

CREATIVE STRATEGY



CLIENT: CARB - ZEV Outreach
PROJECT: 2002 Awareness Campaign
DATE: 1/26/025
REVISION: 1v10

BUSINESS OBJECTIVE

- Create an umbrella concept/brand, under which all vehicles qualifying for ZEV mandate credits will fit.
- Relieve automakers of the need to sell the concept of Environmental Vehicles so they may better tell their individual story.
- Provide a framework to which foundations, NGOs and other stakeholders can attach their message.
- Kindle media advocacy rather than just media coverage

MARKET BACKGROUND

- Significant interest but little actual awareness or understanding
- Widespread misunderstanding as to types, performance, availability, etc.
- Very high satisfaction among current EV owners
- Continuing failure in many communities to meet air quality standards
- Energy consumption in transportation continues to increase

COMPETITION

1. All ICE vehicles
2. Public transportation
3. Bicycles and scooters

BARRIERS AND RESISTANCE

- Consumer mindset regarding range, speed, recharging
- Broad consumer reluctance to “go first”
- Lack of product
- Lack of adequately informed & trained dealer salesforce
- Lease prices and entanglements
- Long waits for delivery
- Inertia growing out of commitment to the status quo, fear of risk or lack of a compelling reason to buy

KEY MOTIVATORS

1. Environmental concerns
2. Economic concerns (high gas prices)
3. Show social leadership/make a statement
4. Lifestyle fit
5. Citizenship/Patriotism (Promote energy independence)

ADVERTISING & PROMOTION OBJECTIVES

1. Recruiting. Make converts and solicit active participation in an Environmental Vehicle Movement
2. Convince audience that clean vehicles are an entirely new category of transportation and cannot be measured by traditional standards
3. Persuade public of the relationship between vehicle choice and air quality as well as energy security
4. Educate consumers about category and model choices
5. Carve out behavior and usage niches; change consumer attitudes regarding range, performance and practicality
6. Turn Environmental Vehicles into a generational icon for younger people

TARGET AUDIENCE

1. Consumer profile: 35-54 years old, male, \$75k+ income, well educated, environmentally-friendly, early adopter, value conscious, 2nd or 3rd vehicle
2. Commercial and Municipal Fleet buyers
3. Media - opinion makers
4. Policy makers
5. Educators
6. Dealers/manufacturers

CURRENT AUDIENCE PERCEPTIONS

- Electric vehicles are impractical
- I'll wait - Fuel Cell vehicles are "just around the corner"
- SUVs and light trucks are as clean as passenger cars
- Uncertainty regarding durability, reliability, range and performance

DESIRED AUDIENCE PERCEPTIONS

- "There is a direct connection between tailpipe emissions and a cleaner, healthier environment."
- My vehicle choices - taken alone - can make a difference for cleaner air
- Environmental Vehicles decrease America's vulnerability to economic blackmail
- Owning an Environmental Vehicle shows I care about cleaner air and a safer, healthier world
- "The California Environmental Vehicle Movement is Manifest Destiny, and I want to be a part of it."

BRANDING

The California 'NV (environmental vehicle) A category brand for all clean vehicles that fall under the ZEV mandate.

(It's simple, memorable, all-encompassing)

POSITIONING

'NVs are for California drivers who are dissatisfied with air pollution, traffic and parking congestion; high gas prices and energy insecurity; and want to take the lead in changing America's driving culture and its impact upon the earth. Unlike internal combustion automobiles, 'NVs are a practical and positive way of contributing to a healthier environment and energy independence.

KEY MESSAGE *(The single most important idea to be communicated):*

"I can make a difference (for cleaner air and energy independence). I WILL make a difference"

SUPPORT

1. 25 lbs. of greenhouse gasses are generated for every gallon of gasoline burned (6.5 TONS per year per car!) <Source: Jason Mark, Union of Concerned Scientists>
2. World oil production will begin to slow within the decade, making it more expensive and more vulnerable to economic blackmail

ADDITIONAL COPY POINTS:

To be determined by the needs of each individual piece or ad

STONE AND MANNER

Speak to audience as citizens, not consumers

INDICATED ACTION

1. Buy Environmental Vehicles
 - Contact a dealer to show your interest
 - Get on a waiting list if necessary
 - Demand them ('NVs) and automakers will build them
2. Actively Participate in the eNVe Movement
 - Engage public officials
 - Write a letter to an editor
 - Encourage community support (parking privileges, charging stations, special access, etc.)
 - Contact the automaker with your experiences. How do you use your 'NV? What could be improved? Volunteer as a research subject
 - Proudly display your 'NV; take a minute to answer your neighbors' questions about it
 - Think before you take a 3,000 lb. car to pick up a 16-ounce of bread
3. Make Converts
 - If you are a consumer, carry the message to at least two others and become the engine that drives the movement
 - If you are the media, do more than write an editorial -- mount an advocacy campaign
 - If you are in government, initiate favorable legislation and programs
4. Log on to the website to see what other actions you can take.