

'BUMP INTO BRUM'

Possible with Media Bounty and ACT Climate Labs

“ A strong, local, inspiring campaign that has community at its heart. 66% of those who recalled the campaign considering behaviour change is a good result. - Campaign Ad Net Zero judge. ”

Challenge

Transport accounts for around 24% of the UK's carbon emissions, and 91% of emissions from domestic transport come from road vehicles. To reduce emissions in line with the Paris Agreement, behavioural change around car usage is key.

Brief

Climate charity Possible partnered with ACT Climate Labs and Media Bounty to develop it's 'Bump into Brum' campaign supporting 'Car-Free Cities'.

Solution

Inspire behaviour change by focusing on showcasing the benefits of fewer cars in the street with a hyper-local approach that used trusted messengers from the area.

Execution

- Used shared cultural cues to increase the relatability and relevance of the campaign.
- Centred on direct quotes from four Handsworth residents, and featured local staples, such as Soho Road, Handsworth Park, and the number 74 bus.
- Used recyclable formats to reduce impact.
- Worked with Seen This to minimise the amount of data downloaded by end users, for online display and social advertising.
- Used IPA Climate Charter membership to measure, reduce and offset unavoidable emissions.

BUMP INTO BRUM
Bump into Brum. A campaign to get locals in Handsworth, Birmingham to drive less, and experience more of home.

BACKGROUND
Transport accounts for around 24% of UK CO₂ emissions*, but car ownership is still on the rise.

Introducing 'Bump into Brum'. A campaign by ACT Climate Labs and climate charity Possible to encourage people to reduce their car usage.

THE STRATEGY
Our audience was the Persuadables: the 69% of Brits who believe climate change is real but aren't highly engaged in the topic.

We knew that just asking them to cut down on car usage wouldn't work. So instead, we celebrated the benefits of leaving the car at home. From better health, to interacting with neighbours. And yes - cleaner air, too. We featured local people, giving their reasons why they love Handsworth - and how it's better when they're not driving.

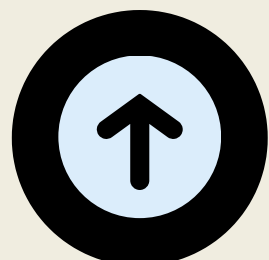
PRODUCTION & CREATIVE
Sustainability was key to every stage of the production process, too. The production company, cast, crew and photographer were all based within a 15-mile radius of the shoot. Unavoidable emissions were offset through World Land Trust, and all wardrobe and props were supplied by the cast themselves. The tCO₂e for this campaign totalled 0.76 - below AdGreen's industry average of 2.2.

RESULTS

Following the campaign...	66%	27%	68%	14.75%
	are more likely to consider changing behaviour to help the climate.	Increase in positive brand associations.	said that using local people made the ads more relevant.	more people believe 'having fewer cars on the streets is a good idea'.

MEDIA BOUNTY ACT CLIMATE LABS Possible. Inspiring climate action

*Source: UK Department of Transport

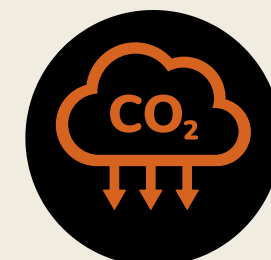


40% uplift in people agreeing with the statement
"Neighbourhoods should be for people, not cars".

Results



14.75% uplift in people's receptiveness to the idea that 'having fewer cars is a good idea'.



tCO₂e for this campaign totalled 0.7681 vs 2022 average impact per shoot day of 2.2 tCO₂e (AdGreen).