

TRO appointed by DEFRA to manage ACT ON CO2 stand

Brand experience agency TRO has won a pitch to implement an event programme to support DEFRA's ACT ON CO2 climate change campaign.

The event programme is part of the integrated marketing campaign, which rolls out this autumn to encourage people to reduce their carbon footprint by saving energy in their homes. Television advertising and a dedicated website, www.direct.gov.uk/actonco2, will be supported by this series of face-to-face events featuring the stand.

TRO will be designing and producing an exhibition stand and working with DEFRA's PR agency to deploy the stand at a number of events and venues. Management of the stand, including transportation and installation, will be undertaken by TRO's event support team.

Said TRO Project Director Tania Pamplin: "DEFRA's brief calls for a modular, adaptable exhibition stand which will be destined for both indoor and outdoor use. Visual messaging will be bold and eye-catching, with the objective of communicating the financial benefits of reducing domestic CO2 emissions. Not surprisingly, we have been tasked with ensuring that the environmental impact of the stand itself, as well as its operation, will be minimised."

The stand's creative theming focuses on the steps that individuals can take to reduce their energy consumption in the home. Graphics will reflect the ACT ON CO2 messages appearing on the current ads and website.

TRO has initiated its own carbon reduction programme by undertaking a carbon audit of its activities. The agency is working towards BS8901 certification, which it hopes to have in place within the next nine months.