

# AD VENTURE – 2008-2009 BRIEF

This year the AD VENTURE brief tackles the issue of personal transport and its environmental consequences.

## THE CHALLENGE

### **European say they intend to buy environmentally-friendly products but...**

When questioned about their willingness to buy environmentally-friendly products, 75% of EU citizens said they were ready to buy environmentally friendly products even if they were more expensive but only 17% actually did so in the month before the survey<sup>1</sup>.

### **Current factors in vehicle purchase decisions**

The foremost factors influencing consumer decisions are currently: car reliability, safety features, comfort and cost/price. Size, engine power and manufacturers' image are also quite important.

### **Why don't EU consumers consider environmental performance as a key factor in car selection & purchase?**

Many Europeans:

- aren't sufficiently informed
- are in denial over environmental issues
- believe that "green marketing" often rhymes with luxury
- fear that the performance of the car would be affected

## DESIRED POSITION

### **Encourage European consumers to consider environmental performance as a key factor in car selection & purchase**

Your challenge is to create an integrated campaign to encourage European citizens to prioritize environmental performance when purchasing a new car, alongside traditional purchase factors such as price, size, equipment, performance...

Your aim is threefold:

- Influence European consumers' traditional buying patterns
- Drive European consumers to 'shop their talk'
- Raise awareness on how consumers can help reduce CO2 emissions

Your campaign should help transmit the necessity of reducing CO2 emissions from cars by adopting a responsible behaviour both during the purchase and then while using the car.

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<sup>1</sup> Study on the effectiveness of Directive 1999/94/EC relating to the availability of consumer information on fuel economy and CO2 emissions in respect of the marketing of new passenger cars. Commissioned by the European Commission, Directorate-General for Environment [http://ec.europa.eu/environment/air/transport/co2/report/final\\_report.pdf](http://ec.europa.eu/environment/air/transport/co2/report/final_report.pdf)

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## CLIENT & AIM

**Client:** European Commission, Environment Directorate-General & ACEA, the European trade association representing the car manufacturers

**Aim:** Encourage European consumers to consider environmental performance as a key factor in car selection & purchase, alongside traditional purchase factors.

## TARGET

Families or young people

- You can choose as your target audience either families or young people.

You should analyse the current buying patterns of the group you select and take into account the type of car these targets would usually buy.

Families: interested in “family” cars

Encourage families who are about to buy a new car to consider environmental performance as an important factor in the selection and purchase process, in addition to the usual considerations of space, economy, flexibility...

Young people: interested in “small” cars

Encourage young people to consider the most environmentally friendly option even when they purchase a small or a second hand car, in addition to the usual considerations of price, performance, economy...

- You are free to focus on a specific country or a group of countries.

However you should keep in mind that the buying patterns and the importance consumers pay to environmental performance can vary immensely from one European country to another. Therefore if your campaign covers more than one country you will need to spend time gathering together consumer data for each country.

## RESEARCH & USEFUL LINKS

- **POLITICAL & LEGISLATIVE BACKGROUND**

### European Commission

Environment Directorate-General

[http://ec.europa.eu/dgs/environment/index\\_en.htm](http://ec.europa.eu/dgs/environment/index_en.htm)

CO2 & Cars

[http://ec.europa.eu/environment/air/transport/co2/co2\\_home.htm](http://ec.europa.eu/environment/air/transport/co2/co2_home.htm)

Green week - changing our behaviour

<http://greenweek2008.alligence.com/home.html>

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CHANGE - How can you control climate change?

[http://ec.europa.eu/environment/climat/campaign/index\\_en.htm](http://ec.europa.eu/environment/climat/campaign/index_en.htm)

## European Parliament

ENVI Committee

<http://www.europarl.europa.eu/activities/committees/homeCom.do?language=EN&body=ENVI>

## United Nations

United Nations Environment Programme

<http://www.unep.org/>

Climate Change Conference

<http://www.cop15.dk/en>

## • INFORMATION ON CONSUMER BEHAVIOUR

### Studies

Study on the effectiveness of Directive 1999/94/EC relating to the availability of consumer information on fuel economy and CO<sub>2</sub> emissions in respect of the marketing of new passenger cars.

Commissioned by the European Commission, Directorate-General for Environment

[http://ec.europa.eu/environment/air/transport/co2/report/final\\_report.pdf](http://ec.europa.eu/environment/air/transport/co2/report/final_report.pdf)

### Surveys

Attitudes of European citizens towards the environment, Eurobarometer, March 2008

[http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_295\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_295_en.pdf)

Europeans' attitudes towards climate change, Eurobarometer, March 2008

[http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_300\\_full\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_300_full_en.pdf)

Environmental concerns influencing one in four British car buyers, Experian, August 2008

<http://press.experian.com/>

## • AUTOMOTIVE MARKET DATA

Keys facts of the automotive industry in each of the EU Member States - ACEA

[http://www.acea.be/index.php/country\\_profiles](http://www.acea.be/index.php/country_profiles)

## • TRADE ASSOCIATIONS

ACEA - European Automobile Manufacturers Association

<http://www.acea.be/>

EUCAR - The automotive manufacturer's association for R & D in Europe

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<http://www.eucar.be/>

- **NGOs**

European Federation for Transport and Environment

<http://www.transportenvironment.org/>

The Environmental Transport Association

<http://www.eta.co.uk/>

- **PRESS**

### **Euractiv**

Cars & CO2

<http://www.euractiv.com/en/transport/cars-co2/article-162412>

- **OTHER**

### **Awards**

Green Awards for creativity in sustainability

<http://www.greenawards.co.uk/home>

### **Guides**

WhatGreenCar?

<http://www.whatgreencar.com/index.php>