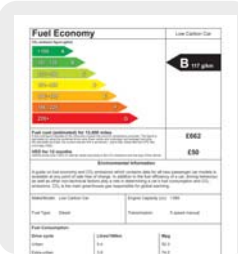


# Creative brief: Responsible Vehicle Use

# LowC<sup>VP</sup> low carbon vehicle partnership marketing challenge



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**CARS NOT CARBON**

## WHAT IS THE PRODUCT/SERVICE/TECHNOLOGY BEING PROMOTED?

Responsible Vehicle Use

## WHAT IS RESPONSIBLE VEHICLE USE?

Responsible vehicle use includes car sharing and lift-sharing as well as alternatives to driving such as cycling, walking and public transport. For additional information see [SUPPORTING MATERIAL](#) on page 2.

## WHY COMMUNICATE?

- To encourage responsible vehicle use
- To engage the motor industry, media, general public and other key stakeholders with the subject of responsible vehicle use

## WHAT IS THE SINGLE MINDED PROPOSITION?

By acting responsibly you can lower your travel related carbon emissions.

## 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 'real-world' examples of responsible vehicle use. We're not looking for science-fictional or futuristic alternatives to conventional travel. It is suggested that entrants research via the internet and other relevant sources. For further information see Sustrans, Transport2000, LiftShare and Carplus websites for ideas.

## WHO IS THE TARGET AUDIENCE?

- General public – drivers and commuters
- Businesses – to consider the necessity of work-related journeys

## WHAT IS THE DESIRED RESPONSE?

"I will stop using my car for unnecessary journeys and use environmentally friendly travel alternatives where appropriate."

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## 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

Society is more mobile than it's ever been. We are travelling further and more frequently than ever before. Responsible vehicle use demands that we ask questions of ourselves. We should first consider the necessity of our journey and then, if essential, evaluate the least environmentally damaging methods of undertaking that journey. Is walking a viable option? Perhaps cycling is more feasible. If not, maybe public transport can be used. Is a friend, neighbour or colleague making the same journey as you? Can you join a car club or arrange an informal car share? Can you use information technology - 'tele-working' - to avoid the need to travel?

**USEFUL WEBSITES:** Sustrans: [www.sustrans.org.uk](http://www.sustrans.org.uk); Transport 2000: [www.transport2000.org.uk](http://www.transport2000.org.uk); LiftShare: [www.liftshare.com](http://www.liftshare.com); Carplus: [www.carplus.org.uk](http://www.carplus.org.uk)



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