

# **Automotive marketing best practice principles**

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# Background

Long standing partnership between:

- Low Carbon Vehicle Partnership
- Society of Motor Manufacturers and Traders
- Incorporated Society of British Advertisers

Demonstrating automotive industry's commitment to transparent advertising claims.



# Criteria

The initial criteria dictated that the best practice principles must:

- Be accessible for marketers and consumers
- Set a framework without restricting creativity
- Enhance and support existing codes
- Be consistent across cars and light vans



# Process

The Principles were developed in partnership between SMMT, ISBA and the LowCVP with input from:

- Policy and governmental affairs
- Legal
- Advertising

Drafts commented on then presented to Defra on 20 May and subsequently supported by Lord Henley.



# The Principles (1)

General principles:

- Marketing communications should be legal, decent, honest and truthful.
- Consumers should be able to access the information to inform their purchase decision.
- The Principles should apply throughout the marketing chain to all promotional material and practices.



# Application

The Principles will apply to all marketing material including:

- Advertising
- In-showroom promotional material
- Direct mail
- Advertorial content
- Press releases
- Corporate reports
- Corporate websites



# The Principles (2)

Environmental claims should:

- Be specific
- Not mislead
- Be capable of substantiation
- Be transparent and unambiguous
- Follow a common sense approach

Information should be clear and accessible:

- Easy to locate on websites



# Defra ministerial statement

*"I welcome this initiative by the SMMT, the Low Carbon Vehicle Partnership and the ISBA, and I support their aim of promoting clear and accurate environmental information in the marketing of cars and vans. Good environmental information is important to help consumers choose genuinely better products and for businesses to gain fair recognition of their achievements. Those benefits can be so easily undermined if consumers see confusing or misleading 'green claims' in the market. So it is very good to see the industry pushing for a responsible approach across the whole sector."*

*Lord Henley*

*Parliamentary Under-Secretary, Defra*





# Next steps

- Distribute the Principles across the sector
- Examples project to illustrate the Principles
- Workshop to explain the detail to marketers (Autumn 2010)

