Ultra Low Emission Zone

Copies of the advertising campaign materials which appeared in channels distributed outside of London

National Press: The Sun, Daily Mail, Metro



The Sun, Daily Mail, Metro,







Metro Metro Metro

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MAYOR OF LONDON



MAYOR OF LONDON

Metro



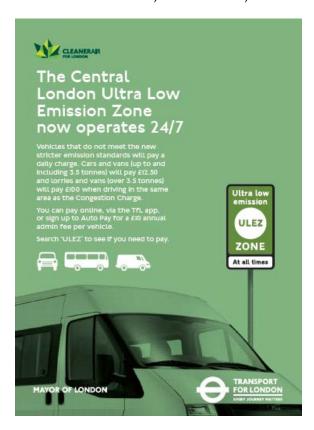
Metro

The Ultra Low Emission Zone covers the same area as the Congestion Charge Congestion Charge Congestion charging Central ZONE Mon-Fri 7am-6.30 pm TRANSPORT FOR LONDON TRE ZOURTE KENTELL TRANSPORT FOR LONDON TRE ZOURTE KENTELL TRANSPORT FOR LONDON TRE ZOURTE KENTELL TRANSPORT FOR LONDON

The Sun

Specialists Press:

Business Car, Bus & Coach Buyer, Truck & Driver, Ride, Classic Bike, Motorcycle News, Commercial Motors, Fleet World, What Van?



Fleet World, Truck and Driver, What Van?



Business Car, Bus and Car Buyer



Ride, Classic Bike, Motorcycle News



Truck and Driver



Commercial Motors, What Van?, Fleet World

<u>Radio</u>

London stations with a radius of 25 to 30 miles around London subject to terrain: Capital, Heart, Kiss, Capital XTRA, Smooth, talkSPORT Trading, LBC 97.3, Absolute, Magic, Sunrise, Radio X, Classic FM, Gold FM, Jazz FM, Radio Jackie, First Radio

We are unable to supply specific population information for the airtime that ran outside London.

Radio script 40" - May 2018

We hear an instrumental version of The Air That I Breathe by London Youth Choir behind the VO.

VO: Every Child in London is breathing toxic air, mainly caused by road vehicles.

To help tackle this, the Ultra Low Emission Zone is coming to central London (for petrol and diesel vehicles). It will operate 24 hours a day, every day of the year, from the 8th of April 2019, in addition to the weekday Congestion Charge.

Search 'ULEZ' to check your vehicle meets the emission standards and to plan your options.

To the Mayor of London and TfL, every journey matters. Music: Sometimes, All we need is the air that we breathe, And to love you.

S earch 'ULEZ' to check your vehicle and see if you need to pay. To the Mayor of London and TfL, every journey matters

Radio script - December 2018

VO: Most radio adverts begin in a pristine recording studio. But not this one. We're recording on the streets of Central London, polluted by toxic air. Because there's no better place to tell you that the Central London Ultra Low E mission Zone is coming on the 8th of April this year.

It will apply 24 hours a day, every day of the year, in the same area as the Congestion Charge zone.

Unless your car, motorbike or smaller van meets the new stricter emission standards, you will have to pay the £12.50 daily charge.

Search 'ULEZ' to check your vehicle and see if you need to pay. To the Mayor of London and TfL, every journey matters.

Radio script Commercial Drivers - December 2018

VO: Most radio adverts begin in a pristine recording studio. But not this one. We're recording on the streets of Central London, polluted by toxic air.

Because there's no better place to tell you that the Central London Ultra Low Emission Zone is coming on the 8th of April this year.

It will apply 24 hours a day, every day of the year, in the same area as the Congestion Charge zone. Unless your lorry, bus, coach or specialist vehicle meets the new stricter emission standards you will have to pay the £100 daily charge.

Radio script 6 WEEKS TO GO - February 2019

SFX: We hear the busy sound of London's streets throughout.

VO: Most radio adverts begin in a pristine recording studio. But not this one. We're recording on the streets of Central London, polluted by toxic air.

Because there's no better place to tell you that the Central London Ultra Low Emission Zone is coming on the 8th of April this year.

For vehicles that don't meet the new stricter emissions standards, it will apply 24 hours a day, in the same area as the Congestion Charge Zone. From the 8th of April, you can either pay the daily charge online, via the free official TfL app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

Search 'ULEZ' to check your vehicle and see if you need to pay. To the Mayor of London and TfL, every journey matters.

Radio script - Post Launch - April 2019

SFX: We hear the busy sound of London's streets throughout.

VO: Most radio adverts begin in a recording studio. But not this one. We're recording on the streets of Central London, because there's no better place to tell you that the Ultra Low Emission Zone is here to help tackle our toxic air.

It now operates 24 hours a day, every day of the year in the same area as the Congestion Charge Zone, and the £12.50 daily charge applies if your car, motorbike or smaller van is non-compliant.

You can pay the charge online, via the TfL pay to drive in London app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

Search 'ULEZ' to see if you need to pay.

To the Mayor of London and TfL, every journey matters.

Radio script - Post Launch - April 2019

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Search 'ULEZ' to see if you need to pay.
To the Mayor of London and TfL, every journey matters.

Radio script (Commercial drivers) - Post Launch - April 2019

SFX: We hear the busy sound of London's streets throughout.

VO: Most radio adverts begin in a recording studio. But not this one. We're recording on the streets of Central London, because there's no better place to tell you that the Ultra Low Emission Zone is here to help tackle our toxic air.

It now operates 24 hours a day, every day of the year in the same area as the Congestion Charge Zone, and the £100 daily charge applies if your lorry, bus coach or specialist vehicle is non-compliant.

You can pay the charge online, via the TfL pay to drive in London app, or sign up to Auto Pay for a £10 annual admin fee per vehicle.

Search 'ULEZ' to see if you need to pay.
To the Mayor of London and TfL, every journey matters.

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