



### **Car Advertising Seminar**

ACT ON CO2 campaign update

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## **Current priorities**





#### Decc

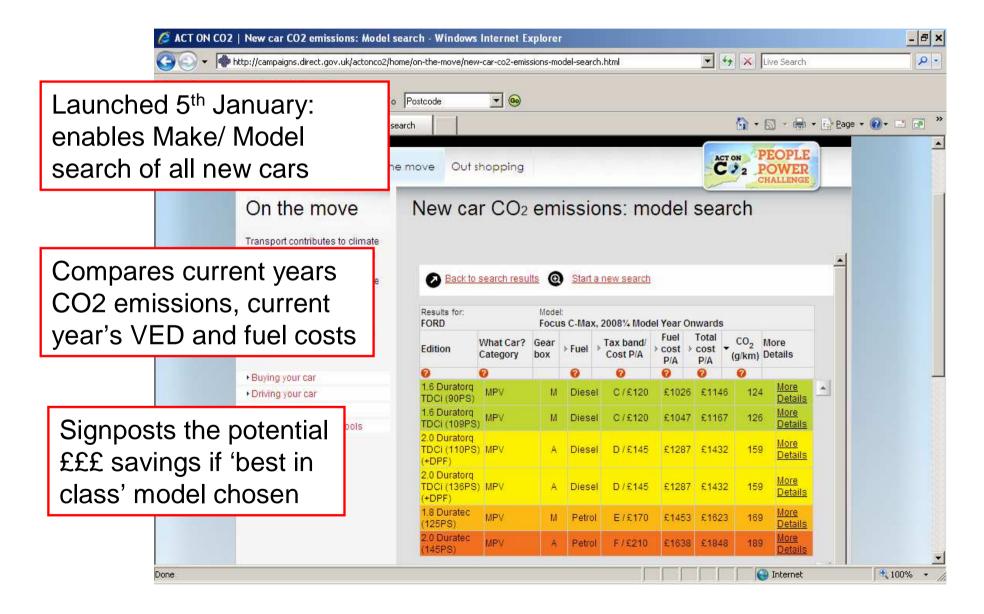
- In home energy consumption
- Recycling and Reusing

#### **DfT**

- Buying lower CO2 emitting new cars
- Driving in a CO2 friendly way
- Car sharing
- Business travel plans

# New ACT ON CO2 car online search & comparison tool





## Car Purchasing activity: Jan-March 09



TV, press, online & sponsorship activity running

Proposition "A fuel efficient car reduces CO2 emissions and saves up to 3 months' worth of fuel a year."

TV ad - substantiation note reviewed by Clearcast





# Campaign partners



 Continue to actively recruiting partners to run campaign messages

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