RESEARCH SUMMARY

Title   **LEZ communications development**

Objective   Evaluate and inform the development of creative materials
                   which are intended to maximise compliance with Phases 3
                   and 4 of the Low Emission Zone (LEZ)

Date   **August 2010**

Methodology   26 depth interviews with operators of larger vans, minibuses,
                   HGVs and coaches across a range of business types,
                   locations, and fleet sizes. All had at least one vehicle that
                   would be non-compliant with LEZ Phase 3 or 4

Key findings

- The most effective advertising materials for LEZ Phases 3 and 4 are
  simple and factual. Vehicle operators need to quickly recognise that the
  advert is relevant to them, in order to prevent them ignoring the message

- Copy should be kept simple and only include information that helps to
  define the need for compliance. Key information includes: the LEZ logo;
  the date Phases 3 and 4 become effective; full definition of the vehicle (eg
  type, weight, number of seats); and website address

- To ensure operators understand that the advert is relevant to them, the
  visuals need to show more accurate images of the appropriate vehicles,
  including correct relative sizes and a wide range of vehicle types

- Environmental and health messages should be secondary to key LEZ
  information in order to focus operators on the need for action

- The preferred creative route is the 'Words' concept; it is seen to be
  appealing, has impact and the text within the images communicates the
  message quickly. However, it could be improved by: making the
  landscape imagery more recognisable as London (and therefore relevant
  to LEZ); providing more accurate vehicle imagery; adding clarity and a
  greater sense of urgency to the core message

- Once they realise they are affected by LEZ Phase 3 or 4, operators are
  willing to go online for further details. The web address
  tfl.gov.uk/compliancechecker url is liked as it is seen to be descriptive of
  what they can expect to find on the website, though some would find it
  more recognisable if it started with 'www'

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