of fact, straightforward but not emotional and not too authoritarian, moving into the nag, I suppose.  
*National Stakeholder*

THINK! is not patronising it is an adult conversation  
*National Stakeholder*

I don't think it can be a softly-softly approach ...the mother and the teacher and the softly-softly mates and your friends, Think should be quite separate from that role. ...THINK! is bang this is it, talking about the consequences. That is THINK! *Local Stakeholder*

# However some, unlike road users tended to see the tone as too dictatorial



NOT

A finger wagging tone telling me what to do

An adult, non-judgmental tone that lets me think for myself

NOT

A matey tone encouraging me to do something

I really like the idea of THINK! but the exclamation mark makes it.. I mean I think that the logo's not supposed to be finger wagging at all, but I think that the exclamation mark makes it that way: it makes it angrier, cross, it makes it more officious *National Stakeholder*

Lots of people told me at shows that people want something a bit softer that they can relate to a little bit more....over the years where you see the crashed cars, you see the death and destruction and so on ..I think that can be a bit of a turn off. *Local stakeholder*

# Many local stakeholders wanted to make the tone much friendlier



NOT  
A finger wagging  
tone telling me  
what to do

An adult, non-judgmental  
tone that lets me think for  
myself

NOT  
A matey tone  
encouraging me  
to do something

What I think it is, is civil servant. What I want it to be, is the friend, the mate. I have a personal issue with nanny state. I don't like being part of the nanny state. I don't want to be wagging my finger at people and saying, don't do this. I'd much rather say, have you thought about doing this instead? *Local Stakeholder*

1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

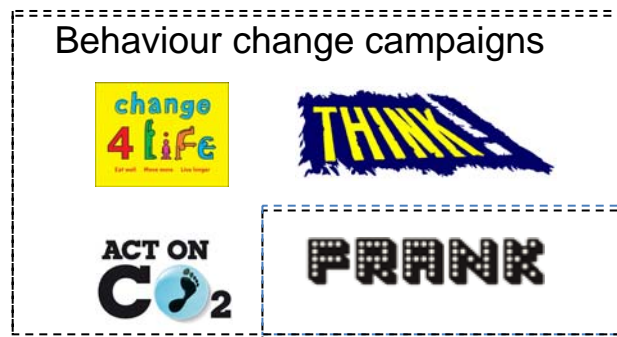
5. Who THINK! speaks to

# **All stakeholders were aligned with road users in two key attribute areas**

1. All stakeholders recognise the importance of presenting new angles.
2. They see THINK! as strongly rooted in protection – this reflects their reasons for doing the job.

....However stakeholders differed on the third attribute - how they see THINK!'s relationship with government...

# National stakeholders see THINK! as *from* government, not *the* government



Government  
Instruction  
Reactive

Independent  
Awareness  
Proactive

**bigisland**



# National stakeholders see THINK! as *from* government, not *the* government

First of all, it's incredibly helpful to have it, because when you just have work that's coming from a department, people are more resistant to it, so it's almost like creating this little interface between the government message and a punter. It's incredibly useful.  
*National Stakeholder*

behaviour change campaigns



WE ARE  
MACMILLAN.  
CANCER SUPPORT



Weight  
Watchers

GREENPEACE



AA

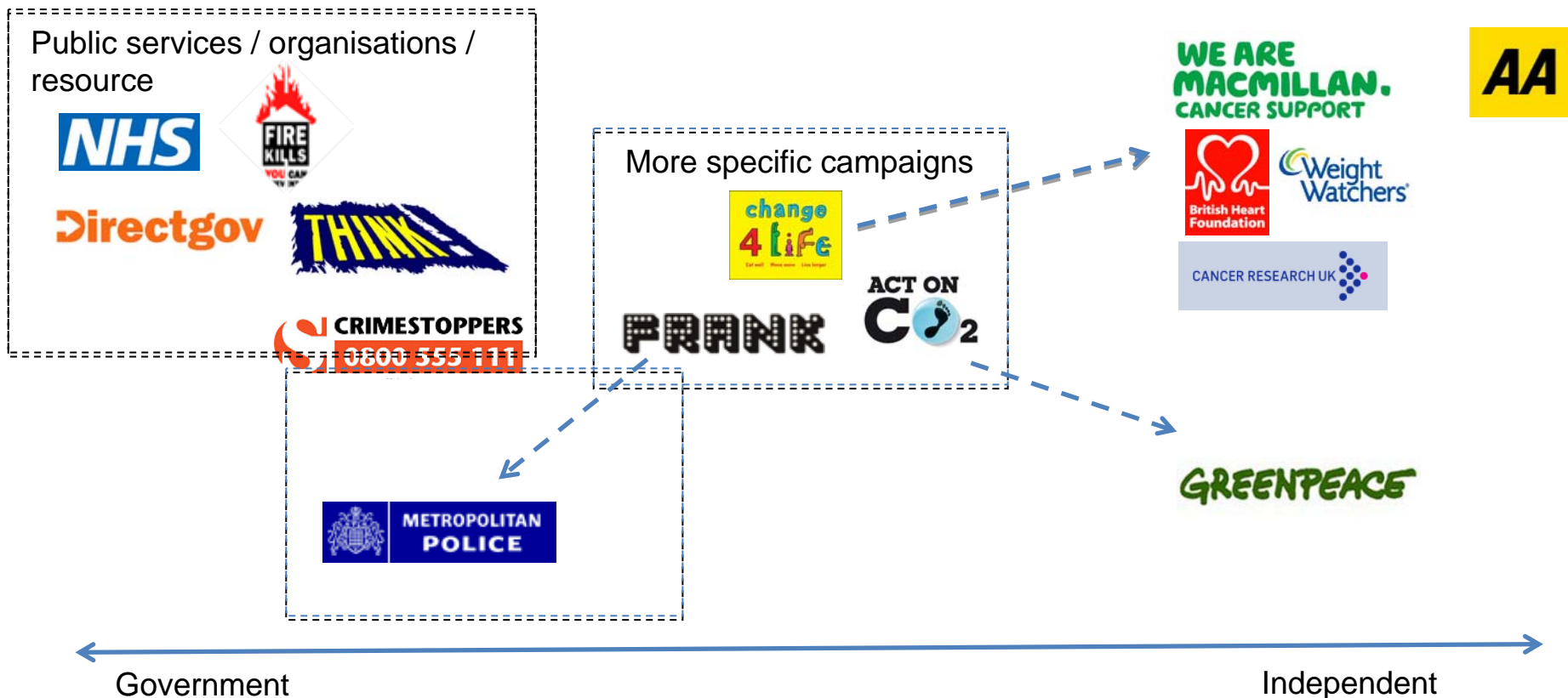


Government  
Instruction  
Reactive

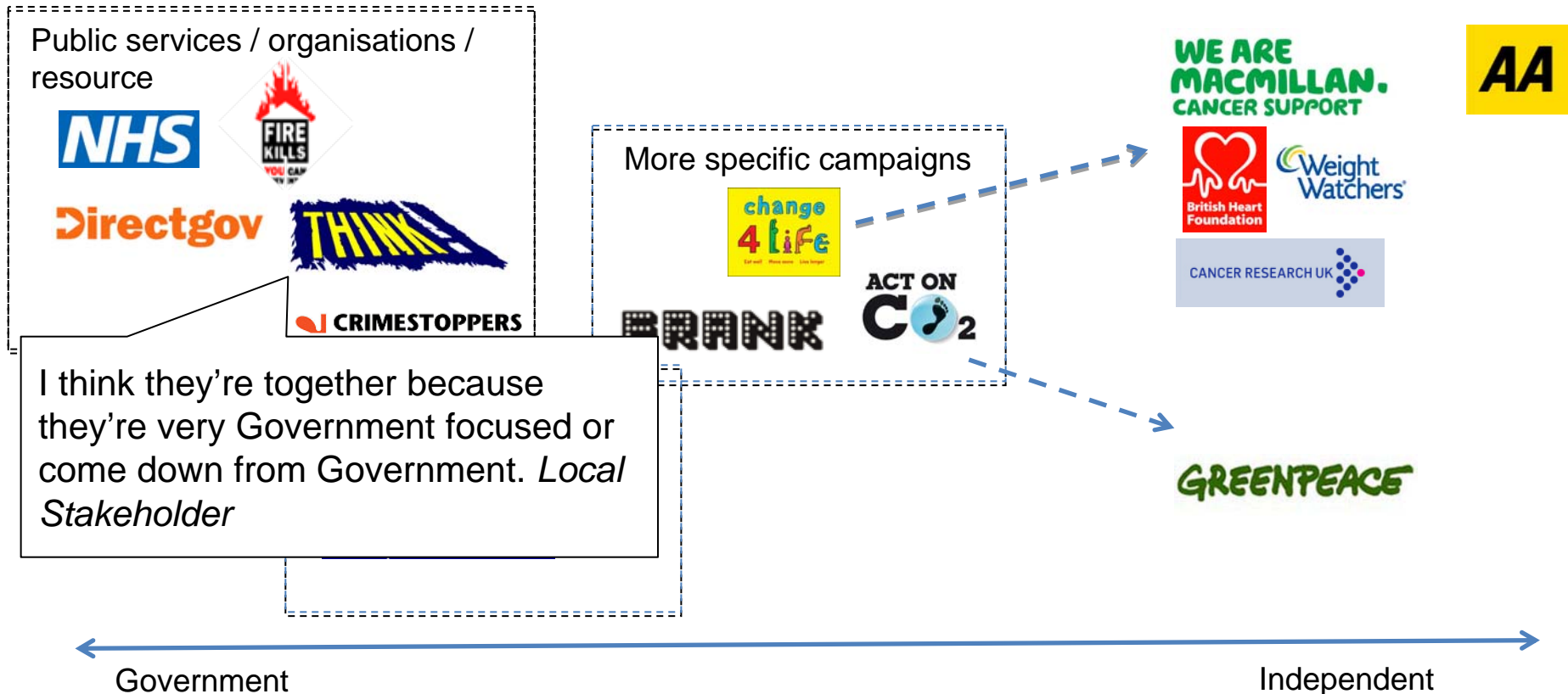
Independent  
Awareness  
Proactive

bigisland

# Local stakeholders see THINK! as from government



# Local stakeholders see THINK! as from government



1. The role of THINK!

2. How THINK! has evolved

3. The tone of THINK!

4. Key attributes of THINK!

5. Who THINK! speaks to

# Local stakeholders often questioned relevance to young audiences

There are times when when I think putting a Road Safety logo on actually turns young people off, and there's some research around that  
*Local Stakeholder*

Historically, when we were doing things with young drivers, the 17 to 24 age group we never even put our logo on because as soon as you put Safety Camera Partnership logo on something or the THINK logo on anything, I think, that age group have a preconceived idea as to what message you're trying to get across. *Local Stakeholder*

We've had some focus groups and we've talked about publicity. And what we're finding is that if there's a council logo, or a police logo, on a poster they'll tend to switch off from it. .. I think the officialdom in the THINK brand may be a turn off.  
*Local Stakeholder*

**In summary...**

# There are some key gaps between the perceptions of stakeholders and road users

	National	Local
The role of THINK!	Thinking for yourself	Signposting road safety
The brand proposition	Potential consequences	All aspects of road safety
The tone of voice	Want a adult non-judgmental tone	Most want a tone that is more friendly
Attribute 1: presenting new angles	THINK! should present new angles	THINK! should present new angles
Attribute 2: rooted in protection	THINK! cause rooted in protection	THINK! cause rooted in protection
Attribute 3: independent from government	Separate from government	Part of government
The relevance to audiences	Relevant to all road users	Not relevant to young drivers

# THINK! isn't always used by local stakeholders

## For strategic reasons

When ownership is important

When it might be off-putting to the audience

When a softer touch is required

When it needs to feel local

Decision made upfront

## For practical reasons

There isn't room for it with everything else

It doesn't look quite right

It didn't occur to anyone

Last minute decision



# Summary of Presentation

1. THINK!'s role appears to have evolved over time: more than ever it is about making you think for yourself
2. It has achieved this by talking about consequences, in adult tone that encourages people to think for themselves.
3. National stakeholders are largely aligned with road users on the role, proposition and tone of THINK!
4. Local stakeholders primarily use the brand as signpost of roadsafety
5. The brand guidelines need to be revised if they are going to be helpful for stakeholders



Andrew 07884 115 268  
andrew@bigisland.org.uk

Annabelle 07720 880609  
annabelle@bigisland.org.uk

**bigisland**