

DYING TO FAKE THE CALL?

THINK!
www.thinkroadafety.gov.uk

Switch off before you drive off

Mobile phones and driving don't mix

Mobile phones have many benefits. They provide security and can be used to call for help in an emergency. But they have a danger: a driver could be distracted by a phone call or text message. If you are distracted, you will not respond to what you see. A distraction for a moment can mean a car has changed from using a hand-held one.

Phone on your lap

It is illegal to use a hand-held mobile phone when driving and for the first time from 26 February 2003 you may receive a £600 on-the-spot fine. You may also receive a 3-point penalty on your licence.

You don't have to be caught every time. It is discouraged. If you get an on-the-spot fine in the first two years of driving your car, you will lose your licence until the 'New Drivers' test.

You can also be prosecuted for using a hand-held mobile phone. If you are in control of your vehicle. The penalty will be the same as if you were driving. And the penalty for driving while using a hand-held mobile phone can be a 3-point penalty on your licence. It can also be a 3-point penalty on your licence. It can also be a 3-point penalty on your licence.

Why are the penalties going up?

- Surveys show that over 70% of respondents say it should be illegal to use a hand-held mobile phone while driving. But surveys also show that more than 20% of drivers admit to doing it.
- It is hard to do law enforcement and research has shown that it is more likely to be done when you are using a mobile phone while driving than when you are not.
- It is also a danger to the public. It is a danger to the public. It is a danger to the public.

With 3-point penalties on your licence, 3-point penalties on your licence, 3-point penalties on your licence.

This is a danger to the public. It is a danger to the public. It is a danger to the public.

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Department for Transport

The ask

This message had to get through. Using a mobile phone whilst driving adds a hugely dangerous distraction that all too often results in tragic consequences for drivers, passengers and pedestrians. DfT asked us to develop a message – in conjunction with their national THINK! Road Safety campaign – that would stop drivers in their tracks and make them consider the consequences of a seemingly inconsequential act.

The task

To break through, we needed to make an impact. So we based our campaign on the headline 'Dying to take the call?', supported by a powerful image showing the consequences of using a mobile phone whilst driving. We developed the concept, including art direction and copywriting, supervised the photography and produced the launch materials. For the main image, we created a crash site by collecting broken indicator and windscreen glass from a local garage, hosing down the road, and even smashing up our account manager's mobile phone to complete the look.

The proof

The campaign had a huge impact with all stakeholders, and has been taken up by numerous central, county and local government organisations, such as the Highways Agency and Surrey Police. A simple google of the headline will display just how adaptable our campaign has proven. Great line. Great image. Great call.

**bentley
holland**