

CARGO

THE HUB FOR SUSTAINABLE TRUCKING



Senior Capstone 1

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HOW WE GOT HERE



ELECTRIC VEHICLES

Just how eco - friendly are EV's?



THE TRUCKING INDUSTRY

What's happening in the trucking industry?



CLIMATE IMPACTS

What is currently happening to reduce the burden on the environment?



SUSTAINABLE TRUCKING

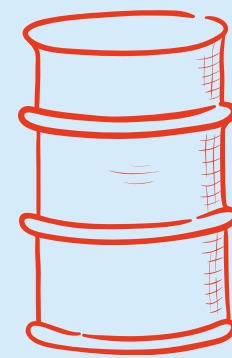
If sustainable alternatives exist, why aren't companies using them?

THE PROBLEM



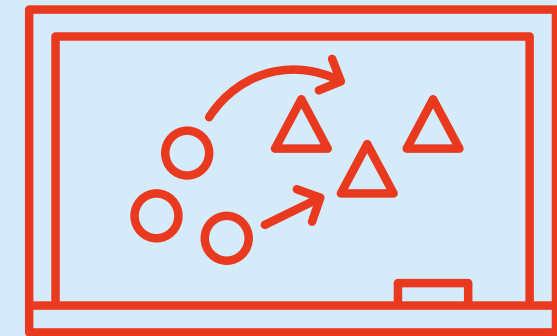
80%

80% OF RESPONDENTS IN 50 COUNTRIES AGREED THAT "WE ARE HEADING TOWARDS AN ENVIRONMENTAL DISASTER UNLESS WE CHANGE OUR HABITS QUICKLY"



54.3B

THE TRUCKING INDUSTRY CONSUMES AROUND 54.3 BILLION GALLONS OF DIESEL FUEL ANNUALLY



21%

21 PERCENT OF BUSINESS LEADERS IN THE TRUCKING INDUSTRY SEE A CLEAR CASE FOR SUSTAINABILITY IN THEIR BUSINESS STRATEGY

THE PROBLEM

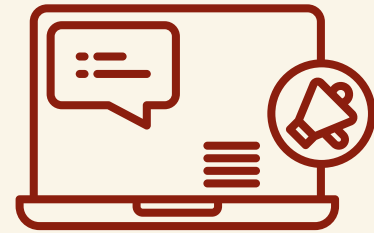
- **1.3 MILLION TRUCKING COMPANIES**
- **\$726 BILLION DOLLARS IN ANNUAL REVENUE**
- **28% OF CLIMATE POLLUTION FROM TRANSPORTATION**



How might we make sustainable alternatives attractive and attainable for trucking companies so that they can minimize their environmental impact in the trucking industry

CARGO

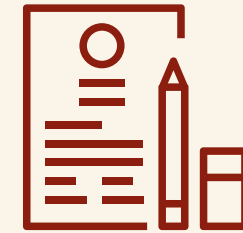
CARGO IS A SUSTAINABLE TRUCKING ORGANIZATION THAT BRIDGES EVERYDAY PEOPLE AND TRUCKERS INTO ONE COMMUNITY. CARGO AIMS TO CREATE PATHWAYS FOR TRUCKING COMPANIES TO EASILY LEARN ABOUT AND ADOPT SUSTAINABLE ALTERNATIVES WHILE SIMUTANIOUSLY INCREASING PUBLIC AWARENESS, INTEREST, AND ENGAGEMENT OF SUSTAINABILITY IN THE TRUCKING INDUSTRY.



Landing Page



Members Only



Campaigns



Blogs/ News

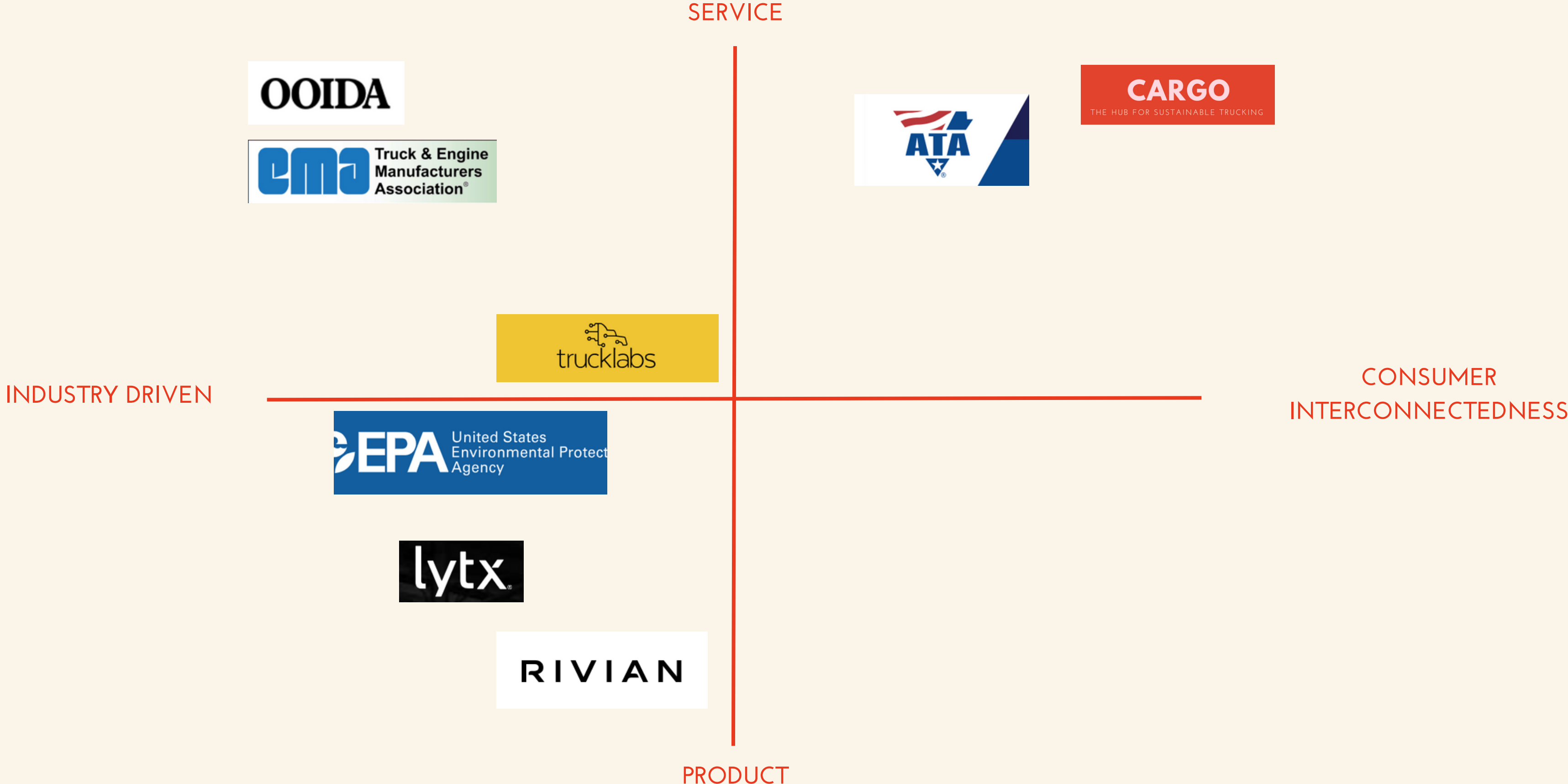


Resources



Social Media Feed

WHY CARGO



Opening statement

The trucking industry has been a large player in the US economy for decades now. However, it's becoming increasingly hard to ignore their contribution to the global climate crisis. As new and innovative alternatives become available, many of these industries are showing disinterest in adopting these practices. The goal with creating a sustainable trucking organization is to make these alternatives attractive and attainable for manufacturers.

Objectives

- Increase awareness and public interest/ engagement of sustainability in the trucking industry
- Create a pathway for manufacturers to easily learn about and adopt sustainable alternatives
- Target large decision makers to create change at the government level

Research Insights

- There are numerous sustainable alternatives available that companies aren't utilizing
- The trucking industry is a multi layered industry that works for different bodies
- The majority of large corporations are implementing sustainability in some way; however smaller and even local companies lack this prioritization

Target audience

This organization will mainly target local individuals and smaller trucking companies (businesses that operate with 20 trucks or less) which make up around 80% of the entire trucking industry.

Organizations to compare

- [Fleet Management Solutions](#)
- [Rivian](#)
- [Engine Manufacturers Association](#)
- [OOIDA](#)
- [Learn about SmartWay | US EPA](#)

ORGANIZATION BRIEF

CREATIVE APPROACH

1

Target audience

76% of US Gen Zers consider climate change to be one of their biggest concerns, and 37% say it is their top concern

Generation Z has been characterized for their strong voice and their willingness to speak out on issues that have been ignored by older generations.

2

Marketing objectives

- Raise awareness and education
- Engage a younger audience
- Bring attention to our organization and resources



3

Marketing tactics

- Social Media
- Billboards
- Subway Ads
- Printable Ads (flyers)

CREATIVE BRIEF

THE SERVICE

FLESHING OUT THE CONCEPT

Seeing more of what makes the organization

BE BOLD AND STRAIGHTFORWARD

Keep it simple

UTILIZE CREATIVITY

Add appeal to a normally "boring" topic



ADLOBS



BRINGING THIS IDEA TO MARKET

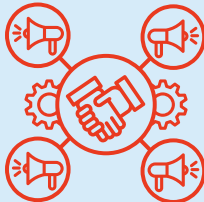
SOFTWARE AND DEVELOPMENT



FUNDING



MARKETING AND BRANDING



OPERATIONS TEAM



**THANK YOU
FOR YOUR
TIME**