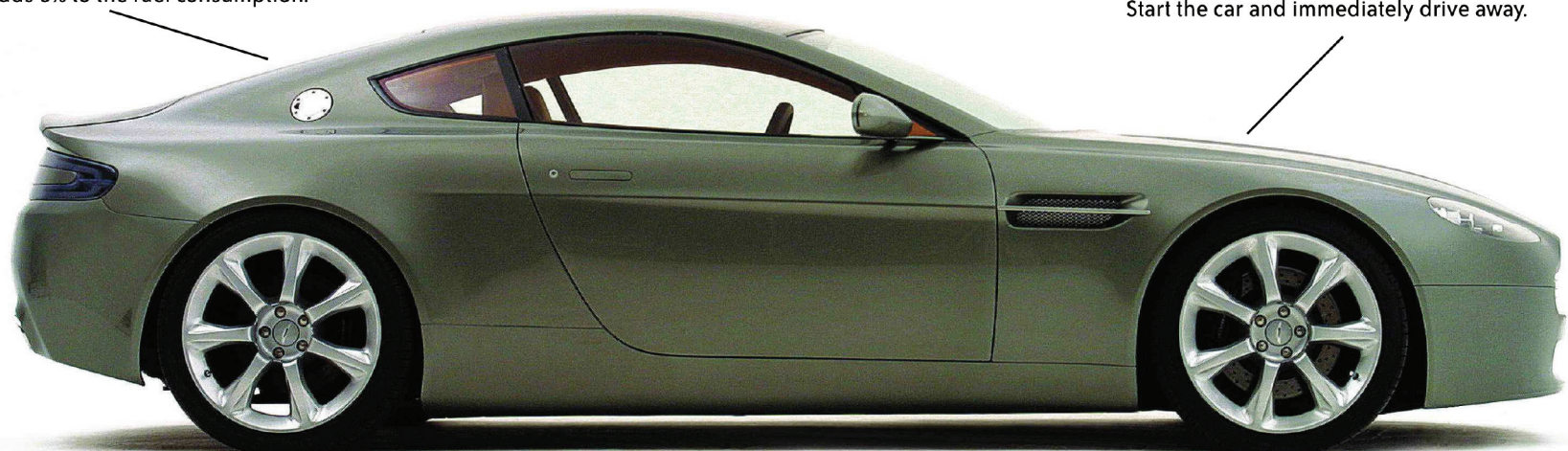


British saving green.

All on board electronics use extra fuel, the rear screen heater for example adds 5% to the fuel consumption.

Travelling at less than 15mph creates the most pollution. 60mph is the most energy and emission efficient.

Today's engines don't need to be warmed up. Idling creates excess emissions and wastes fuel. Start the car and immediately drive away.



Make sure that your tyres are inflated to the correct pressure. Under inflation by 7psi wastes half a gallon of fuel in every tank.

Avoid keeping unnecessary items in your vehicle. Every 45 Kilos reduces your MPG by up to 2%.

Avoid harsh acceleration and heavy braking. Pulling away too fast uses up 60% more fuel.

We understand how people love their cars, but whatever you drive it should be green. You can save petrol, emissions and money by being a smart driver. And stop using it for short journeys, walk or cycle instead. For more tips on how to turn your car green visit www.drivesmart.info

**DRIVE
SMART
DRIVE
GREEN**



My name is Jeremy. And I'm a petrol head.

Any colour as long as it's green.

DRIVE GREEN

A green Ferrari.

DRIVE GREEN

A green 4x4?

DRIVE GREEN

Also available in green.

DRIVE GREEN

Want to be a green van man?

DRIVE GREEN

For the last 15 years I've been working in green marketing, but I've been addicted to the motor-car since the age of 3.

Yes, I've worked on countless green clients from Greenpeace to WWF, I created the green electricity brand Juice, and designed the climate chaos logo. But the sight of a bright red Ferrari still makes my heart beat - a serious addiction I'm afraid.

My passion and profession seemingly never to meet. That was until this great brief arrived and the winning campaign you see behind me. Don't worry. I'm not going to defend the car or to put forward a green wash argument for motoring. I'm here on behalf of the average car hugging motorist, which leads neatly to the rationale behind our campaign.

As an agency it's our job to speak on behalf of the consumer. And as we know consumers have a habit of rejecting tub-thumping rhetoric. Funny how we all have problems with the words STOP and DON'T.

At Ideas, we recently conducted some research which divided the UK into three main groups:

The ethically willing. The confused but willing, and the 'don't give a fig'.

The ethically willing are being good green soldiers driving a Prius or earnestly taking the bike to the shops. They are the ones who are receptive to green motoring messages, and eagerly taking up the various hybrid and biofuel options.

The confused but willing, now they're running round like headless chickens - not surprising with all the conflicting chatter out there. What they need is single minded, simple messaging, and some clear suggestions of what they can actually DO. Less stop. More Go.

But what about the "don't give a figs?"

Bear in mind there are over 3 million of them and too much green finger waving will have them running to join their hero Jeremy Clarkson. These people LOVE their cars. And that's not going to change overnight. If we don't accept that, feelings of guilt and persecution could provoke a backlash.

The hounded driver decides enough is enough, the environmental debate reverts to its 1970's cliché of tree hugging and doom mongering, and that 'sod it', selfish attitude leaks out over all aspects of their consumerism, rejecting ANY attempt to tell them what to do.

And we can't give up. 3 million drivers is an awful lot of CO₂.

Yes, regulations will help deal with them, and as technology advances there will be more performance-driven options to choose from. Personally I can't wait for the new Toyota FT-HS hybrid sports car and how long before we see Lewis Hamilton in a hybrid F1 car?

At the moment these people are simply not engaged. And as the great majority of green messages seem to be aimed at the ethically willing it's not that they're rejecting them, they're just blind to them.

We therefore decided to tackle this brief head on - tell the "don't give a fig's" that IT'S OK TO LOVE YOUR CAR, WE UNDERSTAND, AND WE'RE NOT MAKING YOU GIVE IT UP... But please, pretty please, could you just think about how you use it.

Our view is that it's better to start moving this lot along, little by little, through gentle encouragement and reward than hitting them with a big green stick. So our campaign works on that assumption. Take the cars that symbolise the romance of driving, and, counter intuitively for a 'green' campaign, say 'hey it's OK to love your car'.

Playing to the egos of the petrol heads is about saving the planet, yes, but it's also about saving money. Not just the green choice, but the smart choice.

We are Ideas, part of the UK's leading in fact ONLY - ethical marketing group.

We believe in a world that is environmentally viable, socially just and cohesive - in other words green, fair and nice. AA Gill, of all people, best summed it up recently - his aim was to leave the world as he found it, and hopefully actually a little bit improved.

At Ideas we also believe in a commercial world where business, communities and individuals thrive and prosper. Yes it is possible - it's got to be - and we want to work with clients who share that view.

Understanding the ethical consumer and connecting them with causes and issues that change their attitude and behaviour is our bread and butter. For over 13 years now we've been working with charities, NGOs and indeed commercial organizations, well before ethical became fashionable.

People like Greenpeace, Forum for the Future and Stop Climate Chaos, right through to Wrigley and Npower.

Today's conference and this competition are testament to the current spotlight on all things ethical. When the Sun decides to run a green advice column, it's clear that the times are a changing.

The motoring industry is by no means perfect, but they have seen the writing on the wall. Now there's almost a gold rush for new technology.

Hopefully one of the outcomes from today will be more emphasis on proactive change, rather than waiting for consumer demand or regulations to drive it.

Our thinking is all about combining ethical insight and commercial nous, in order to make our clients' integrity pay. Working with charities teaches you a lot, with them the sell is almost always an emotional one. What we're doing now is applying that thinking to commercial brands.

More than 2 out of 3 consumers now claim to have a brand's ethical stance as key purchasing criteria and with the ethical market now more valuable than the combined sales of alcohol and tobacco, you can profit from integrity.

But how do you reach the ethical consumer?

In a recent report from Consumers International on Climate Change and the Consumer Government, business, the media and even celebrities featured low in the trust list well behind scientists, environmental groups.

The most admired people and organizations on climate change were Al Gore and Greenpeace. 61% of people in the UK could not name someone who they admired on climate change.

Our concern is that too many brands are just going through the motions, putting strategies in place which either just keep them level with the competition or with the regulators.

We firmly believe that you can - excuse the pun - make so much more mileage from this, and make ethics a key point of difference NOW. It is the brands and companies that are pioneering who will reap the rewards in the years to come. Look what the first mover advantage Plan A has done for Marks and Spencer.

Integrity really does pay. It's not just the green choice, it's the smart choice. For consumers, for business, for all of us.

So as you can see, with our background, we had a bit of an unfair advantage in this competition, that's why we decided it was only right to tackle the most difficult of your briefs.

We'd love to come and share some of our insight on the ethical consumer with any of you, and hopefully work towards something as provocative but charming as the creative we've just shown you.

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