



## WHAT IS THE DESIRED RESPONSE?

“I believe that switching to a low carbon van will save me money and be better for the environment.”

## 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

As with passenger cars, the makers of vans and other light commercial vehicles are working to reduce their products’ carbon emissions. There are a number of fuel efficient, lower emitting light commercial vehicles on the market. European Commission proposals for cars (see Low Carbon Passenger Cars brief) are also expected to mandate sharp reductions in CO<sub>2</sub> from vans. The makers of light commercial vehicles are increasingly focusing their marketing on the environmental performance of their vehicles and on the associated reduction in running costs through improved fuel economy.

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

Accelerating the shift to low carbon vehicles and fuels