

Towards a protocol on car advertising

**Low Carbon Vehicle Partnership Annual Conference
23rd July 2008**

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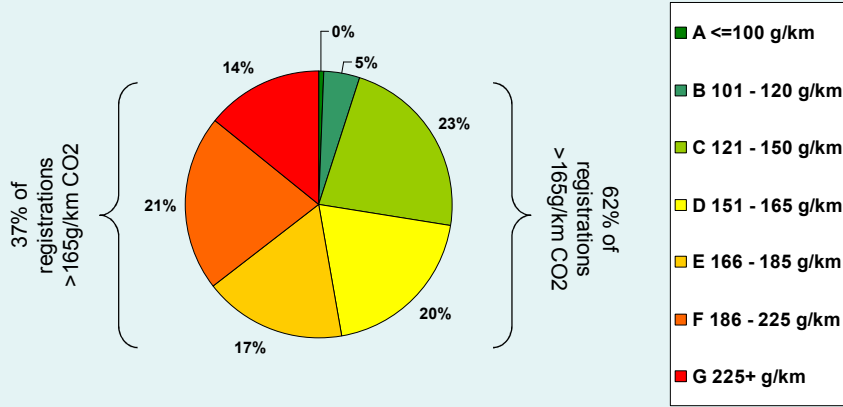
Drivers and issues which car manufacturers and agencies need to respond to in car adverts

- Claims of bias in car advertising
 - Friends of the Earth survey 2007 concluded majority of car adverts in UK were for the worst polluting cars
- Calls for clear information
 - BEUC, the EU Consumers' Organisation, called for; "CO2 and (fuel) consumption data should be conspicuous, truthful and comparable"
- Claims must be truthful, accurate and able to be substantiated
 - NICE Car Company survey reported that 87% of people believe car advertising rules should be tightened for their 'green' claims.
 - LowCVP survey showed that 75% of stakeholders believed the content of car adverts should be more strictly regulated
- Potential for stricter regulation of car advertising
 - EC has called for car manufacturers to agree to a code of practice
 - EC Labelling Directive is being reviewed
 - King Review has called for tougher regulation



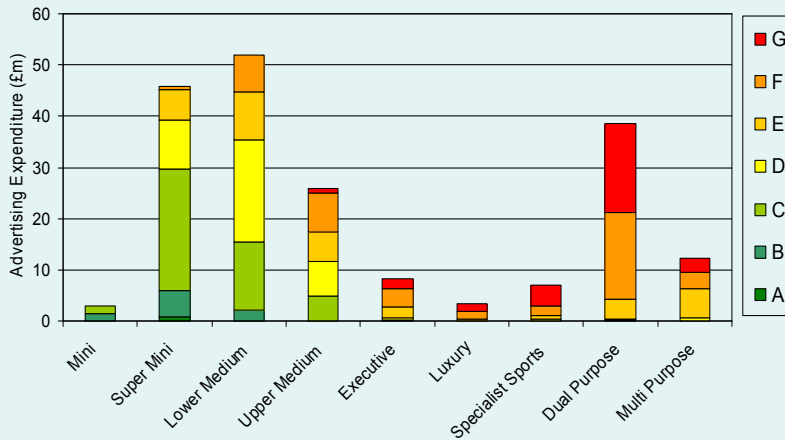
Majority of car advertising spend is for models above the UK average of 165g/km CO2

Car Advertising in national press by CO2 band in 2007



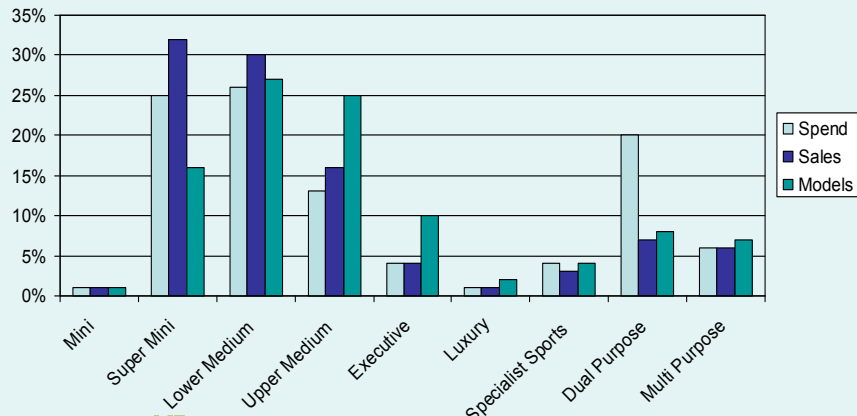
52% of advertising spend is also on smaller cars

Car advertising in national press in 2007 by market segment



What is driving advertising expenditure?

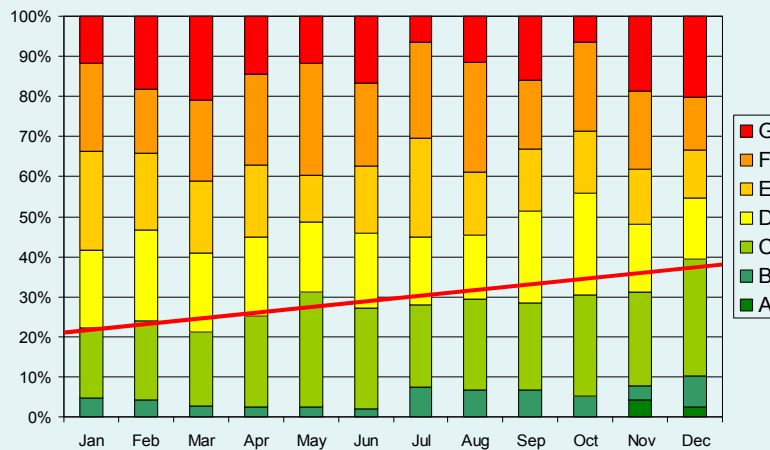
Advertising spend, registrations and models offered by segment in 2007



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Source: Thompson Intermedia, SMMT

Advertising expenditure on cars in VED bands A, B & C are on an upward trend



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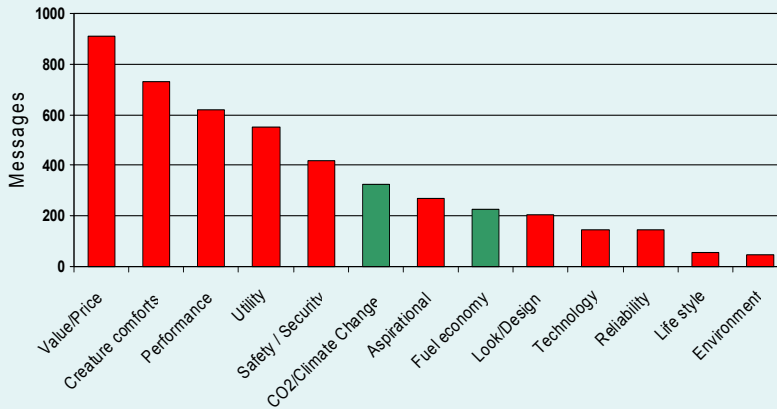
CO2 data is increasingly being included in the body of the advert



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12% of messages in car adverts relate to climate change or fuel economy

Messages contained in car adverts in national press 2007



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Over the last decade green marketing has evolved...

2000



2006



...from distinctly green to mainstream

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ASA

ASA News
ASA PUTS 'GREENWASH' IN THE LIMELIGHT
16 July 2008

The Advertising Standards Authority (ASA) has today published a report detailing the findings of a stakeholder consultation seminar entitled "Environmental Claims in Advertising: Is Green a Grey Area?". The ASA would like to engage with industry, environmental and consumer groups on establishing where problems arise and setting parameters for environmental and ethical claims.

News Archive
2003 | 2004 | 2005 | 2006 | 2007 | 2008

Events Archive
2003 | 2004 | 2005 | 2006 | 2007 | 2008

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ASA fights to keep internet energy in check

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Is blue the new green?



Driving a BlueMotion Polo for a year could prevent as much carbon pollution as recycling over 5,000 cans.

BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary. BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary. BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary. BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary.

Small text: BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary. BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary. BlueMotion Polo 1.4L TDI 90kW (122hp) achieves 11.2L/100km (21.4mpg) and 105g CO2/km (168ppm) (combined cycle). Actual consumption may vary.



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Calls for tougher regulation of advertising in Europe and the UK

- MEP Chris Davies' report proposed for 20% of advertising space in car ads to be devoted to information on CO2 emission levels
 - Non binding on European commission
- European Commission reviewing the Labelling Directive
- King Review called for further regulation of car advertising
 - awaiting Government response
- Need to encourage creativity



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In conclusion

- ❑ In order to achieve CO2 reductions from cars we not only need products which are clearly labelled, we need to market them effectively
 - **LowCVP** is working with all stakeholders to understand how this can best be done
- ❑ Need for objective evidence base for developing policy in this area
 - **LowCVP** continue to monitor car advertising to provide evidence base for further action
- ❑ Car advertisements are starting to use green messages
 - **LowCVP** working to disseminate clear guidance on car advertising in a fast evolving situation
- ❑ Car manufacturers need to revise their business models to secure profits from low carbon vehicles
 - **LowCVP** exploring potential for an "Energy Efficient Accredited" scheme for cars with members
- ❑ Risk that overly strict regulation will suppress the use of environmental performance as a selling point or channel activity into unregulated media
 - **LowCVP** to input to review of CAP and BCAP codes
 - **LowCVP** developing proposals for providing CO2 information on billboards



Thank you!

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