

We have a specialised Sustainable Transformation Practice to guide your brand through the shaping of strong ambitions and actions

STRATEGIC FRAMING

Define the social and environmental issues that your brand can deliver in an authentic, unique and consistent way. Understand and prioritise different audiences, including under-represented populations.

SUSTAINABLE INNOVATION

Anticipate disruptive change, consider underserved high-growth populations and facilitate behaviour change to build impactful innovations.

ENGAGING ACTIVATION

Create communications and experiences that connect with people through the 'human story' and emotions to engage and empower people to act.

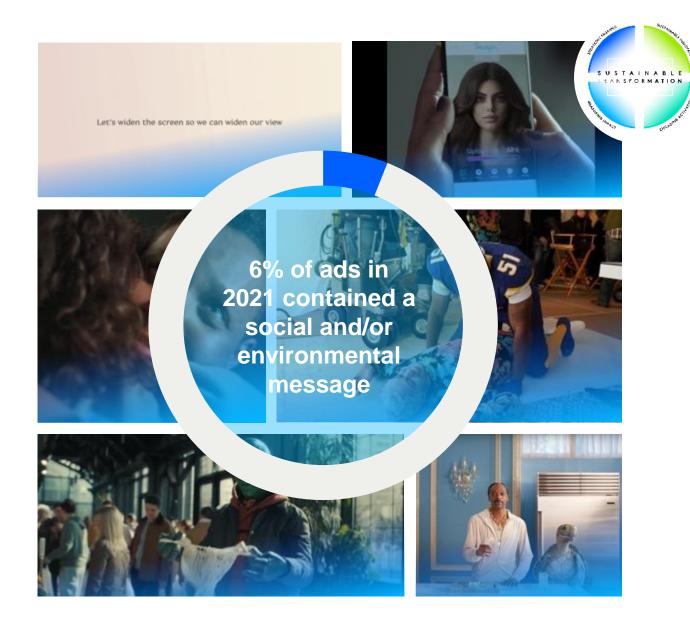
MEASURING IMPACT

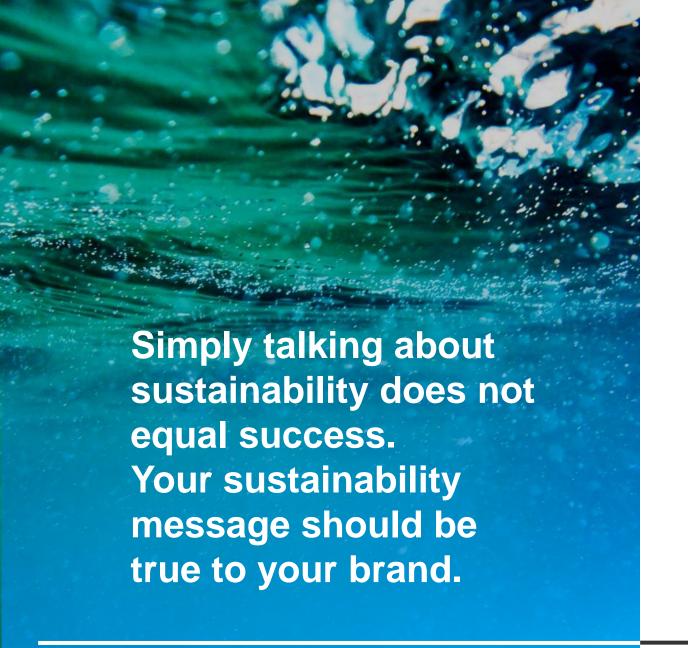
Benchmarking and brand value metrics to provide a strategic feedback loop across stakeholder audiences tracking the impact and ROI of your sustainability initiatives.



It is important for brands to speak to consumers about sustainability topics creatively to create the needed engagement - and brands have been doing this more

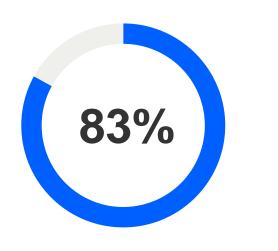
The percentage of ads containing an environmental or social message has TRIPLED since 2016

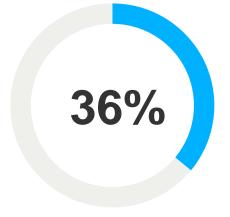






Brand 'Power Contribution'



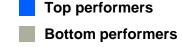


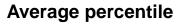
With a sustainability message AND fits with the brand

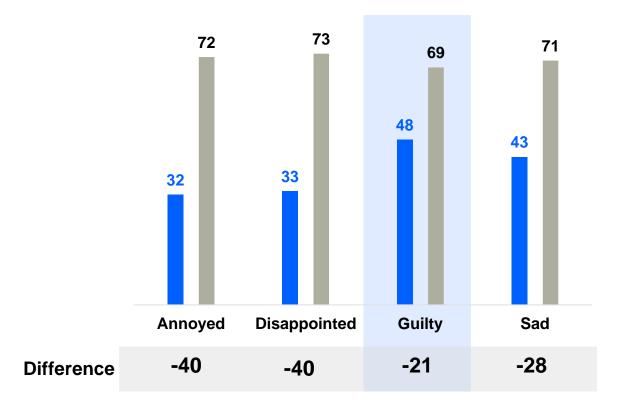
With a sustainability message but weak fit with the brand

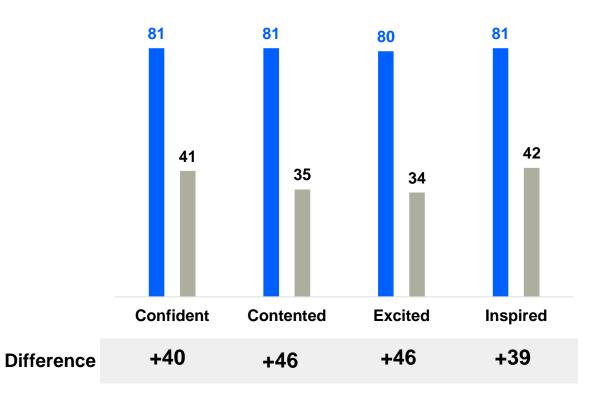
While both top and bottom performers evoke guilt, top performers are better at leaving people feeling positive, despite the difficult issues they tackle











Here's an example which gets it right



Enjoyment

Top 30%

Impact

Top 30%

Power

Top 30%



Psychological levers used:

- Nature connectedness
- Social learning
- Sense of control

FedEx – Camper Scouts, YouTube

5 Tips to get sustainability right in advertising













Be authentic

Be true to your brand and where it stands in the field of sustainability

Understand your audience

and the psychological levers that will resonate given their attitudes towards sustainability

Be constructive

Show how the brand can help people make a difference

Get emotion right

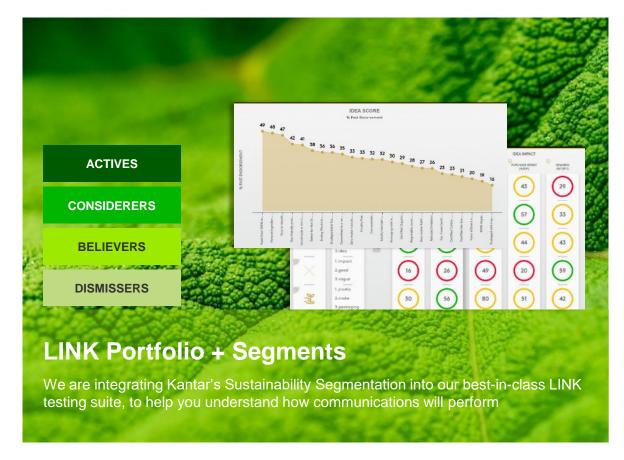
Leaving people feeling hopeful and confident is key to making them feel empowered to make change

Be relatable

Make serious messaging accessible and relatable through the right tonality (e.g. humour)



Coming soon to Kantar's Sustainable Transformation Creative Toolkit





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