

Creative brief: Smarter Driving (eco-driving)

LowC^{VP} low carbon vehicle partnership marketing challenge



Sponsored by: **Transport for London** 

CARS NOT CARBON

WHAT IS THE PRODUCT/SERVICE/TECHNOLOGY BEING PROMOTED?

Smarter Driving (eco-driving)

WHAT IS SMARTER DRIVING (ECO-DRIVING)?

The adoption of environmentally conscious driving techniques and environmentally optimal vehicle operation. Factors to consider include driving behaviour, tyre type and pressure, speed management, etc. For additional information see **SUPPORTING MATERIAL** on page 2.

WHY COMMUNICATE?

To encourage the uptake of Smarter Driving (eco-driving) practices and techniques either through internal business communications or a public information campaign.

WHAT IS THE SINGLE MINDED PROPOSITION?

Adopting smarter driving techniques will reduce your vehicle's fuel consumption, lower its carbon emissions and save on fuel costs.

DELIVERABLES

A marketing/communication campaign or single execution.

WHAT TYPE OF COMMUNICATION IS ACCEPTABLE?

Submissions from any marketing discipline will be accepted, e.g. direct marketing, advertising, design, PR, sales promotion. Submissions can be illustrated across any media channel, e.g. print, radio, TV, online, outdoor.

KEEP IT REAL

Work must relate to proven and industry accepted Smarter Driving (eco-driving) techniques. It is suggested that entrants research via the internet and other relevant sources. For further information see the Energy Saving Trust, Carplus, the Institute of Advanced Motorists and the Sustainable Development Commission websites for ideas.

WHO IS THE TARGET AUDIENCE?

- General public – car owners, drivers, commuters, learner drivers
- Driving schools
- Businesses – fleet managers
- Professional drivers – commercial drivers, freight vehicles, chauffeurs, taxi drivers, bus drivers

WHAT IS THE DESIRED RESPONSE?

"I will start to learn more about smarter driving techniques; smarter driving makes sense as it will reduce my fuel bill and reduce my polluting emissions."

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

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 way in which a car is driven has a significant impact on its fuel economy and, therefore, carbon emissions. Studies show that Smarter Driving (including lower speeds) can reduce CO₂ emissions by 25% or more. In 2008 the UK will introduce Smarter Driving, also known as "fuel efficiency", as part of the driving test. The system has already been implemented in The Netherlands where the "New Driving" programme estimates that by making simple changes to the way they drive individuals can reduce their fuel consumption by a third. While the ultimate goal is an overall reduction in pollutants individuals will also benefit from lower fuel bills and safer driving practices. Learner drivers will be taught tips such as accelerating and braking less harshly and changing gears sooner and will be assessed on their abilities as part of the practical exam.

Other suggestions include: watching ahead in anticipation of traffic changes; maintaining optimal vehicle operation; maintaining correct tyre pressure, removing unnecessary roof-racks and luggage that will cause the vehicle to use more fuel. It is also suggested that avoiding the routine use of in-car heating or air conditioning systems can give significant fuel savings.

A study by the International Energy Agency concluded that one of the quickest ways of reducing fuel consumption is to reduce the average speed of travel. Fuel consumption is lowest at speeds of around 55mph and a car can consume over 25% more fuel at higher speeds.

USEFUL WEBSITES: The Energy Saving Trust: www.est.org.uk; Carplus: www.carplus.org.uk; The Institute of Advanced Motorists: www.iam.org.uk; The Sustainable Development Commission: www.sd-commission.org.uk

Accelerating the shift to low carbon vehicles and fuels