



## HOW WILL ENTRIES BE JUDGED?

Entries will be assessed based on the following criteria:

- Fulfillment of the creative brief
- Originality and creativity of communication
- Clarity and persuasiveness of the message (see **THE PROPOSITION** below)
- Application of the approach to 'real world' examples
- Effective engagement with the target audience
- Likelihood of desired response from target audience

All submissions must be received by noon on Wednesday 16th May 2007.

Completed entries should be sent to:

**CARS NOT CARBON** Competition  
c/o Satellite Marketing Communications Ltd,  
Unit G19, Clerkenwell Workshops,  
31 Clerkenwell Close, London EC1R 0AT

If you have any question regarding entries, or for further information, please call **020 7014 3787** or email [sonia@satellitemc.com](mailto:sonia@satellitemc.com).

## THE PROPOSITION

There have been many segmentations of sustainability audiences published that have led to the identification of three main groups described as the "Environmentally Committed", the "Environmentally Aware" and the "Environmentally Unaware".

For each brief, in terms of the desired response, we have generally focused the proposition on the "Environmentally Committed" who realise what the issues relating to climate change are and understand terms such as "low carbon", "carbon neutral" and "carbon offsetting". However, when targeting your communication you can consider a different segment to focus on such as the "Environmentally Aware" or the "Environmentally Unaware".

The "Environmentally Committed" are very susceptible to communications and simply need more information and a well communicated call to action. The benefit to them can be altruistic or merely personal esteem.

The "Environmentally Aware" know about the problems but underestimate the value of individual actions. They need to be told that they can make a difference and explained how they can do it.

The "Environmentally Unaware" are in denial about environmental issues and they resist personal engagement in anything other than their personal needs. These are a very tough target as winning and retaining their attention is very hard.

## SUPPORTING MATERIAL

The European Commission has recently announced proposals to ensure that the average new car sold in 2012 should not exceed CO<sub>2</sub> emissions of more than 130g/km. This is a reduction of over 20% on average 2006 emissions levels. The EC plans to make this emissions target mandatory. In the past, car emissions reduction targets have been part of the Voluntary Agreement with car manufacturers.

The Vehicle Certification Agency has an extensive database listing new cars available in the UK alongside their carbon output and environmental impacts. Car buyers (and **CARS NOT CARBON** competition entrants) can visit the database at [www.vcacarfueldata.org.uk](http://www.vcacarfueldata.org.uk).

**USEFUL WEBSITE:** The LowCVP: [www.lowcvp.org.uk](http://www.lowcvp.org.uk)



**CARS NOT CARBON**

Accelerating the shift to low carbon vehicles and fuels