



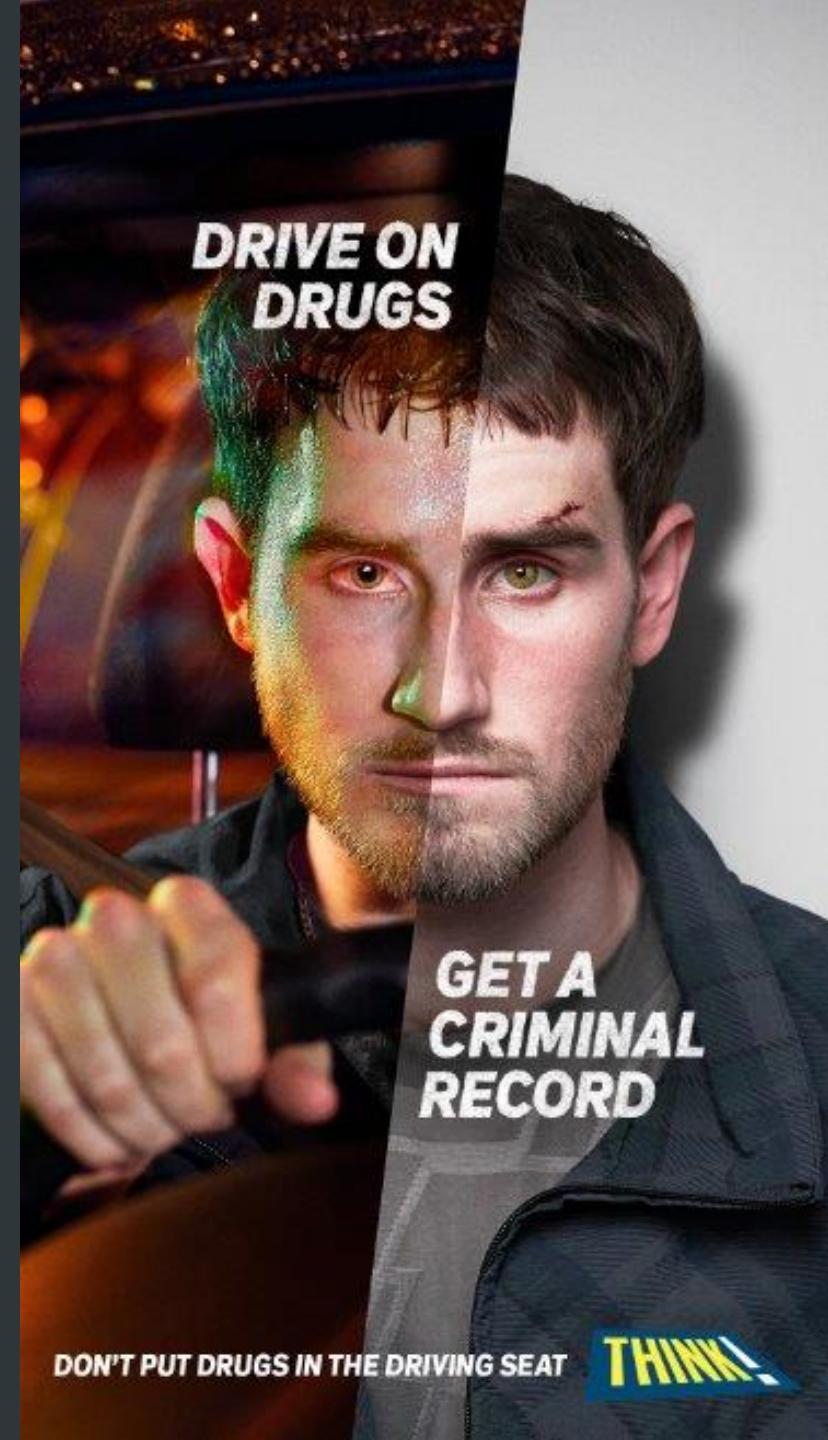
# RSGB Board

18 March 2026



# Drug Driving campaign

Topline Results – February 2026



DON'T PUT DRUGS IN THE DRIVING SEAT



# Tackling a growing problem

## CAMPAIGN OBJECTIVES

**Reach:** Young Men aged 17-30

**Increase their awareness of**

- Effects of drugs on driving
  - Consequences
  - Penalties

**Decrease their likelihood to take that risk**

## “It won’t happen to me”

*“I’m a faultless driver, [my friends would also say] I’m faultless whether I’m under the influence or not.”*

- 25-29, male

## “I feel fine to drive”

*“I don’t think drugs affect me compared to alcohol. I’ve never felt my reactions be affected from drugs at least from what I’ve noticed from the times I’ve driven after smoking weed” – 25-29, male*

## “My friends do it”

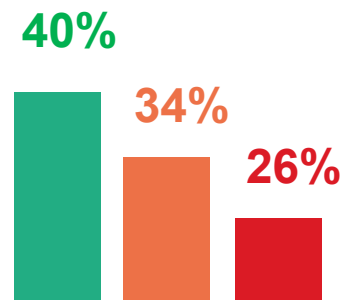
*“[It’s] common, don’t think it’s bad driving high on weed*

- 21-24, male

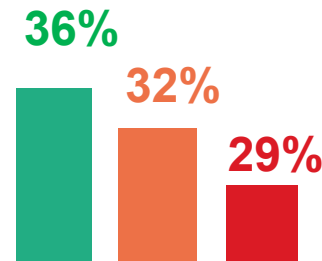
# One of the most noticed THINK! campaigns

**72%**  
**Recognised the campaign**  
(vs 67% benchmark)

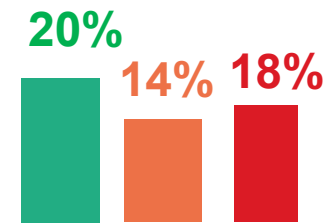
**Drug ads**  
some of the  
**best performing**  
vs  
previous THINK!  
campaigns



**Sticks in my mind**



**Stands Out**

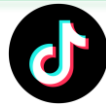
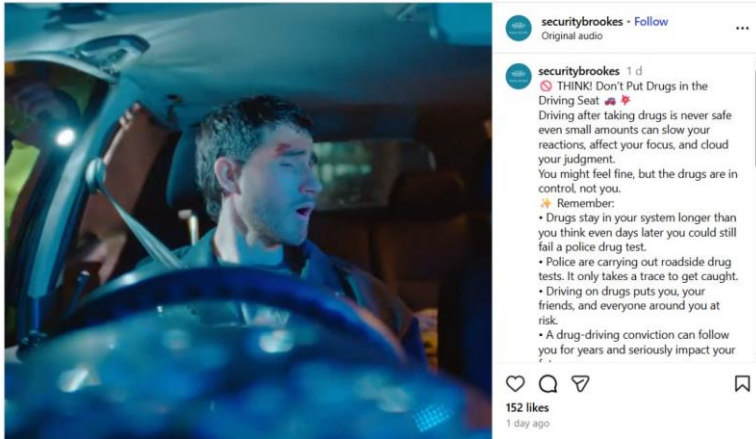


**Would talk to others about it**

- Drugs – Dec 25
- Drink – Summer 25
- Drink – Jan 24



# Bold creative cut through



*"...this is masterclass storytelling in advertising..."*

*"One of the best ads I've seen..."*

*"this will make you stop, think and feel something"*

*"The everyday setting makes the message hit even harder, it shows how ordinary moments can carry real consequences"*



# Increased awareness and intended behaviour

If someone drives after taking drugs, they are **very likely to get a criminal record**

Nov 25

**56%**



Jan 26

**63%**

I'm **unlikely to drive after taking drugs** such as weed and cocaine\*

Nov 25

**42%**



Jan 26

**49%**

*\*asked to those who admit to taking drugs*

**Changed own driving behaviour** as a result of seeing the campaign

Target

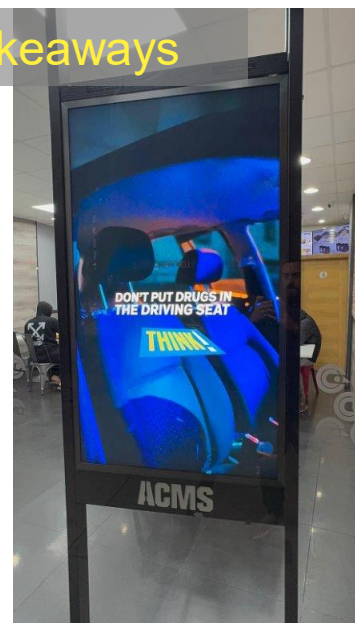
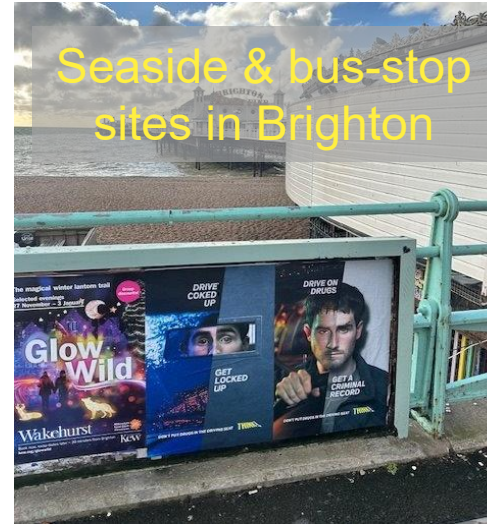
**35%**



Jan 26

**40%**

# Partnerships extended reach and visibility



# What's next



It's ok to drive after taking drugs if you feel fine

Nov 25	Jan 26
<b>49%</b>	<b>50%</b>



**The News Movement**

The science behind what drugs do to your driving

**JOE Media**

Putting forward positive alternatives and ways mates can step in

