



## CATEGORY: MEDIA

# CARBON SKIDMARK - CHANNEL 4'S CHANGE CLIMATE SEASON



### Challenge

To shift the focus of the climate change conversation from individual responsibility to holding corporations and governments accountable for their inaction.

### Brief

Create a disruptive campaign for Channel 4's Change Climate season that challenges politicians, corporations, and those in power to take responsibility for their contribution to the climate crisis, rather than placing the burden on individuals.

### Solution

The Carbon Skidmark campaign used humour and striking imagery to call out the inaction of powerful institutions in tackling climate change, with a metaphorical "carbon skidmark" left by those avoiding responsibility.

## Results



81% of viewers agreed that corporations should be doing more to combat the climate crisis.



43% agreed that C4 programmes deal with issues they care about.



1/3 exposed to the campaign agreed that C4 inspires people to change things in their lives.

## Execution

- Conducted research which highlighted conversations around climate change placed the burden upon the individual and caused feelings of anxiety, guilt and helplessness, for 60% of 16-25-year-olds.
- In response, C4 created a humorous campaign using the metaphorical concept of "the Carbon Skidmark" to symbolise the inaction of those in power to address climate change, placing responsibility on big corporations and away from the individual.
- It ran across multiple media platforms and included the stunt of the "big pants" tour across London, on a lorry powered by HVO, cutting CO2 emissions by up to 90%.
- Adhered to sustainability principles during production (transport, catering, minimising waste etc), with all involved companies tracking their carbon impact using AdGreen.
- Internal and external experts, including climate scientists and political advisors from the University of Cambridge, were consulted to align with Channel 4's science-based climate targets.

