



ad!
hoc!

„not on every backseat“

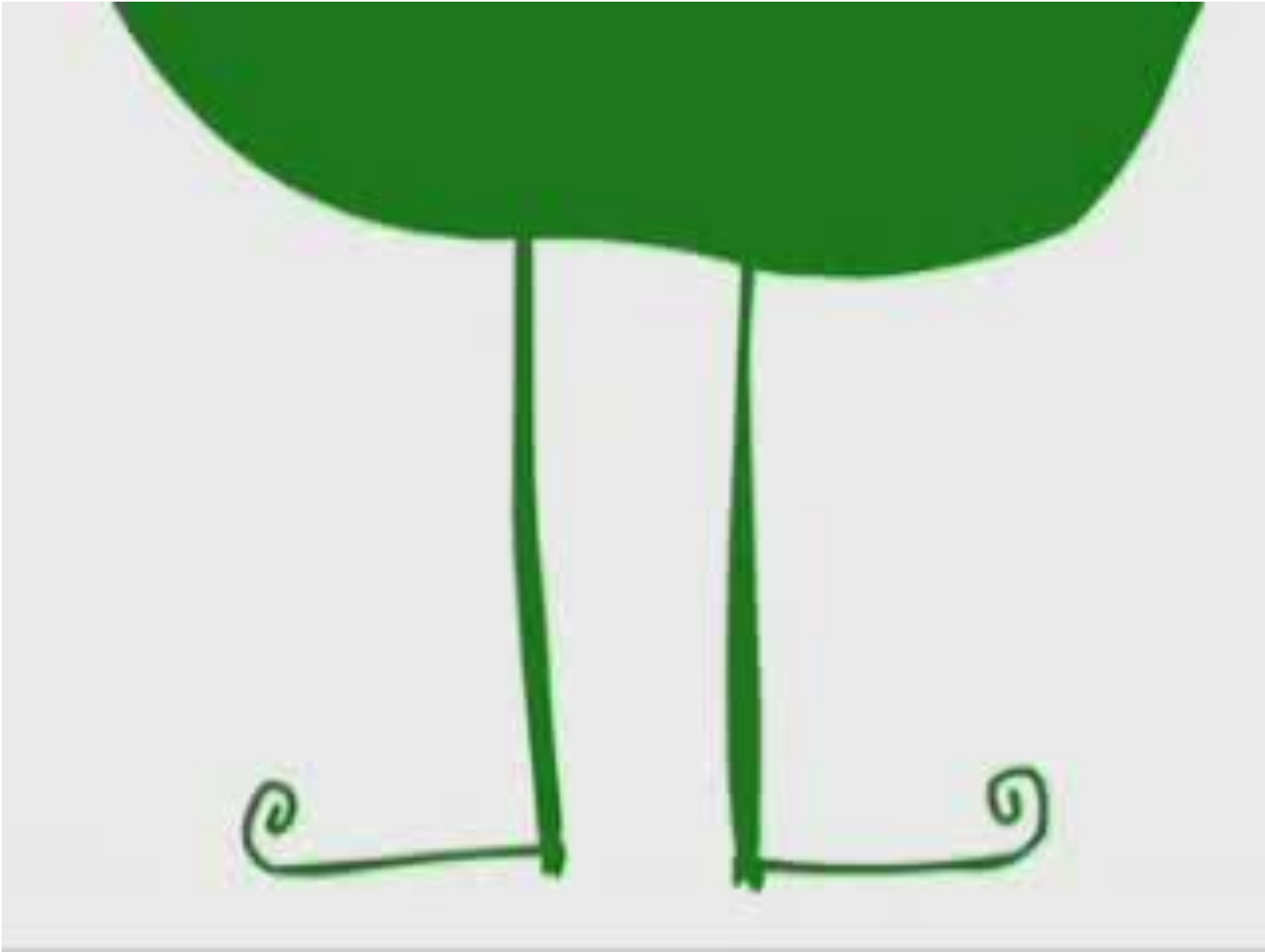


Kathrin
Hahnekamp

Marlies
Auchet

Kerstin
Holzer

Pia
Pemmer



Source: youtube.com

We are aware of the problem,
but we don't relate to it.

Surrounded by reports,
but we still don't feel informed.

environmental virgins
become
environmental deniers

Our aim was to include
the missing personal touch.

We want to tell the environmental virgins
about the birds and the bees,
and the cars and the trees!

Challenge

Motivate young people to choose their new cars wisely and select those from an environmental point of view.

We don't sell cars, we change minds.

ad
hoc!





Target group

Main Goal

proclaim our website and arouse the
target group's curiosity
→ increase awareness regarding
environmentally friendly cars

cause a rethinking
not criticize, but clarify
demonstrate opportunities,
instead of speaking out bans

Our stories should leave a mark.

It just feels better driving around
in a less polluting car,
instead of a 20 year old
environmental killer.

Key message

“It is important
that I choose
my (new) car sensibly.”

Insight

“When I choose a partner, I pay attention that s/he is a perfect match and how s/he behaves in my environment.

When it comes to choosing a car, I should actually use the same criteria.“

Tonality

humorous + serious

We don't want to make fun of it.

„good friend strategy“

You would rather listen to a good friend
than to a stranger.

Our campaign is personal and believable.

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Creative Execution



TV-Spot
„Bernhard“

Idea

Young people talk about
their first ~~love~~ car.



TV-Spot
„Anja“

ad!
hoc!



TV-Spot
„Carmen“

ad
hoc!



Radio-Spot
„Marco“ 30 sec

Suche sparsames
Energiebündel für
ausgiebige Städtereisen.



www.nichtinjedekiste.at

Print Ads

Wanted:
Economical energizer
for city trips.

ad
hoc!

Suche kurvigen
Männertraum ohne
finanzielles Interesse.



www.nichtinjedekiste.at

Print Ads

Wanted:

Every man's dream
with no financial
strings attached.

ad
hoc!

Suche gut erhaltene
Nichtraucherin für
gemeinsame Stunden
zu zweit, zu dritt, zu viert
oder fünft.



www.nichtinjedekiste.at

Print Ads

Wanted:
well-maintained
non-smoker,
for some happy hours
for two, three,
four or five.



www.nichtinjedekiste.at

Logo

Website



www.notoneverybackseat.eu

ad
hoc!

Mein nächstes Auto wird umweltfreundlich.

Traurige
Tatsachen.

Nützliche
Tipps.

Downloads.

Top
Ten.

Prominente
Vorbilder.

Diese Seite ist für all diejenigen,
die von ihrem ersten Auto
bitterlich enttäuscht wurden,
auf einen wahren Umweltsünder
hereingefallen sind und
bei ihrem nächsten Auto
alles besser machen möchten.

Q+A.

Wie entsorge ich meinen Ex?
Wer passt zu mir?
Ich will nicht länger Single sein.



aktuelle Werbespots
jetzt ansehen.



Website

Presse. Site Map. Suche. Impressum. Kontakt.

ad
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Introduction

“This website is dedicated to everyone who got disappointed by his/her first car, who got “punked” by an environmental killer and who wants to choose the next car wisely.”

Content

sad facts

helpful advice

download area

top ten of hybrid cars

popular role models

Questions + Answers

How to get rid of my ex?

Who fits me best?

I'm sick of being single!

Promotion
buttons
key rings





Promotion
tree freshener

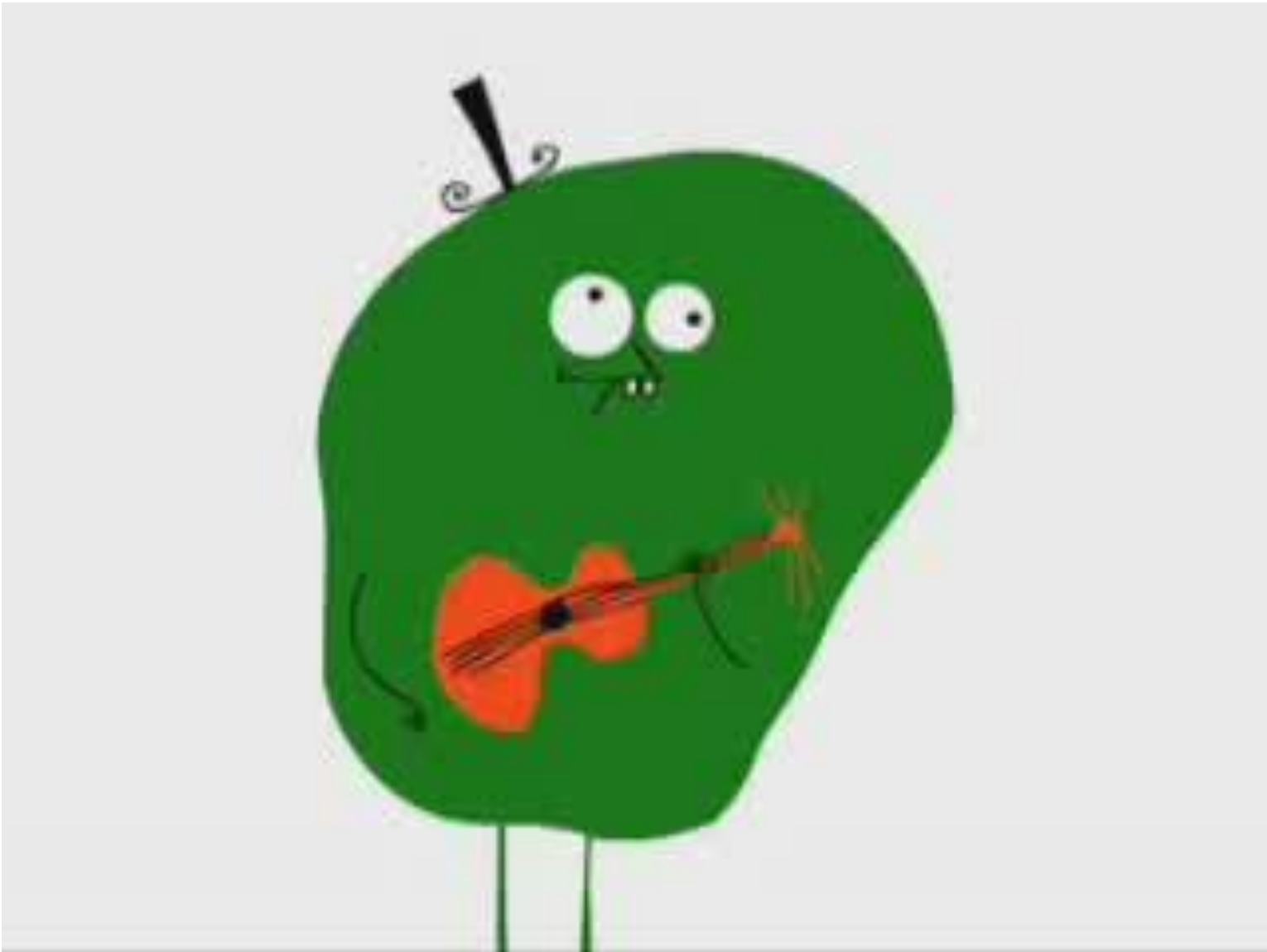
Guerilla Action



We hope our
presentation has
left a mark.

An exclamation
mark!

ad hoc!



Source: youtube.com

ad
hoc!



A COMMUNICATION CONCEPT FOR THE EUROPEAN UNION ON BEHALF OF THE ACEA
BY FRÉDERIC GROB, CELINE SCHMIDT, JANA KERSTEN AND JULIANE WEIß FOR DESIGN AKADEMIE BERLIN