

## **NEWS RELEASE**

**28 June 2007**



### **The LowCVP announces winners of ‘Cars NOT Carbon’ Marketing Challenge**

The climax of the Low Carbon Vehicle Partnership’s Cars NOT Carbon ‘greener motoring marketing’ competition came to the DTI Conference Centre, Westminster today. Agency and student winners presented their innovative marketing and advertising campaigns to a large audience of automotive and fuel industry delegates, Government representatives and other LowCVP stakeholders. Delegates were also able to visit an exhibition of the winning work.

Changing attitudes by more effectively promoting greener vehicles and responsible travel behaviour is a challenging but necessary element in reducing greenhouse gas emissions from road transport. The ‘greening’ of marketing messages about cars, trucks, buses - and the fuels which power them – was a central theme of the LowCVP conference. The Cars NOT Carbon competition, which demonstrated some fine practical examples of how this can be done, was sponsored by the Energy Saving Trust, Transport for London (TfL), Asda and City Car Club and coordinated for the LowCVP by Satellite Marketing Communications.

The importance of responsible advertising in promoting low carbon vehicle and fuel choices was highlighted in a new survey of expert attitudes, also presented at the conference. The survey (of LowCVP expert members from diverse backgrounds) found that 83 per cent of respondents believe that the marketing of vehicles strongly influences consumer choices (just 12 per cent disagree). Furthermore, 78 per cent of respondents to the survey agreed that the content of vehicle advertising should be more strictly regulated to inform and encourage the purchase of low carbon vehicles.

The LowCVP Director Greg Archer said: “The LowCVP will continue to press the motor industry to strengthen current practices and will do so through an open and inclusive process. This must include clear rules regarding green claims made in advertisements, improving consumer information and determining what can be advertised where.”

The Cars NOT Carbon competition entries ranged from the practical to the conceptual; with entertaining, informative and occasionally slightly risqué concepts being presented across a variety of media forms.

According to Mike Longhurst, Senior Vice President EMEA Corporate Affairs at McCann Erickson, a judge and speaker at the conference: “It was encouraging to see so many people taking this competition seriously and producing - in many cases - some very interesting work.”

The work of several of the agency entries really shone in the eyes of the judges. Naresh Ramchandani, Guardian Columnist and founder of London’s St Lukes agency, commented that Intelligent Marketing (winner of the Low Carbon Passenger Cars category) produced “a great piece of thinking - an incredibly bold and elegant idea that praises carbon saints and shames carbon sinners without buying a single penny of media space. More than any other idea I saw, this idea deserves to be taken up.” Watch this space for their ‘know your carbon campaign’!

Ideas London produced the ‘Drive Smart, Drive Green’ slogan to go with their campaign, described by Naresh Ramchandani as “a campaign that cleverly combines education and satire - a campaign that shows all car owners how to drive greener by showing the most extreme car owners how to drive greener”. Indeed, the inversion of stereotypes as a way of changing peoples’ ‘herd’ mentality was a prominent theme of the works presented.

One of the most contested categories was ‘Responsible Vehicle Use’, which was designed to offer ways of looking again at our current uses of private vehicles, and our emphasis of and reliance on the car. Category sponsors City Car Club, who are a leading light in the drive towards national car-sharing, certainly identify with the message presented by the student winner. According to Naresh Ramchandani the poster campaign by agency winner in this category, AN Marketing Services - featuring the destination board familiar to bus users superimposed upon the bonnet of a car - “was a lovely illustration of both the principle and practice of car sharing”.

Interactivity was a key theme of several of the winning and highly commended entries. The relevance of games, animations and web campaigns was underscored by Nottingham student Andrew Cragg’s ‘You and Your Car’ concept, which came in the form of an interactive CD. “Give this man a job” was the heartening response of the judges!

The introduction of Transport for London's (TfL) new Low Emission Zone initiative has seen adverts on billboards throughout the city. To the public, dramatic evidence of the cross-over between marketing and communications, EU emissions targets and customer behaviour is becoming more prevalent by the day. By connecting with TfL, the Low Carbon Vehicle Partnership hopes to include both the public and motor industries in the low carbon transport agenda. Winners of the TfL-sponsored 'Smarter driving' category will be doing their part to help drive change amongst all of us who drive cars!

LowCVP's Head of Communications, Neil Wallis, commented: "The competition has successfully illustrated a range of innovative approaches to encourage low carbon travel choices. The next challenge is for the motor industry and other stakeholders to have the courage to apply challenging concepts such as these in their future projects."

**For more information and to download images of the winning and commended entries visit: <http://www.lowcvp.org.uk/carsnotcarbon> and follow the link to 'winning entries' or call the LowCVP Secretariat: 020 7222 8000.**

## **ENDS**

### Notes to Editors

#### **COMPETITION WINNERS**

##### **STUDENT WINNERS**

###### *Low Carbon Passenger Cars*

**Winner:** Katy Albert and Helen De Los Rios (Stockport College of F&HE) "Toyota Prius Hybrid";

**Commended:** Pavinder Jhasal (West Thames College) – "What does your vehicle say about you?"

###### *Low Carbon Fuels*

**Winner:** Mahbir Thukral (University College for the Creative Arts) "Aura Energy, a breath of fresher air" (brand development)

###### *Smarter Driving*

**Winner:** Andrew Cragg (New College Nottingham) – Interactive CD: "you and your car"

###### *Responsible Vehicle Use*

**Winner:** Hannah Morley & Hollie Coffey (University of Gloucestershire) - "Everyone from the office on board"

**Commended:** Kelly Keighan (New College Nottingham) – "Green road signs"

## **AGENCY WINNERS**

### *Low Carbon Passenger Cars*

**Winner:** Intelligent Marketing; Andy Maxwell – “Know your Carbon”

**Commended:** Wells Design; Ismaril Wells – “Nice Car”

**Commended:** Battenberg; Oliver Wolf & Janson Choo – “Why 4X4?”

### *Low Carbon Fuels:*

**Winner:** CMW London; Mark Greenwood – “Give a Hoot about the Planet”

**Commended:** AN Marketing Services; Toby Milsom – “Unlike Fossil Fuels, Biofuels keep growing”

### *Smarter Driving:*

**Winner:** Ideas London; Sophy Merrick – “Drive Smart Drive Green”

**Commended:** WWAV Rapp Collins London – “The Green L Plate”

### *Responsible Vehicle Use:*

**Winner:** AN Marketing Services; Toby Milsom - “Make your Transport Public”

**Commended:** Forster; Tracey Collinge – “Don’t abuse your car”

## **COMPETITION JUDGES**

### Chair

John Elkington, Founder and Chief Entrepreneur, Sustainability

### Adjudicator

Andrew Davies, Director, Environmental Transport Association (ETA)

### Judges

Bruce Haines, Group CEO, Leo Burnett

Mark Hall, Marketing Director, Toyota

Stephen Joseph OBE, Executive Director, Transport 2000

Mike Longhurst, Senior Vice-President, EMEA Corporate Affairs, McCann Erickson

Philip New, Senior Vice-President, Biofuels, BP

Naresh Ramchandani, Guardian Journalist

Philip Sellwood, CEO, Energy Saving Trust

Andy Taylor, Director of Sustainability & Corporate Citizenship, Ford Europe

Jo Parry, Head of Strategic Marketing, DEFRA

Caroline Marshall, Consultant Editor, Haymarket Brand Media

**The Low Carbon Vehicle Partnership** was established in January 2003 with funding from the DfT and the DTI with a mandate to accelerate the shift to low carbon vehicles and fuels. The establishment of a stakeholder partnership was one of the central actions arising out of the Government’s ‘Powering Future Vehicles’ strategy that identified greenhouse gas emissions reduction as a priority of future transport policy. The Partnership now comprises over 250 members representing government, the motor

and fuels industries, vehicle users, environmental groups, consumer representatives and others. The Partnership is coordinated by a secretariat based in central London.

Note: The European Commission has proposed the establishment of an advertising code of practice as part of its Communication on Cars and Climate Change in February this year. The LowCVP has commenced discussions with the UK Society of Motor Manufacturers and Traders (SMMT), and other stakeholders, with the aim of 'greening' UK advertising practice. The SMMT has acknowledged that present advertising codes need to be updated and strengthened.

The **Cars NOT Carbon Competition** took place between March and June 2007. See: <http://www.lowcvp.org.uk/carsnotcarbon> for more details.

**For further information:**

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