



ULEZ and Air Quality  
Project Planning Presentation  
30<sup>th</sup> January 2018

# AGENDA



Audiences



Channel  
recommendation  
by phase

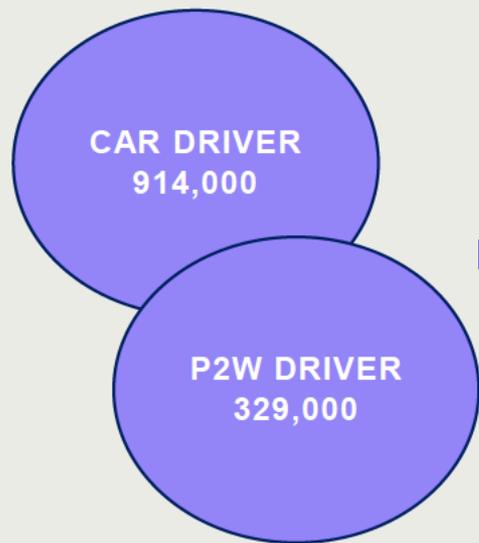


Block plan

**1**

# AUDIENCES

# OVER HALF OF THIS AUDIENCE ARE PREPARED TO MAKE A CHANGE TO BENEFIT THE ENVIRONMENT



19% of drivers would choose a car based on it being environmentally friendly / give off low emissions

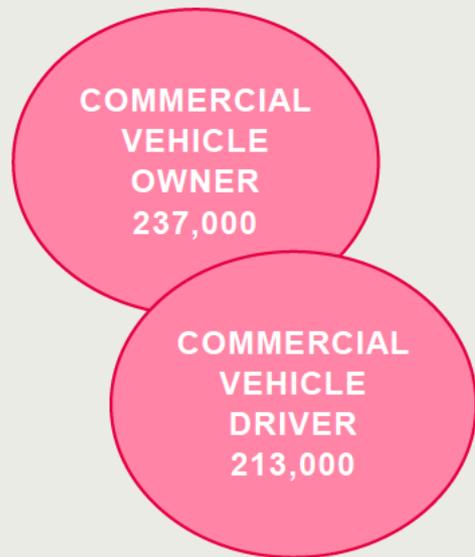
15% of drivers would choose a car based on tax/congestion charge related benefits

69% of people are worried about pollution and congestion caused by cars, whereas only 9% are not

54% of drivers are prepared to make lifestyle compromises to benefit the environment

70% of car drivers are worried about pollution/congestion vs 68% of P2W drivers

## COMMERCIAL / TRADE AUDIENCE



COMMERCIAL  
VEHICLE OWNER  
OR DRIVER  
309,000

61% of commercial drivers/owners are worried about pollution and congestion caused by cars, whereas 16% are not

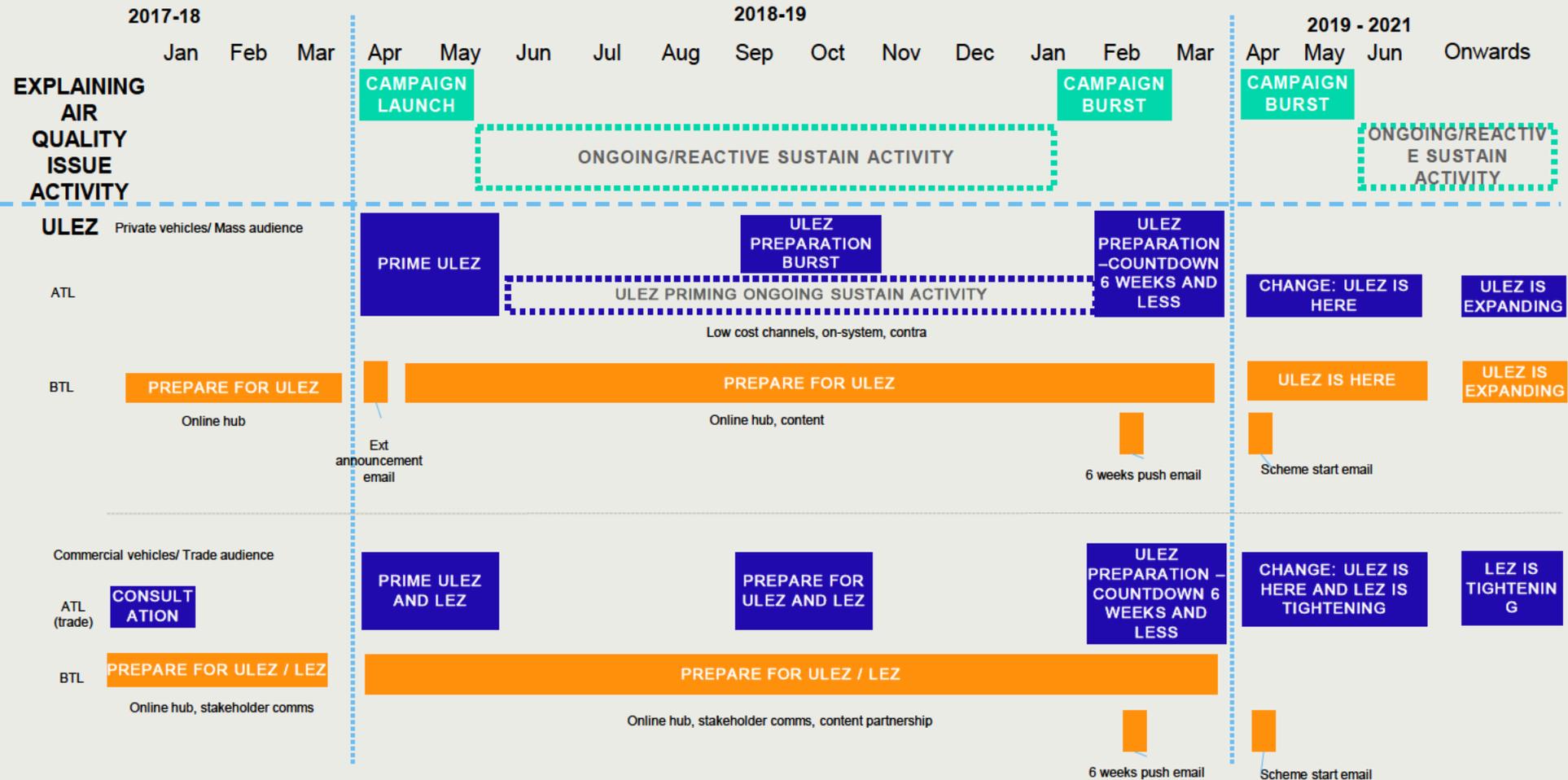
55% of commercial drivers/owners are prepared to make lifestyle compromises to benefit the environment

Unsurprisingly, owners of commercial vehicles are more worried about pollution/congestion than drivers (65% vs. 55%)

62% of commercial owners are prepared to make a lifestyle compromise to benefit the environment

TGI data

# A PHASED APPROACH TO LEAD TOWARDS THE INTRODUCTION OF ULEZ



# 2

## CHANNEL RECOMMENDATION BY PHASE

# EXPLAINING AIR QUALITY ISSUE ACTIVITY

# EXPLAINING AQ ISSUE

2017-18

Jan Feb Mar

2018-19

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar

2019 - 2021

Apr May Jun Onwards

ACTIVITY

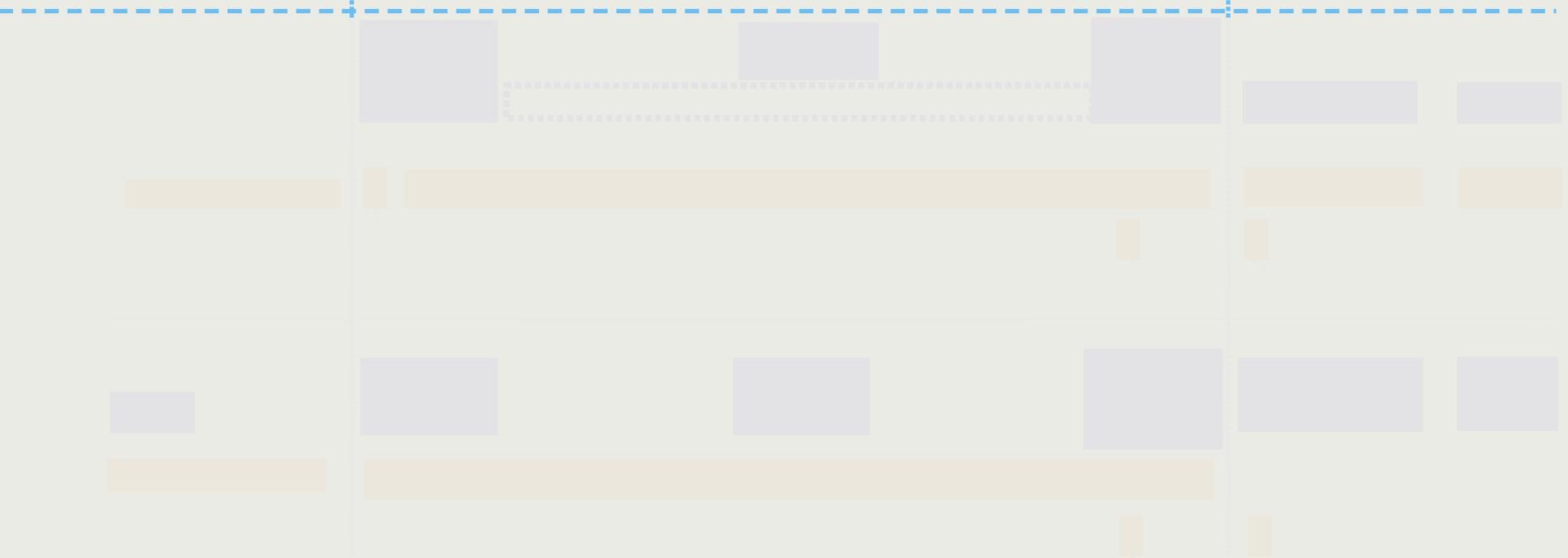
CAMPAIGN LAUNCH

CAMPAIGN BURST

CAMPAIGN BURST

ONGOING/REACTIVE SUSTAIN ACTIVITY

ONGOING/REACTIVE SUSTAIN ACTIVITY



# RECOMMENDED CHANNEL MIX - PRIMING

## ROLE FOR PRIMING

Establish awareness, create cut through engagement at scale of the issues of Air Quality and the need for action (TfL & personal). Bring the issue to attention at pertinent times (e.g. when air quality alerts are issues, following mayoral announcements) through reactive, dynamically-served media

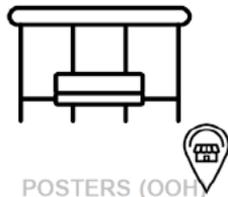
## PRIMING CHARACTERISTICS

Higher dwell time

Impact builds over time

Talk to collective

Emotional



CONTENT PARTNERSHIP



PAN LONDON &  
LOCAL PRESS



RADIO

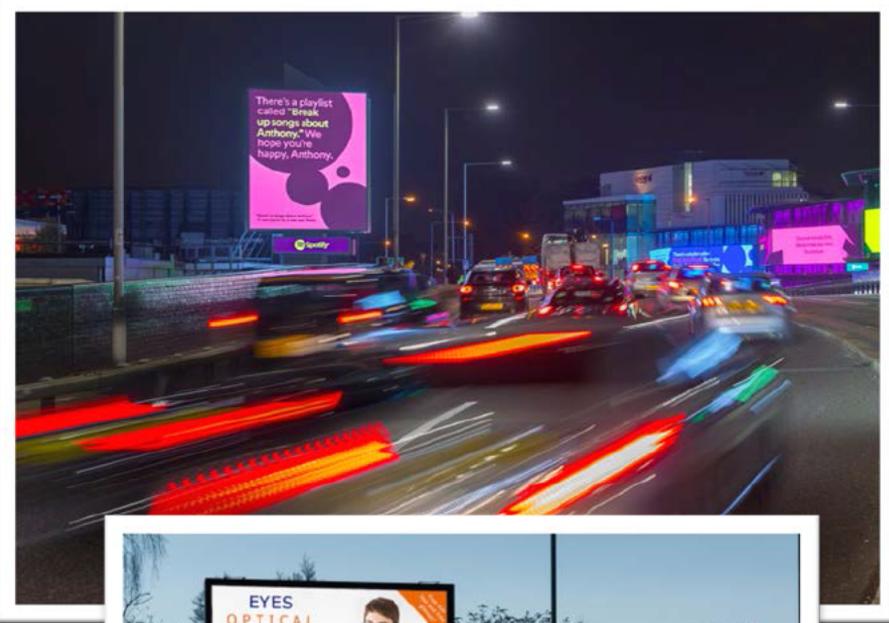


SOCIAL

## POSTERS (OUT OF HOME - OOH)

Drive impact and awareness amongst a London driver audience, by contextually placed OOH sites in selected boroughs. These will be a combination of relevant on system formats, large roadside billboards on key routes, supported by roadside 6 sheets that will enable us to use borough specific creative.

- **Format:** On System (bus lower rears, road facing DR's & LU, contra (eg. crosstrack)) roadside 6 sheets, large format static & digital OOH sites along arterial routes (see next slide for examples).
- **Phasing:** Apr-May 18 & Jan-Feb 19 (exact in charge dates TBC)



Pan London press will drive awareness amongst Londoners in key titles. A combination of formats will enable us to drive cut through within the print environment and achieve strong reach.

- **Format:** Metro travel page (on system), 25x4s, full pages
- **Phasing:** Apr-May 18 & Jan-Feb 19

Drive targeted awareness within key areas. Local press offers a cost effective opportunity to look at more impactful and engaging formats such as full page or advertorial in order to increase awareness whilst delivering understanding this complex messaging. These formats will also provide impact and cut-through for the framing messages.

- **Format:** Full pages (advertorials / longer form ads), 25x4's or equivalent
- **Phasing:** Apr-May 18 & Jan-Feb 19

Social media will allow us to communicate the framing message directly to our audience in a quick and succinct way. We recommend static posts for announcements & reactive posts, supported by short video/s to explain the issues surrounding air quality.

We are also able to run different creative by borough, which will deliver more of a personalised message.

- **Format:** Static & video
- **Phasing:** Apr-May 18 & Jan-Feb 19

# RADIO

Radio is key to drive awareness and reach a Pan London driver audience. London radio stations extend out to Greater London & the home counties, capturing those who are more likely to drive through London on their journey to and from work.

Radio will provide routine and timely in journey exposure to our framing message, up-weighted towards breakfast and key commuter hours.

- **Format:** 30/40" (VCCP to confirm)
- **Stations:** Capital, Magic, Kiss, LBC
- **Phasing:** Apr-May 18 & Jan-Feb 19

## CONTENT PARTNERSHIP

Partnering with a media owner/publisher for this campaign will enable us to not only achieve awareness and high reach against our audience, but will allow us to explore bespoke media opportunities that will achieve engagement and cut through to land our Air Quality messages.

- **Potential partners:** Radio (LBC/Global)
- **Phasing:** Apr 18 – Mar 19 (exact timings TBC, but ideally low level always on approach with bursts in Apr/May 18 & Jan/Feb 19)
- **Consideration:** We would look to extend the content partnership to include ULEZ messages

**ULEZ:**

**PRIVATE VEHICLES / MASS AUDIENCE**

# RECOMMENDED CHANNEL MIX - PRIMING

## ROLE FOR PRIMING

Continue to build awareness about the introduction of ULEZ, the implications and the need for action (TfL & personal)

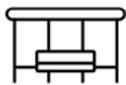
## PRIMING CHARACTERISTICS

Higher dwell time

Impact builds over time

Talk to collective

Emotional



OOH



CONTENT PARTNERSHIP



RADIO



PAN LONDON &  
NAT PRESS



SOCIAL

Driving impact and awareness amongst a London driver audience using contextually relevant OOH sites.

- **Format:** On System (bus lower rears, road facing DR's & LU), roadside 6 sheets, petrol pump forecourts, car dealerships etc
- **Phasing:** Apr-May 18 & Jan-Feb 19

Driving high awareness across key titles to reach an all London audience who will be impacted by the ULEZ.

- **Format:** Metro travel page (on-system), 25x4
- **Titles:** Metro, Evening Standard, City AM
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19

## NATIONAL PRESS

Use National press to achieve mass reach against an all UK audience. While the introduction of ULEZ will have a direct and immediate impact on a London audience, it is important to consider the wider UK audience who may travel through London.

Our title mix will reach commercial drivers outside of London.

Due to the high costs associated with National titles, formats should be conservative in order to maintain reach and awareness whilst balancing cost efficiency.

- **Format:** 25x4 or equivalent
- **Titles:** The Sun, Daily Express, Daily Star, Metro National
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19 (bursts & timings to be discussed)

Social media will allow us to communicate the ULEZ message directly to our audience, telling them about the changes to ULEZ and ultimately driving them to the online hub. Through the use of social retargeting, we'll be able to ensure our audience view all of our messages over the campaign period (max 2-3 per user to not go over on frequency).

- **Format:** Static & video formats
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19

# RADIO

Radio is key to drive awareness and reach a Pan London driver audience. London radio stations extend out to Greater London & the home counties, capturing those who are more likely to drive through London on their journey to and from work.

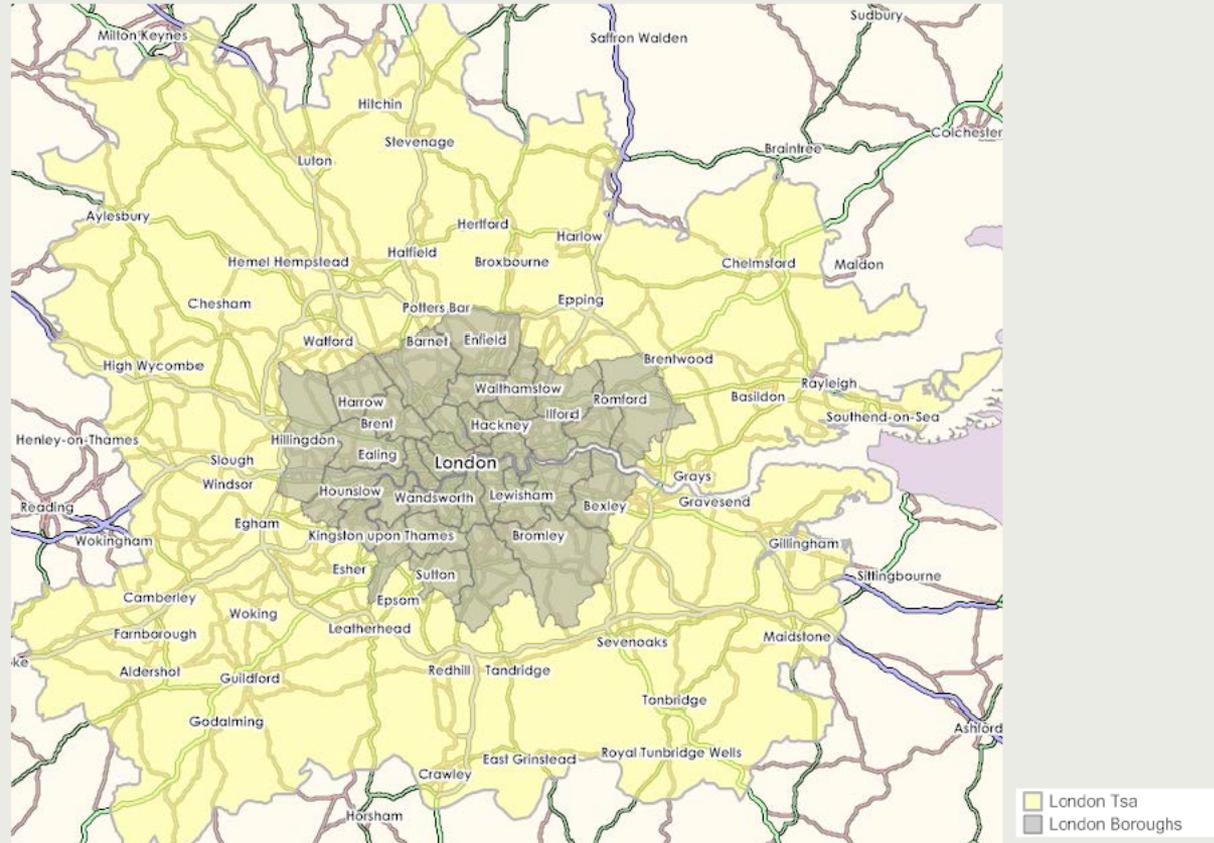
Radio will provide routine and timely in journey exposure to our framing message, up-weighted towards breakfast and key commuter hours.

We will target stations with a male skew in order to target commercial drivers.

- **Format:** 30/40" (VCCP to confirm)
- **Stations:** Capital, Magic, Kiss, LBC, TalkSport (bought nationally & phased around large football games/events in London)
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19

# RADIO COVERAGE

Pan London Radio stations achieve significant coverage across the Home Counties



# RECOMMENDED CHANNEL MIX - INTERVENTION

## ROLE FOR INTERVENTION

Encourage those who are affected and key decision makers to check their vehicle, understand their alternative options and ultimately change their driving behaviour through mode shift or

## INTERVENTION CHARACTERISTICS

Clear & concise

Immediate Impact

Talk to Individual

Functional



SEARCH



RE-TARGETING



DESKTOP DISPLAY



CRM



BTL

VCCPMe  
& TfL

Search will play a key role, providing information to those seeking more information about the ULEZ. Multiple ad copy variations will target the Air Quality narrative and both private & commercial audiences, driving them to online hub for more information and to the vehicle checker.

- **Format:** Extended text ads
- **Phasing:** Always on - Apr 18 – Mar 19

## DIGITAL DISPLAY

Digital display will be used as an intervention channel to drive reach, specifically targeting London drivers, directing users to the online hub to find out more information on how the ULEZ will affect them, and drive usage of the vehicle checker.

- **Format:** Standard IAB formats
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19

## DISPLAY RETARGETING

To be used in conjunction with digital display, to build a pool of users that have visited the online hub. Display retargeting to be used as a reinforcement to the ULEZ message, targeting those that have landed on the site, with a stronger call to action to ensure they have all the facts in relation to the scheme.

- **Format:** Standard IAB formats
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19

# ULEZ - PRIVATE VEHICLES / MASS AUDIENCE

2017-18

2018-19

2019 - 2021

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Onwards

**ULEZ**

Private vehicles/ Mass audience

PRIME ULEZ

ULEZ  
PREPARATION  
BURST

ULEZ  
PREPARATION  
-COUNTDOWN  
6 WEEKS AND  
LESS

CHANGE: ULEZ IS  
HERE

ULEZ IS  
EXPANDING

ATL

ULEZ PRIMING ONGOING SUSTAIN ACTIVITY

Low cost channels, on-system, contra

BTL

PREPARE FOR ULEZ

Online hub

PREPARE FOR ULEZ

Online hub, content

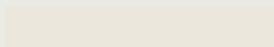
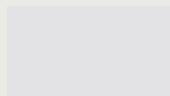
ULEZ IS HERE

ULEZ IS  
EXPANDING

Ext  
announcement  
email

6 weeks push email

Scheme start email



**ULEZ:**

**COMMERCIAL VEHICLES / TRADE AUDIENCE**

# RECOMMENDED CHANNEL MIX - PRIMING

## ROLE FOR PRIMING

Establish awareness and understanding of ULEZ and LEZ within the community of key decision makers and highlight the necessary changes which need to be made

## PRIMING CHARACTERISTICS

Higher dwell time

Impact builds over time

Talk to collective

Emotional



TRADE PRESS



PARTNERSHIP WITH SPECIALIST SITE(S)



STAKEHOLDER COMMS

Drive targeted awareness within contextually relevant trade titles reaching owners and drivers of commercial vehicles.

Specialist titles will enable us to reach specific groups such as motorbike owners, motorised house boxes and caravan owners and drivers thinking of purchasing a new vehicle who will be impacted by the introduction of ULEZ.

Full page or advertorial formats will help to deliver engagement and understanding of this complex messaging whilst providing impact and cut-through

- **Format:** Full pages & advertorials / longer form copy
- **Phasing:** Apr-May 18, Sep-Oct 18 & Jan-Feb 19

# RECOMMENDED CHANNEL MIX - INTERVENTION

## ROLE FOR INTERVENTION

Prompt key decision makers to go online to check their vehicle/fleet and understand alternatives

## INTERVENTION CHARACTERISTICS

Clear & concise

Immediate Impact

Talk to Individual

Functional



PARTNERSHIP WITH  
SPECIALISTS SITES



CRM



BTL

## CONTENT PARTNERSHIP

Recommend partnering with one of the key trade press publishers, to target the hard to reach trade & commercial audience

A content partnership will enable us to build a relationship with the readers over time, explaining to them the implications of the ULEZ.

To cover both priming and intervention.

- **Format:** Various, ideally including print and digital channels
- **Phasing:** TBC – Ideally low level always on, upweighting around key timings

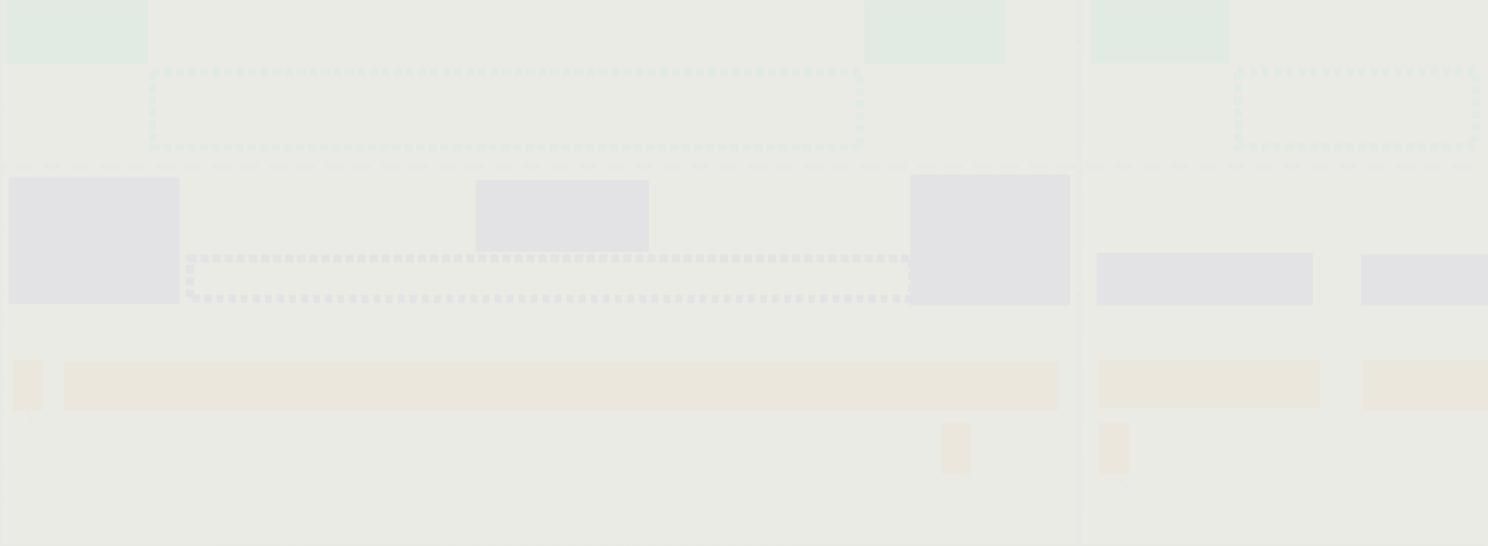
# ULEZ: COMMERCIAL VEHICLES / TRADE AUDIENCE

2017-18

2018-19

2019 - 2021

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Onwards



Commercial vehicles/ Trade audience

ATL (trade) **CONSULTATION**

BTL **PREPARE FOR ULEZ / LEZ**

Online hub, stakeholder comms

**PRIME ULEZ AND LEZ**

**PREPARE FOR ULEZ AND LEZ**

**ULEZ PREPARATION - COUNTDOWN 6 WEEKS AND LESS**

**CHANGE: ULEZ IS HERE AND LEZ IS TIGHTENING**

**LEZ IS TIGHTENING**

**PREPARE FOR ULEZ / LEZ**

Online hub, stakeholder comms, content partnership

6 weeks push email

Scheme start email

# 3

## BTL RECOMMENDATIONS

# ULEZ LAUNCH OBJECTIVES

RAISE  
AWARENESS

GET  
CUSTOMERS  
TO CHECK

CHANGE  
BEHAVIOUR

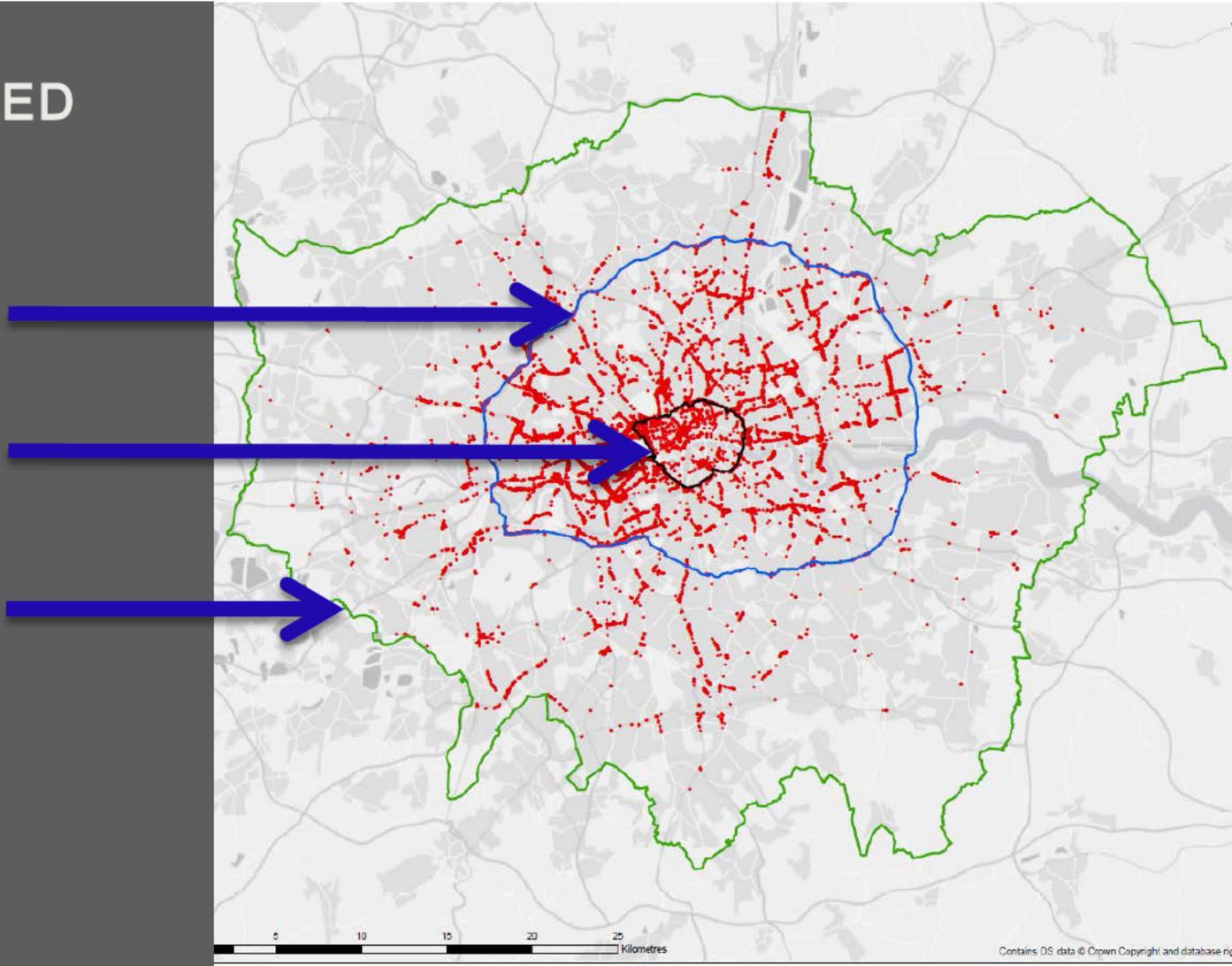
Improve the quality of air across London, supporting the Mayor's  
key initiatives

# AREAS AFFECTED BY ULEZ

**Inner London**  
Postal Area N, NW, E, W, SE, SW

**Central London**  
Excludes WC, EC, SE1, W1

**London-wide**  
All other postal areas



# TARGET AUDIENCES

1 SMEs <10 Employees

2 Fleet Decision Makers

3 Tradesmen

4 Private Residents/Mass

Each audience can be reached via direct mail and / or email

# COMMERCIAL/ TRADE AUDIENCES TO TARGET

## SMES WITH 1- 10 EMPLOYEES

Target named decision makers in SMEs with 1-10 employees who operate in industries likely to use/own vehicles.

E.G. Florists, distribution companies, food suppliers etc

## FLEET DECISION MAKERS

Target decision makers in businesses up to 200 employees, who are responsible for all transport decisions in companies with a number of vehicles.

The contact may be responsible for a number of vehicles which are travelling in and out of London

## TRADESMEN

Target residential addresses where we have identified those who have state their profession as “Tradesmen” .

These people are likely to use a car / van as part of their trade E.g. Plumbers

# PRIVATE RESIDENTS/MASS AUDIENCE

## IDENTIFY CAR OWNERS

Use 3<sup>rd</sup> party data such as Experian/DVLA to target households within the catchment area who currently own a car

## CONGESTION CHARGE USERS

Use owned data sources to target congestion charge users\*

# FACE TO FACE

## CONSUMER

Reach consumers in car related destinations – e.g. Lakeside, Westfield, Service Stations etc

## TRADE

Target small business owners / trades people in relevant locations. For example Smithfield Market or Trade Shows

# MEASUREMENT

Develop a measurement framework to ensure performance can be tracked across all channels and ladder up to business objectives



Increase in  
Engagement  
Metrics



Increase in  
Number of  
Vehicles  
checked



Decrease in  
Number of Non  
Compliant  
Vehicles



Increase in  
Number of TfL/Public  
Transport Users

**4**

## **BLOCK PLAN & NEXT STEPS**

# SUGGESTED BLOCK PLAN COVERING MEDIA ONLY – EXCLUDES BELOW THE LINE 2018/19

## EXPLAIN AQ ISSUE:

APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR

2019/20  
MEDIA  
BLOCK  
PLAN TO BE  
PLANNED

ON SYSTEM

ON SYSTEM TO COVER FRAMING & ULEZ PRIVATE

OOH

PRESS

RADIO

SOCIAL

PARTNERSHIP

PARTNERSHIP TO COVER FRAMING & ULEZ PRIVATE

## ULEZ - PRIVATE:

POSTERS

RADIO

PRESS

SOCIAL

DIGITAL DISPLAY

RETARGETING

SEARCH

SEARCH TO COVER FRAMING & ULEZ (PRIVATE & COMMERCIAL)

## ULEZ - COMMERCIAL:

TRADE PRESS

PARTNERSHIP



## NEXT STEPS

- **TfL to feedback on media approach**
- **VCCP to confirm production costs**
- **VCCP Me to come back with their recommendation & costs**
- **TfL to confirm DVLA & integrated team costs**
- Once above confirmed, Wavemaker to re-work recommendation based on revised budget