

# 'Best mate'

**YOUNG DRIVER  
CAMPAIGN**



Funded by

**BSM**  
part of **RAC**

In association with

**LARSOA**

**MANAGED BY: STENNIK • MARCH 2008**

## STENNIK: BEST MATE CAMPAIGN



### Overview of campaign

Connecting with young people to remind them of the risks and dangers they face on the roads; persuading young drivers and their passengers to drive and behave in a fashion likely to minimise these risks; and ultimately, playing a part in reducing crashes and casualties among this highly vulnerable group of road users.

These are among the toughest challenges faced by Britain's road safety professionals.

In summer 2007, a study was carried out to help RSOs achieve these objectives. It looked at how young people view their safety on the roads, and identified what they perceive to be the greatest dangers they face while travelling by car. The study also tested a series of advertising concepts specifically targeting this age group.

The 'Best Mate' campaign is a direct result of the study. It confronts a young driver - male or female - with the awful prospect of causing serious injury and permanent disability to a friend who was travelling in their car while they were driving.

The campaign objectives are:-

- To make young people aware of the potentially terrible consequences if things go wrong when travelling by car.
- To focus on the consequences for passengers rather than the driver.
- To offer simple advice to help young people stay safe when travelling by car.
- And, though a combination of the above, to help reduce the number of young people being killed and injured on our roads.

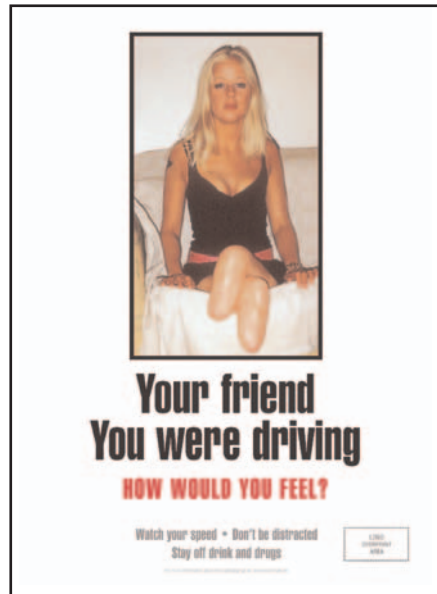
**The 2007 study was made possible by generous funding by BSM, and BSM has now provided the funding to enable the Best Mate campaign to be developed.**

**The posters offered as part of this campaign will be provided free of charge on a 'first come, first served' basis.**

## STENNIK: BEST MATE CAMPAIGN

### Campaign resources

The campaign resources comprise the two posters shown below. You can order either the 'male' or 'female' poster, or a quantity of both.



The posters are ideal for use in places where young people can be found in numbers - specifically educational establishments, pubs and night clubs etc.

The campaign artwork can also be made available in a range of other formats – see the order form for details.

### When will the campaign launch?

Posters will be delivered to those who order during the last week of April 2008.

There will not be a formal national launch of the campaign – participating road safety teams are free to launch the campaign in their area as they see fit – or simply distribute the posters.

### When is the deadline for orders?

The closing date for orders is Monday 7 April

### What does it cost to participate?

**The generic posters are being made available FOC thanks to the funding provided by BSM. However, they are available on a first come first served basis, so to have the best chance of receiving the quantity you require please return your order form ASAP. We will then confirm that your order has been received and that we are able to fulfill it.**

The maximum order quantity is 500 of one type, or 250 x 2 types. If you want your logo and/or contact details printed on the poster you will need to pay for this – prices are on the order form.

And if you want to use the artwork in other formats there's a fee for doing so – again details are on the order form.

# ORDER FORM

There are two posters available - you can order either the male or female poster or both. **Generic posters will be supplied FOC.** If you want your logo/contact details overprinting you will need to add the costs detailed below.

## OVERPRINTING COSTS FOR ONE POSTER TYPE (A3 OR A4)

	100qty	250qty	500qty
<b>Mono B/W</b>	£100	£110	£120
<b>Colour</b>	£230	£240	£250

## OVERPRINTING COSTS FOR BOTH POSTER TYPES (A3 OR A4)

	100qty	250qty	OTHER
<b>Mono B/W</b>	£150	£165	TBA
<b>Colour</b>	£350	£365	TBA

Please indicate which creative option you require:

**MALE**       **FEMALE**       **BOTH**

If you order both, the maximum order quantity in 250 x 2 types.

	QTY REQUIRED	PRICE
A3 generic poster	<input type="text"/>	<input type="text" value="FOC"/>
	Plus mono (B/W) overprinting	<input type="text"/>
	Or colour overprinting	<input type="text"/>
A4 generic poster	<input type="text"/>	<input type="text" value="FOC"/>
	Plus mono (B/W) overprinting	<input type="text"/>
	Or colour overprinting	<input type="text"/>
	TOTAL PRICE (ex VAT)	<input type="text"/>

### Washroom media

Tick here if you would like costs and availability for 'washroom media' sites in pubs and clubs in your area. You will be under no obligation at this stage.

Please tell us the postal code areas you would like to cover \_\_\_\_\_

### Artwork for other media

We can provide campaign artwork for use in other media including bus back, Adshel, cinema, 48-sheet poster, press advertising etc. The fee for this is £240 plus VAT per application. Please tick box if you require this service and we will contact you to discuss the details.

### Contact details

YOUR NAME \_\_\_\_\_ ORGANISATION \_\_\_\_\_

TEL NO \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS FOR INVOICE \_\_\_\_\_

ADDRESS FOR DELIVERY \_\_\_\_\_  
(if different from above)

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**Closing date for orders Monday 7 April 2008. Posters will be delivered by the last week of April 2008.**

**Please do not send payment if you require overprinting.**

**We will confirm your order and send an invoice to include VAT.**

When complete please either fax back this form on **01379 651828** or send to:

**Jo Lazar • Project Manager • Stennik • The Thatched Barn • Low Road • Wortham • Norfolk • IP22 1SH**  
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