



## A competition to promote greener motoring marketing



**energy saving trust**<sup>®</sup>

Associate Sponsor

**Philip Sellwood**  
CEO, Energy Saving Trust



**CARS NOT CARBON**

# The Objectives

- Bridge the gap between awareness and action
- Bring the advertising industry together
- Explore new concepts, generate fresh ideas
- Encourage the uptake of a cleaner motoring industry



# Competition Rules

- 'Keep it real': existing vehicles and approved techniques
- Any marketing / communication discipline allowed
- Any media channel: print, radio, TV, online, outdoor, etc.
- Targets: Educational institutions and marketing / communication agencies



# Categories

- Low Carbon Passenger Cars
- Low Carbon Fuels
- Responsible Business Transport Sponsored by
- Smarter Driving (Eco-Driving) Sponsored by
- Responsible Vehicle Use Sponsored by
- Low Carbon Vans



CARS NOT CARBON

# Judging Panel

- **Chair: John Elkington**  
*Founder & Chief Entrepreneur, SustainAbility*
- **Mark Hall**  
*Marketing Director, Toyota*
- **Mike Longhurst**  
*Senior Vice-President EMEA  
Corporate Affairs, McCann Erickson*
- **Naresh Ramchandani**  
*Guardian Journalist & Founder,  
St Luke's Agency*
- **Philip New**  
*Senior Vice-President - Biofuels, BP*
- **Andy Taylor**  
*Director of Sustainability &  
Corporate Citizenship, Ford Europe*
- **Bruce Haines**  
*Group CEO, Leo Burnett*
- **Stephen Joseph OBE**  
*Executive Director, Transport 2000*
- **Caroline Marshall**  
*Consultant Editor,  
Haymarket Brand Media*
- **Jo Parry**  
*Head of Strategic Marketing,  
DEFRA*
- **Philip Sellwood**  
*CEO, Energy Saving Trust*



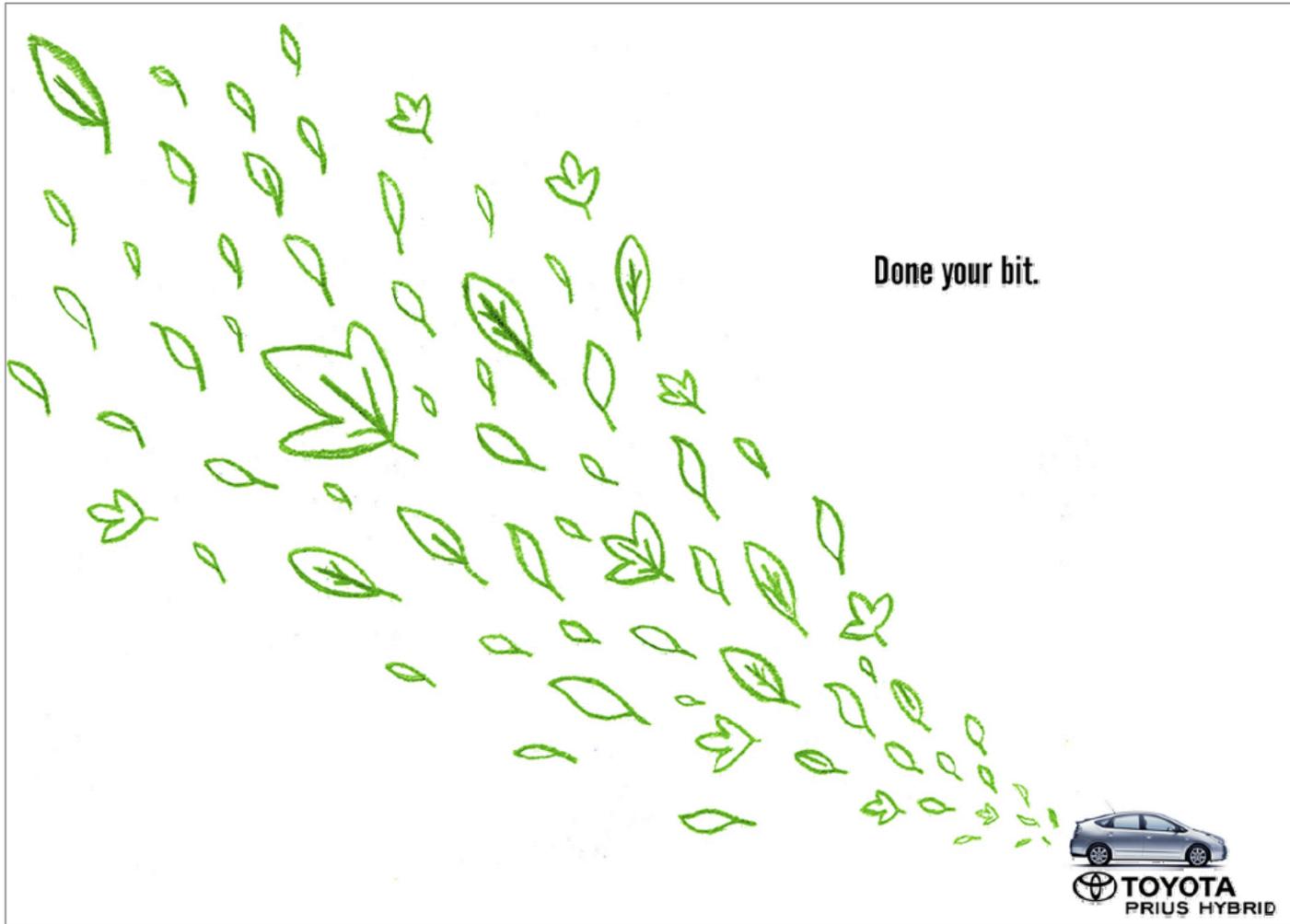
# Low Carbon Passenger Cars

Student Winner



# Katy Albert & Helen de los Rios

## Stockport College of Further & Higher Education



# Katy Albert & Helen de los Rios

## Stockport College of Further & Higher Education



\*only available in green.



# Katy Albert & Helen de los Rios

## Stockport College of Further & Higher Education

Looking after the kids.  
*(great, great grand)*



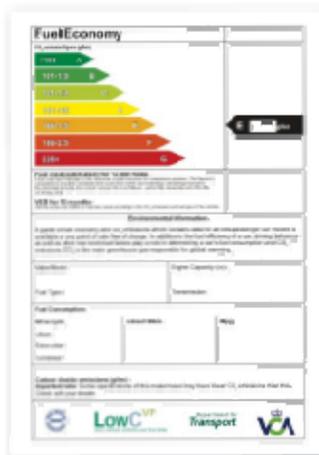
# Low Carbon Passenger Cars

Agency Winner



# Intelligent Marketing

## “Know Your Carbon”



CO2 g/km	TAX BAND	12 month tax Petrol/diesel (A/100ml fuel)	Typical mpg Diesel / Petrol	Typical Fuel Costs per 12,000 miles
<100	A	£0 (£0)	Electric	£120
101 - 120	B	£36 (£15)	62.7	£138
121 - 160	C	£116 (£95)	64.3	£910
161 - 185	D	£140 (£120)	47.9	£1069
186 - 195	E	£166 (£145)	41.2	£1202
196 - 225	F	£206 (£195)	34.7	£1462
226+	G	£300 (£285)	20.1	£2034



# Intelligent Marketing

## “Know Your Carbon”

**THE LESS YOU  
COUGH OUT,  
THE LESS YOU  
COUGH UP!**

LESS FUEL = LESS CO<sub>2</sub> = LESS £s

Reducing your Tax band will reduce your motoring costs

CO <sub>2</sub> g/km	TAX BAND	12 month Tax Payments (incl. rebate)	2014/15 Road Tax (Pence)	Typical Fuel Cost per 1000 miles
<100	A	£0 (£00)	25.00p	£1300
101 - 150	B	£26 (£10)	25.7	£1364
151 - 180	C	£74 (£19)	26.0	£1392
181 - 220	D	£142 (£20)	27.8	£1398
221 - 240	E	£254 (£24)	27.5	£1388
241 - 275	F	£329 (£29)	26.7	£1454
276+	G	£380 (£38)	25.1	£1004



# Low Carbon Fuels

Student Winner



# Mahbir Thukral

## University College for the Creative Arts

### Fresher Romance.

Andrew, 28 and Jane, 26

Adding an innovative approach to romance?

We think so. Just like our innovative approach to the fuel that drives your car. We are inviting you to show us your fresher thinking while we show you ours.

To learn more, visit: [www.fresherthinking.co.uk](http://www.fresherthinking.co.uk).

Aura Energy is an evolution of the power that fuels our lives.  
We are the UK's first national operator of Bio-Diesel with a  
directional vision to reconnect man with his environment  
without diminishing performance and value.



A breath of fresher air.

[www.aura-energy.co.uk](http://www.aura-energy.co.uk)



# Mahbir Thukral

## University College for the Creative Arts



**Fresher Gardening.**  
Michael, 56

Adding an innovative approach to gardening?

We think so. Just like our innovative approach to the fuel that drives your car. We are inviting you to show us your fresher thinking while we show you ours.

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**A breath of fresher air.**  
[www.aura-energy.co.uk](http://www.aura-energy.co.uk)

# Low Carbon Fuels

Agency Winner



**CMW London**  
**“Give a Hoot About the Planet”**

**GIVE A HOOT  
ABOUT THE PLANET?**

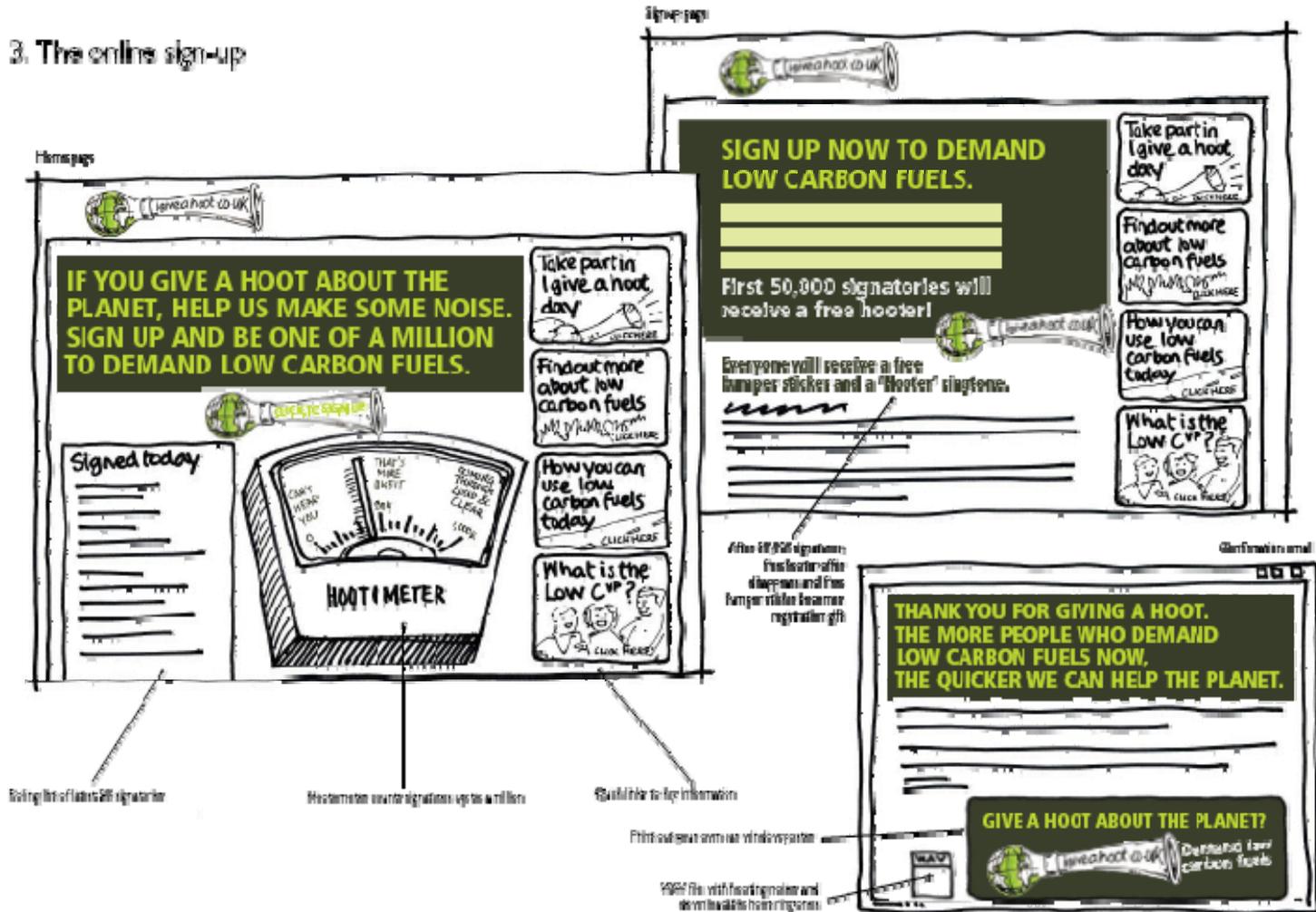


**Demand low carbon fuels at [igiveahoot.co.uk](http://igiveahoot.co.uk)**

# CMW London

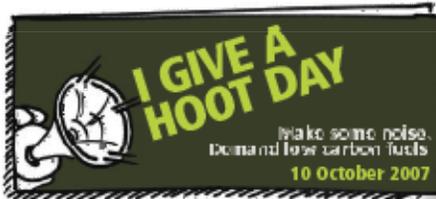
## “Give a Hoot About the Planet”

### 3. The online sign-up



# CMW London

## “Give a Hoot About the Planet”

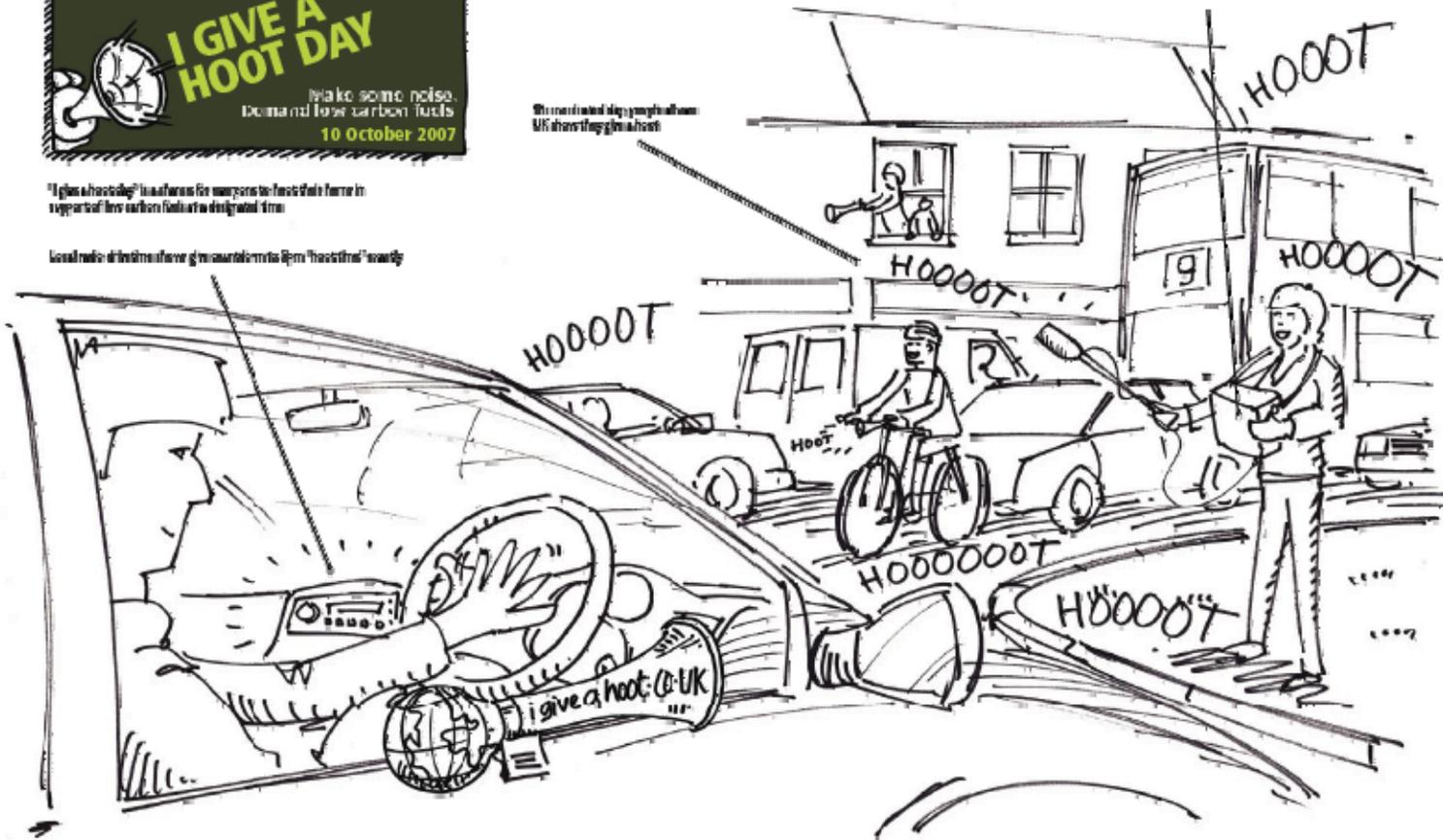


"I give a hoot" is a forum for everyone to force their voice in support of low carbon fuels in designated areas

Local roads are closed to motor vehicles from 10am to 12pm on 10 October 2007

Celebrate will be on hand to begin the give a hoot in Trafalgar Square

Participants are urged to continue making their hoots heard. Give a hoot each other for low carbon fuels



# Smarter Driving (Eco-driving)

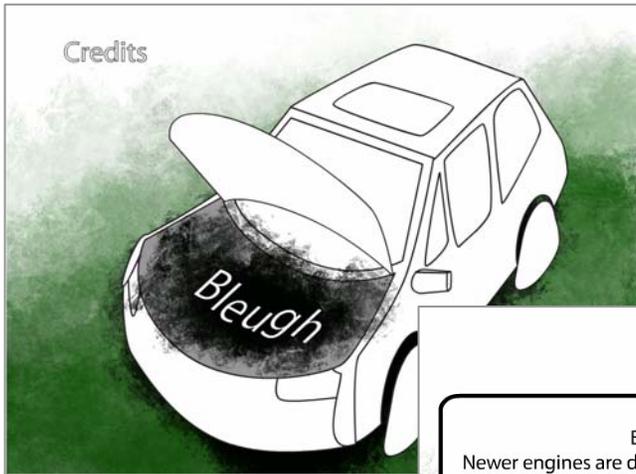
sponsored by Transport for London 

Student Winner



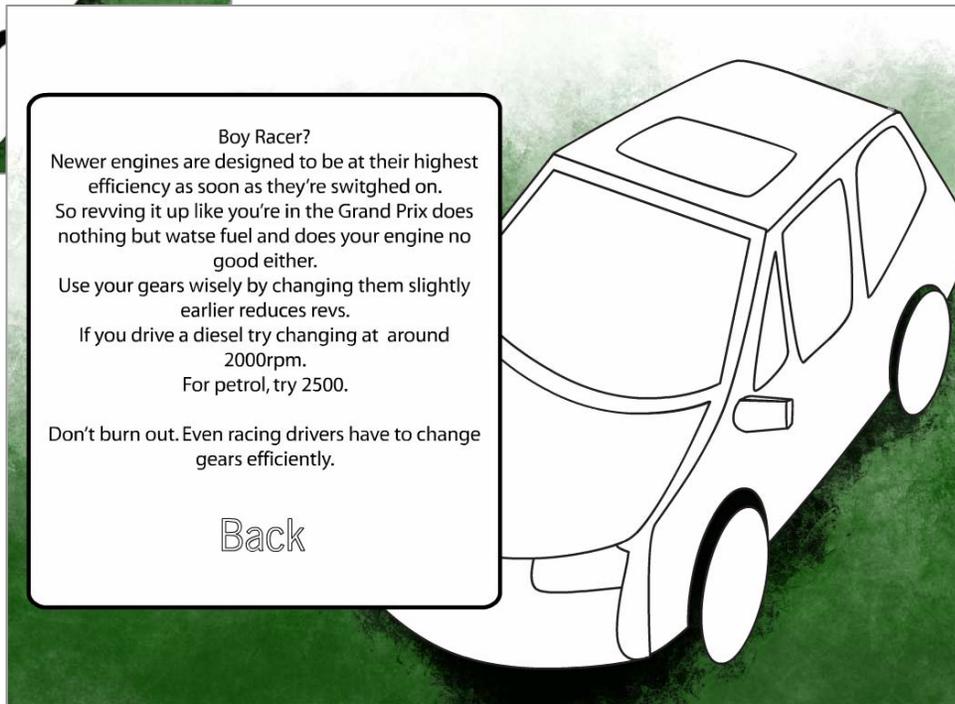
# Andrew Cragg

## New College Nottingham



Boy Racer?  
Newer engines are designed to be at their highest efficiency as soon as they're switched on. So revving it up like you're in the Grand Prix does nothing but waste fuel and does your engine no good either.  
Use your gears wisely by changing them slightly earlier reduces revs.  
If you drive a diesel try changing at around 2000rpm.  
For petrol, try 2500.  
Don't burn out. Even racing drivers have to change gears efficiently.

Back



# Andrew Cragg

## New College Nottingham

By losing all that excess weight which you have stored very "neatly" and "efficiently" in the boot of your car can actually lower your fuel consumption by around 5%!

Yes 5!

But seriously, think about it. If you buy 10 litres of fuel for 12 quid every other week and your having to use more than you should...

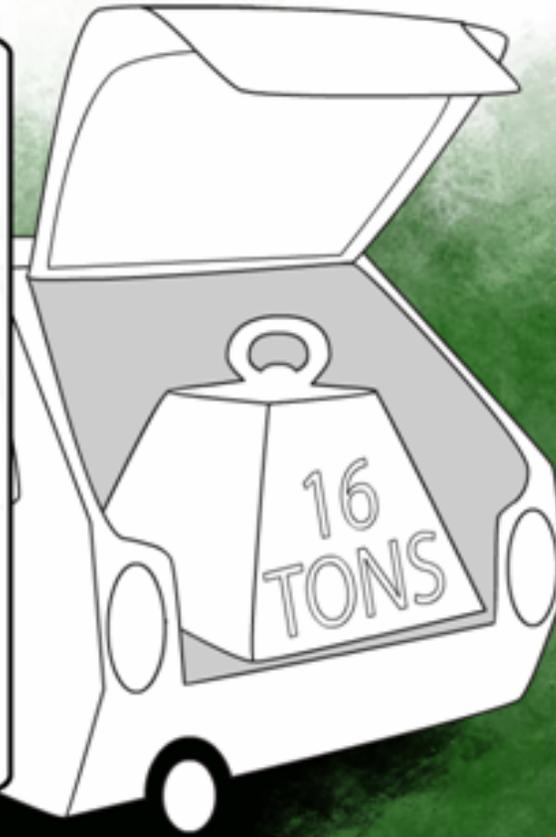
Well thats just silly now, isn't it?

What's 60p multiplied by 26?

£1560.00

One Thousand, Five Hundred and Sixty Pounds a Year...

[Back](#)



# Smarter Driving (Eco-driving)

sponsored by Transport for London 

Agency Winner





# Ideas London

## “Drive Smart Drive Green”

# British saving green.

All on board a vehicle use extra fuel, the use of air conditioning also adds to the fuel consumption.

Traveling at less than 15mph creates the most pollution, 60mph is the most energy efficient on the road.

There's a good reason why you should use the gear you need to drive. It's not the gear you need to drive, it's the gear you need to drive.



Make sure that you're always behind the wheel. When you're not driving, the car will consume fuel at a rate of 100 miles per hour.

Avoid using unnecessary items in your vehicle. The more items, the more your MPG will go down.

Avoid harsh acceleration and heavy braking. Pulling away too fast uses up your motor.

**DRIVE  
SMART  
DRIVE  
GREEN**

Remember, there's no such thing as a free lunch. You can save petrol, emissions and money by being smart at the pump. And don't forget to use the fuel pump, not the gas station. For more tips on how to save your car, go to [www.drivesmartdrivegreen.co.uk](http://www.drivesmartdrivegreen.co.uk)

# Any colour as long as it's green.

Reducing the engine's load lessens the amount of fuel it needs to burn, which means less fuel consumption.

Don't let your car sit with the windows wide open. It increases the car's aerodynamic resistance to the wind.

When you're stopped, use the car's engine to power the car's systems, not the battery.



It's in the shade or in a garage in the summer to keep your car cool and minimize expansion of the fuel.

Wearing the seat belt when driving. It's not just for your safety, it's also for the car's safety.

Avoid driving on rough roads. It's not just for your safety, it's also for the car's safety.

**DRIVE  
SMART  
DRIVE  
GREEN**

Remember, there's no such thing as a free lunch. You can save petrol, emissions and money by being smart at the pump. And don't forget to use the fuel pump, not the gas station. For more tips on how to save your car, go to [www.drivesmartdrivegreen.co.uk](http://www.drivesmartdrivegreen.co.uk)

# Responsible Vehicle Use

sponsored by 

Student Winner



CARS NOT CARBON

# Hannah Morley & Hollie Coffey

## University of Gloucestershire



Reduce carbon emissions. CAR SHARE

# Hannah Morley & Hollie Coffey

## University of Gloucestershire



Reduce carbon emissions. RIDE A BIKE

# Responsible Vehicle Use

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CARS NOT CARBON



# AN Marketing Services

## “Make Your Transport Public”



Make Your Transport Public

Sharing cars lowers carbon emissions



# AN Marketing Services

## “Make Your Transport Public”



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Make Your Transport Public

Sharing cars lowers carbon emissions

**carplus**  
rethinking car use



**CARS NOT CARBON**



**CARS NOT CARBON**

