

Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge

## The Brief :

‘Encourage responsible vehicle use for business and pleasure to lower carbon emission.’

Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge

## Creative Problems Faced

- Single Driver Mentality
- Saying Too Much
- Branding The Campaign
  - carplus rethinking car use

Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge

## Concept

- Make Your Transport Public
- Sharing cars lowers carbon emissions

## Execution

- Nationwide Campaign
- Image Recognition



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Make Your Transport Public

Sharing cars lowers carbon emissions





Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Make Your Transport Public

Sharing cars lowers carbon emissions

**carplus**  
rethinking car use

Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge





Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Make Your Transport Public

Sharing cars lowers carbon emissions

**carplus**  
rethinking car use



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge





Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge





Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



**MIND THE GAP**

Make Your Transport Public

Sharing cars lowers carbon emissions

**carplus**  
rethinking car use



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Brief: Responsible Vehicle Use

5mins

Creative: Make Your Transport Public

10mins

14:46:30

LowC<sup>VP</sup>  
low carbon vehicle partnership

marketing challenge



Make Your Transport Public

Sharing cars lowers carbon emissions

**carplus**  
rethinking car use