



THE  
Breakfast  
Club

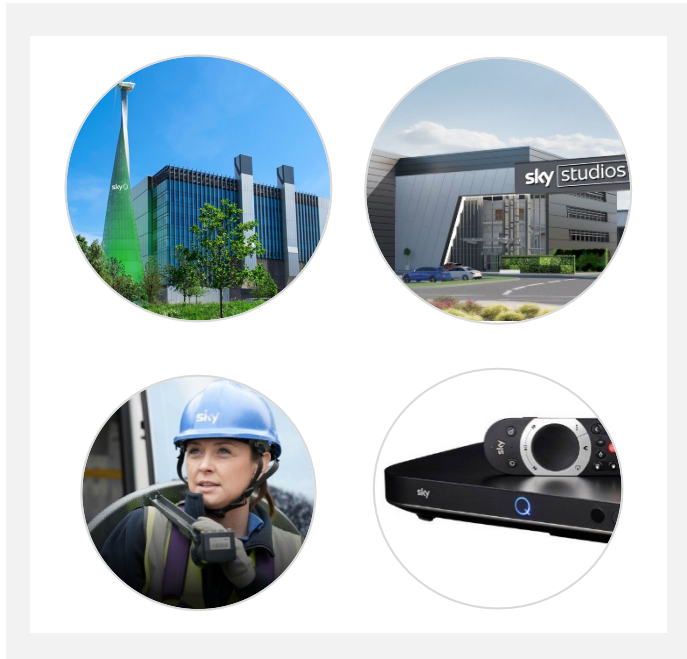


sky media



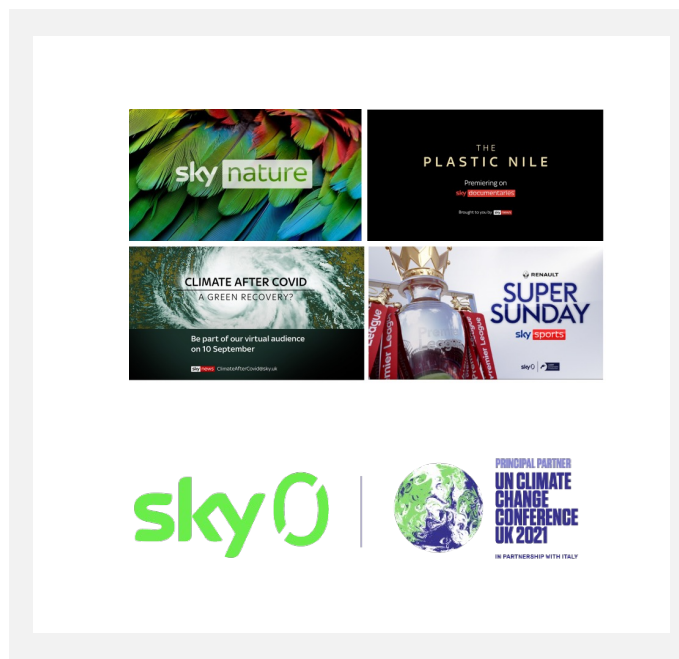


# Sky's strategy to help tackle climate change



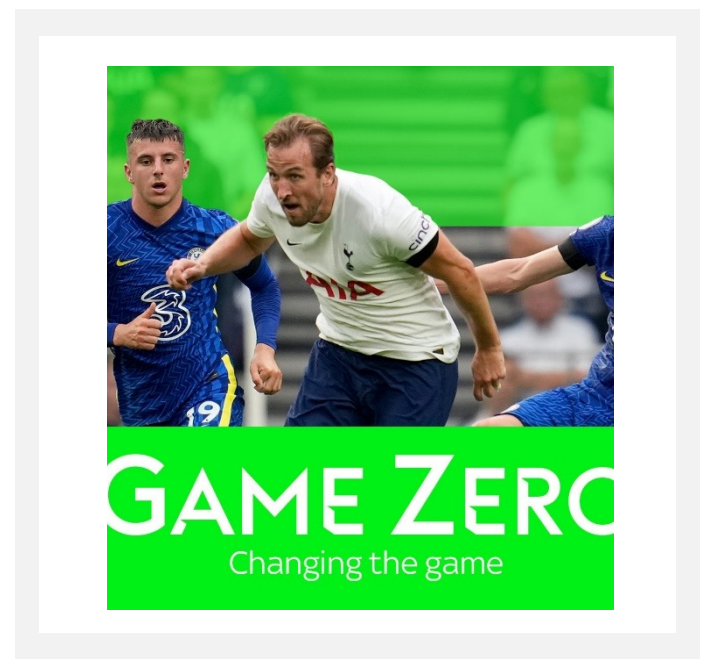
## Transforming our business

Operations, production,  
supply chain & products



## Using our Voice

Climate in content; working with  
government

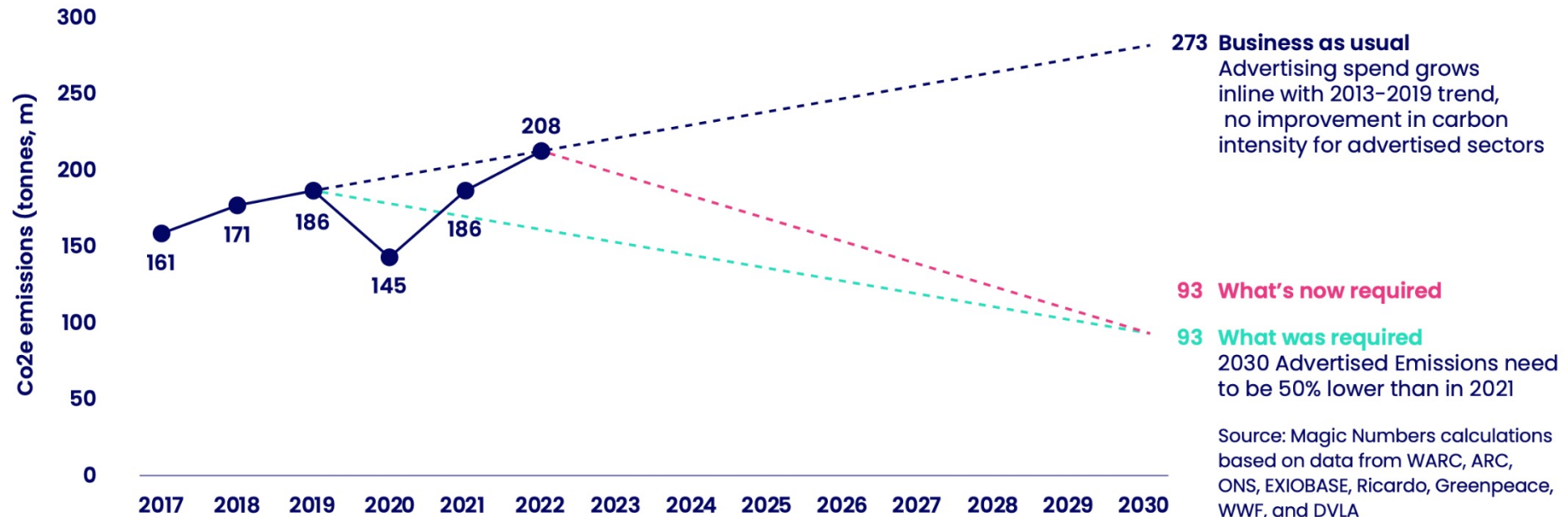


## Driving behaviour change

Social norming; advice & tips



# Making advertising part of the solution, not part of the problem







INVISIBLE



LONG-GAME

Getting  
sustainable  
communications  
right isn't easy



AVOIDABLE



GREENWASHING



# Creating 'sustainable messaging' that works



**SUSTAINABLE  
SWAP**



**CATEGORY  
SHAKEUP**



**CREATIVE  
STAND-OUT**





# Sustainability Advertising Research



# Methodology

52 across 7 categories  
50% sustainable

Representative quant survey  
5369

Qualitative interviews and focus groups

Impulse and speed response triggers





Sustainability in Context



Impact on Behaviour



Creative considerations



Category considerations



Advertising Impact



# Sustainability in Context





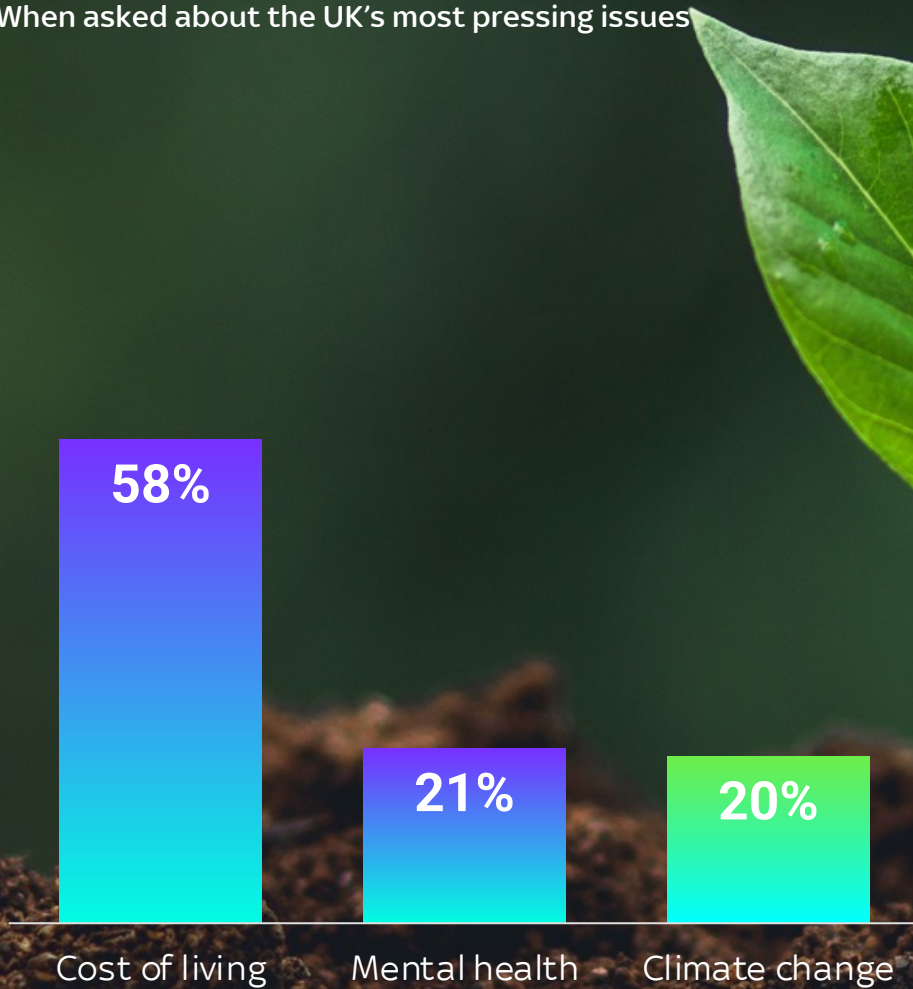
Despite other societal concerns, climate change is still at the forefront and something marketers cannot ignore

71%

of UK respondents are concerned about climate change

# Top 3 most important issues

When asked about the UK's most pressing issues



## Other highlighted issues:

- Poverty
- Economic Growth
- Crime
- Housing



# Impact on Behaviour





# 3in5

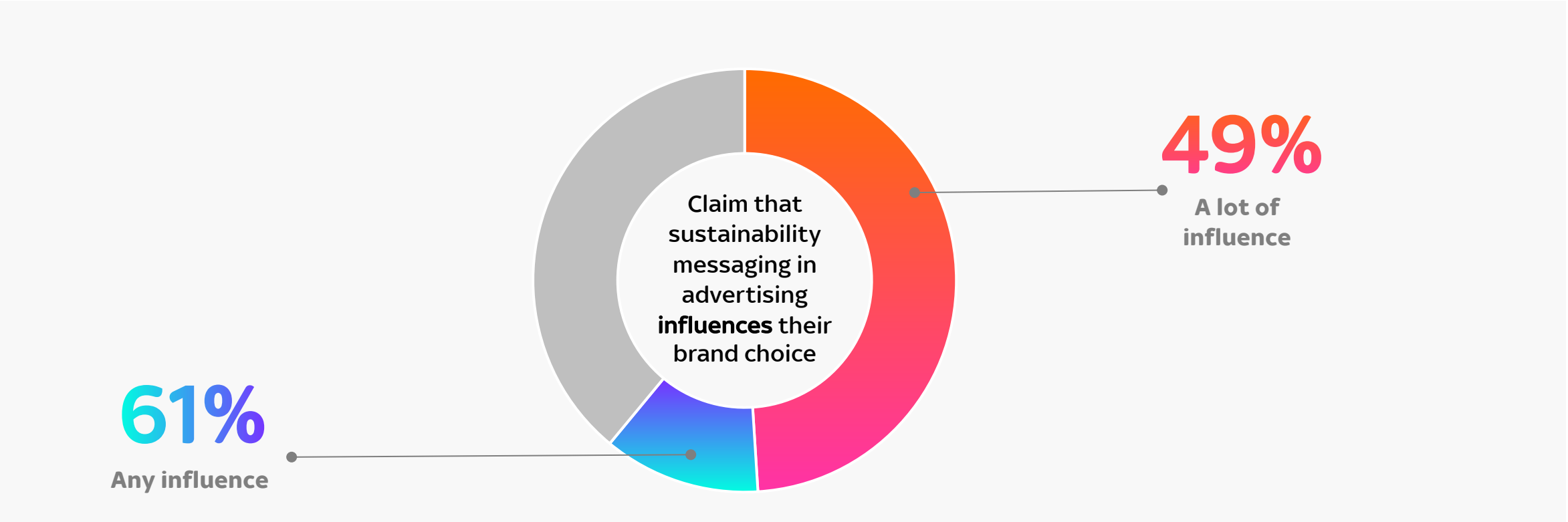
Sky customers say that sustainability messaging in advertising influences their brand choice

Q29. To what extent, if at all, does sustainability messaging in advertising influence your brand choice?

Base: All respondents (n=5369)



# Sustainability influences brand choice



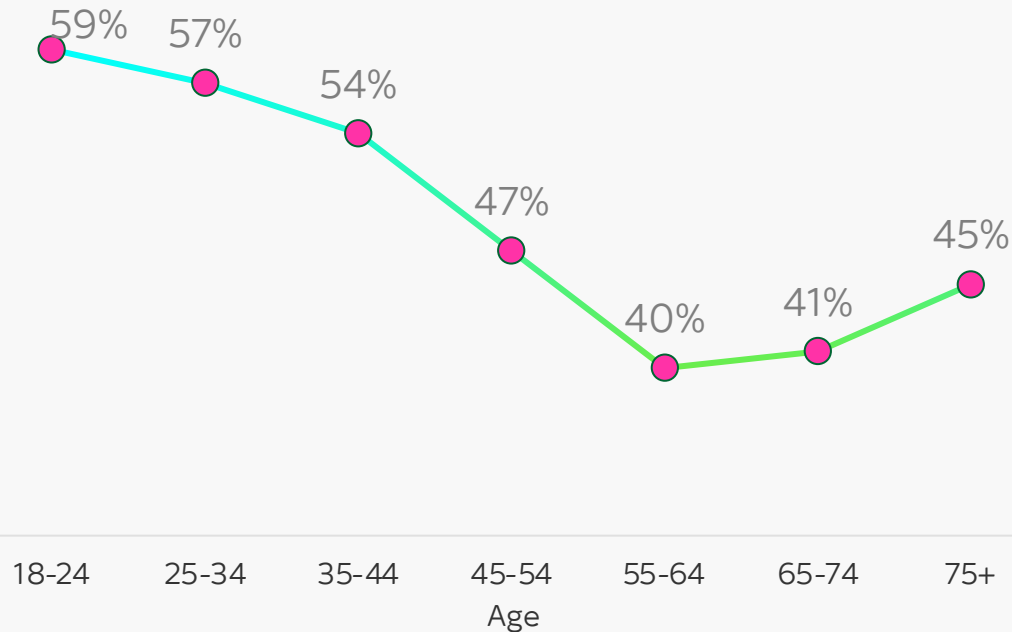
Q29. To what extent, if at all, does sustainability messaging in advertising influence your brand choice?

Base: All respondents (n=5369)



# Younger consumers are more impacted by sustainability advertising, but all age groups are influenced to differing degrees

Influence of sustainability messaging in advertising on brand choice - All respondents (**A lot of influence** %)



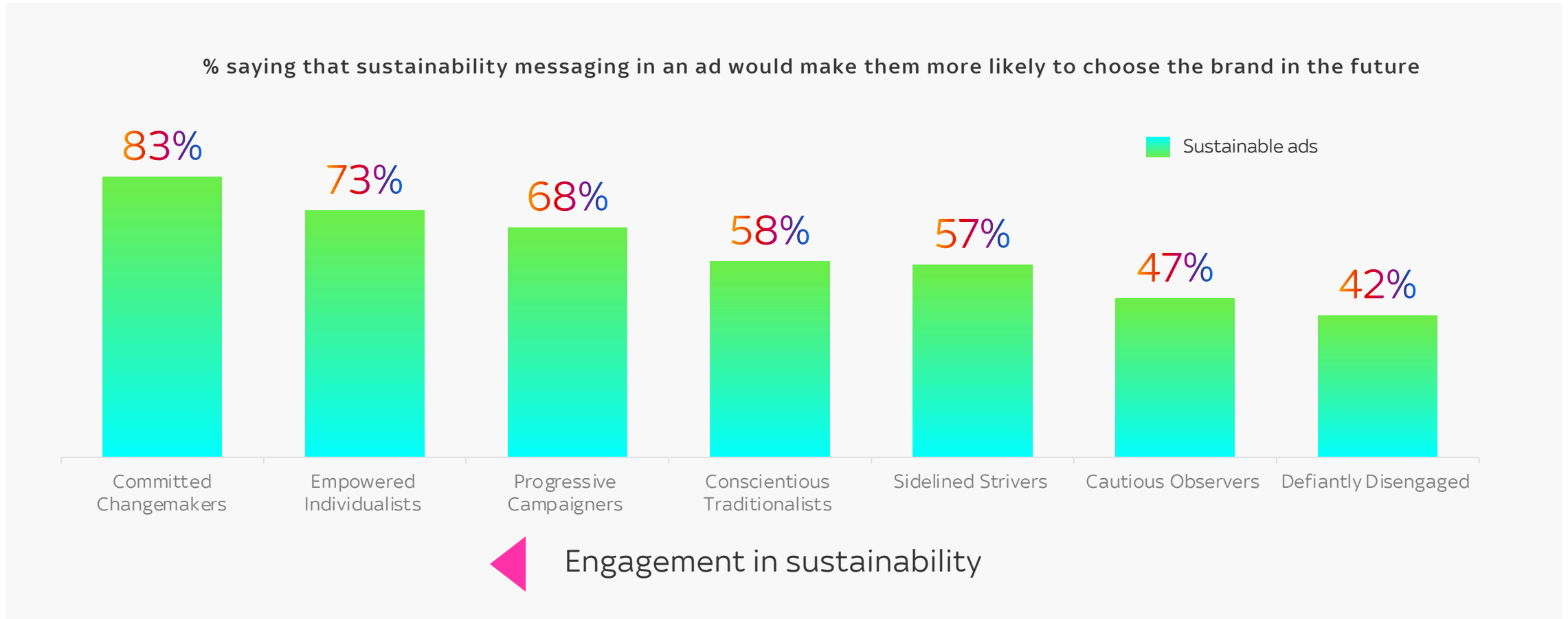
*“Seeing a brand talk about climate change and being sustainable does get my attention – I used to buy so much fast fashion, I have so much guilt. Now I know the impact I try and make better choices”*

*Sky customer, pre-family, 18-35yrs*

Q29. To what extent, if at all, does sustainability messaging in advertising influence your brand choice?

Base: All respondents (n=5369)

# Even those resistant to eco issues can be influenced by sustainability messaging

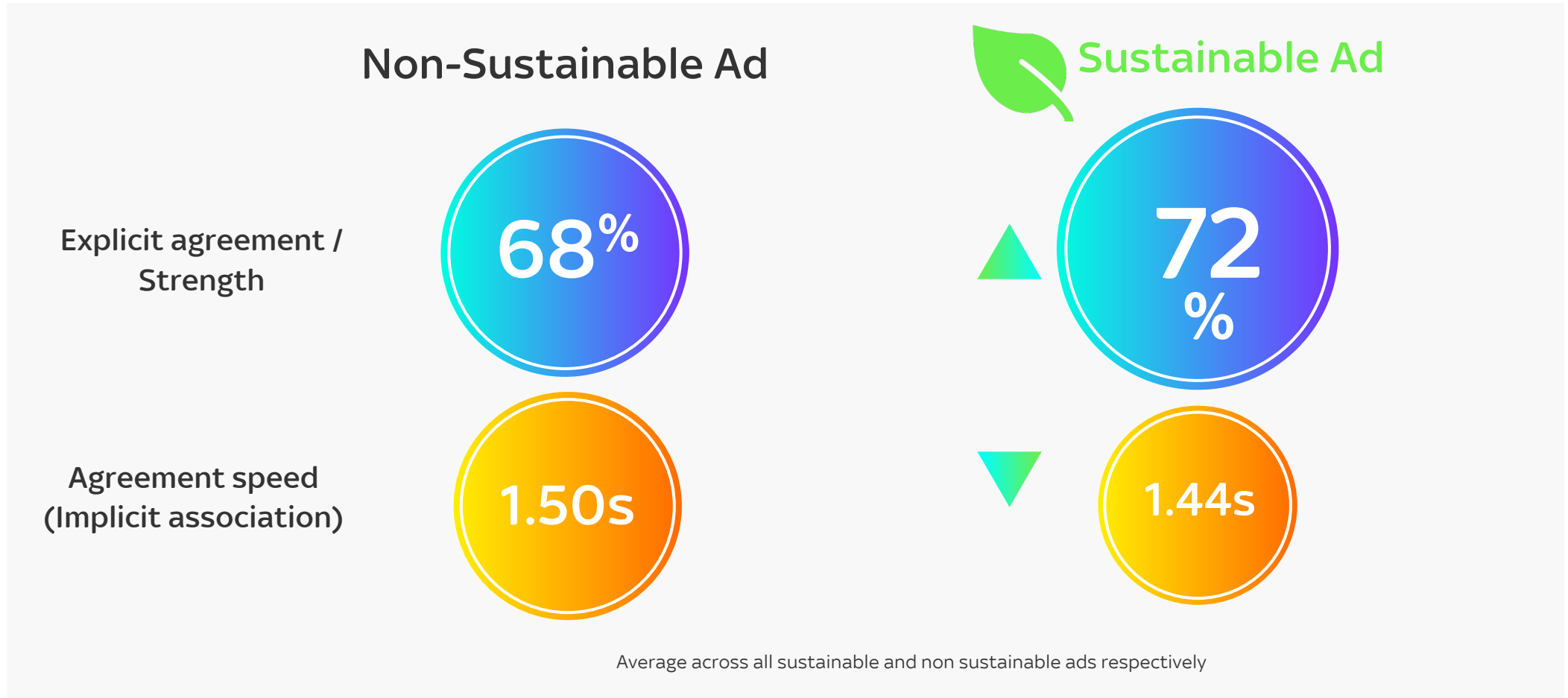


Q21. Does the sustainability messaging in the ad make you more likely to choose [brand] in the future?

Base: All sustainable ads (5376), Committed Changemakers (308), Empowered Individualists (492), Progressive Campaigners (1459), Conscientious Traditionalists (736), Sidelined Strivers (359), Cautious Observers (926), Defiantly Disengaged (709).



# Sustainability in advertising has the potential to evoke stronger emotions, which can lead to better ad engagement & memory encoding



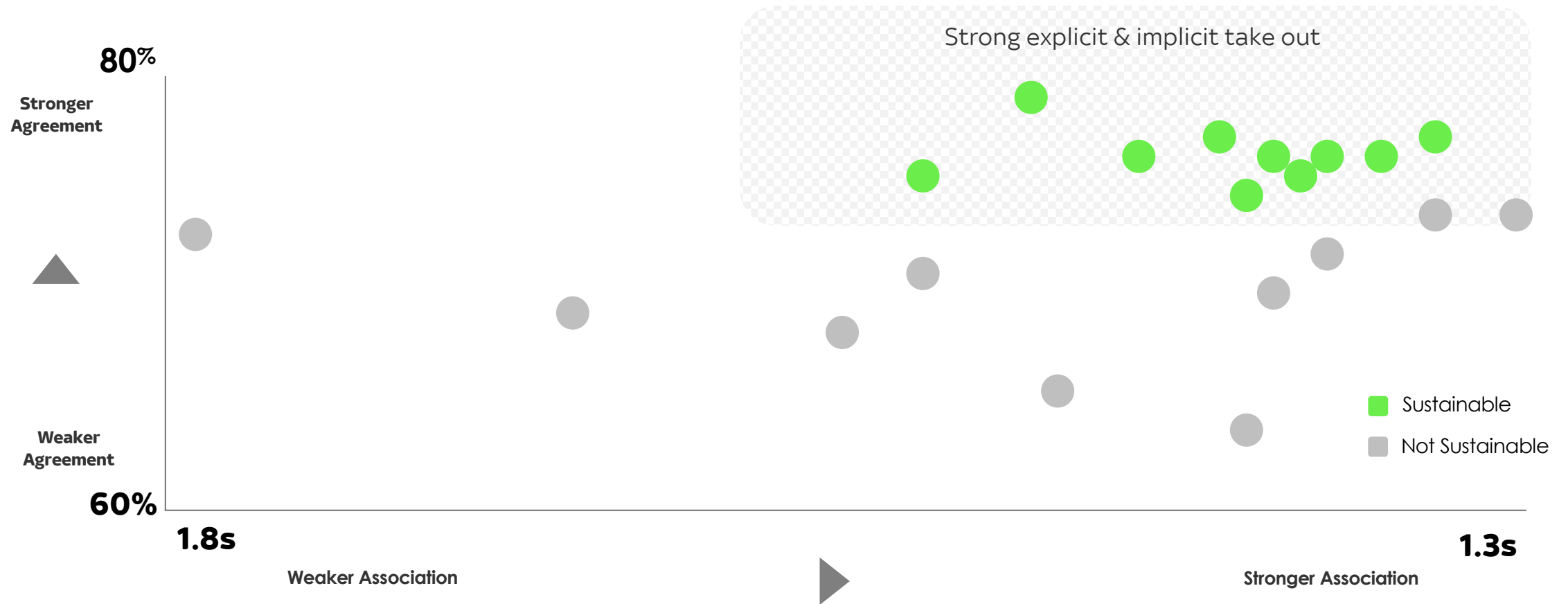
Q12 Thinking particularly about the advert for BRAND you just saw and how it portrayed the brand, we would like to know whether or not you associate each adjective with BRAND based on what you saw in the advertising.

Base: Sustainable ads (n=5376); Non-Sustainable ads (n=5081)

# When tested, the best sustainability ads outperformed the best non sustainability ads for engagement & persuasion

Timed emotional response (mean scores): Sustainable vs not sustainable

Top 10 sustainable & non sustainable ads based on engagement & persuasion scores



Q12 Thinking particularly about the advert for BRAND you just saw and how it portrayed the brand, we would like to know whether or not you associate each adjective with BRAND based on what you saw in the advertising. Base: Sustainable ads (n=5376); Non-Sustainable ads (n=5081)





# Creative Considerations

# Four key factors drive positive reception of sustainability ads



Show me what you've done already / why I would believe you. Back up claims with actions



What action is being taken? Any vagueness in promises tends to be heavily associated with greenwashing



Having an impassioned voice of authority/influence is liked if coming from a credible source. Telling people what to do with no expertise is counter productive



Talking about sustainability does bring all aspects of execution under closer scrutiny, the execution is linked with reception





Credibility



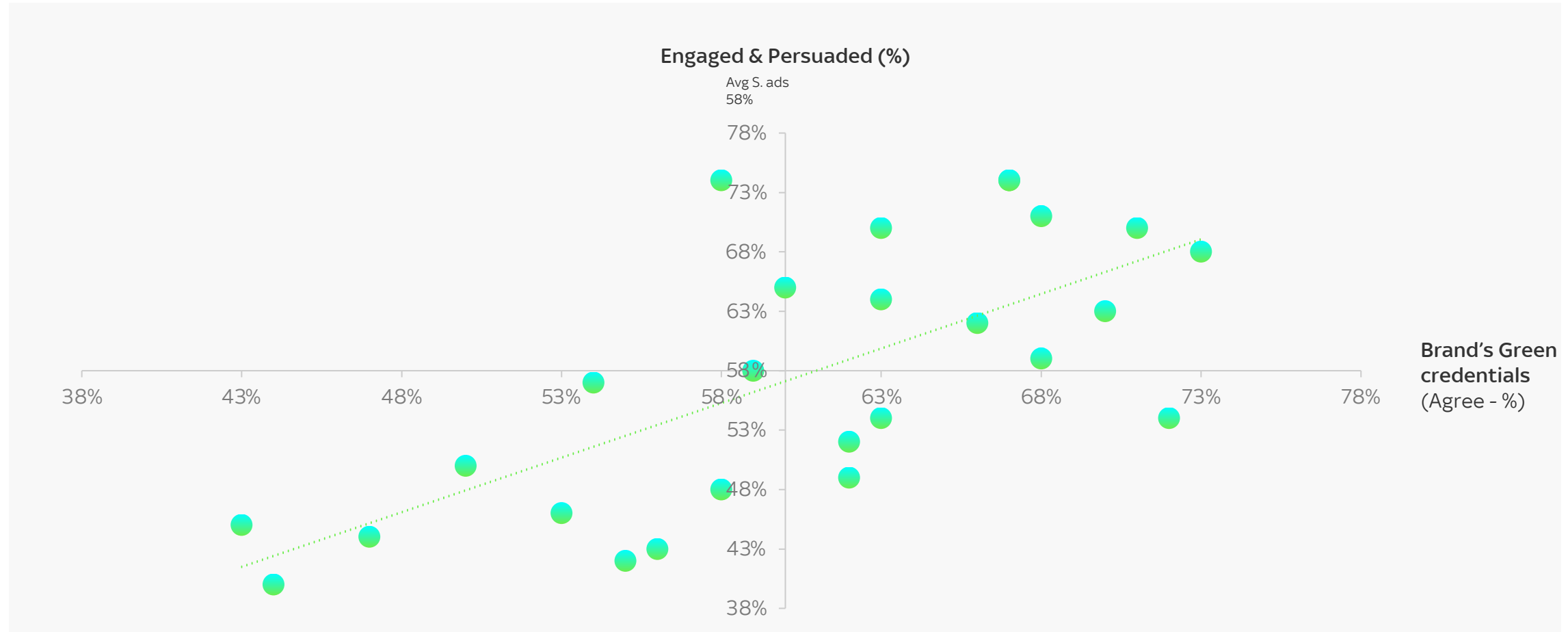
*“A green advert should fit  
within a brand’s story”*

*Leon Jaume, Creative Executive Director, Engine Group*



# Sustainability ads are more likely to engage and persuade if the brand has strong green credentials

Brand's Green Credentials Agreement level vs Engagement & Persuasion



Q22a. Do you think the brand has the credentials to talk about sustainability?  
Base: All respondents (n=5369)



*To avoid impressions of greenwashing and to create something meaningful and make it connect with people only happens when businesses have ‘the sustainability credentials’ and then ensure they find ‘the right way’ to talk about them to the end consumer.”*

*Tara Chandra, co-founder of Here We Flo,  
2021 winner of Sky Zero Footprint Fund*





*...needs to show the  
impact it's having*

*...needs to acknowledge its  
past*

Building  
Credibility

*...needs to be seen to  
be making a change*

*...needs to be a  
partner in the fight*

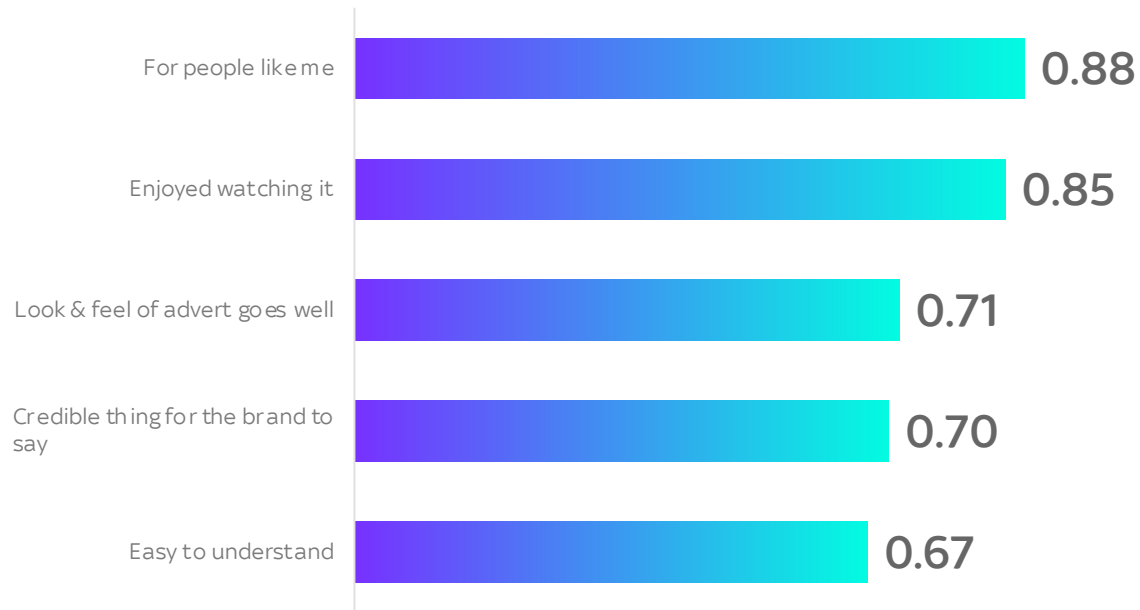


Clarity



# Having a clear & easy-to-understand message is essential

Top 5 Creative Diagnostics with strongest correlation with engagement & performance

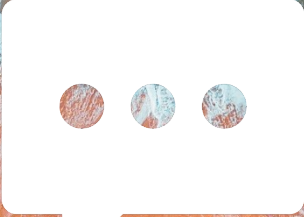
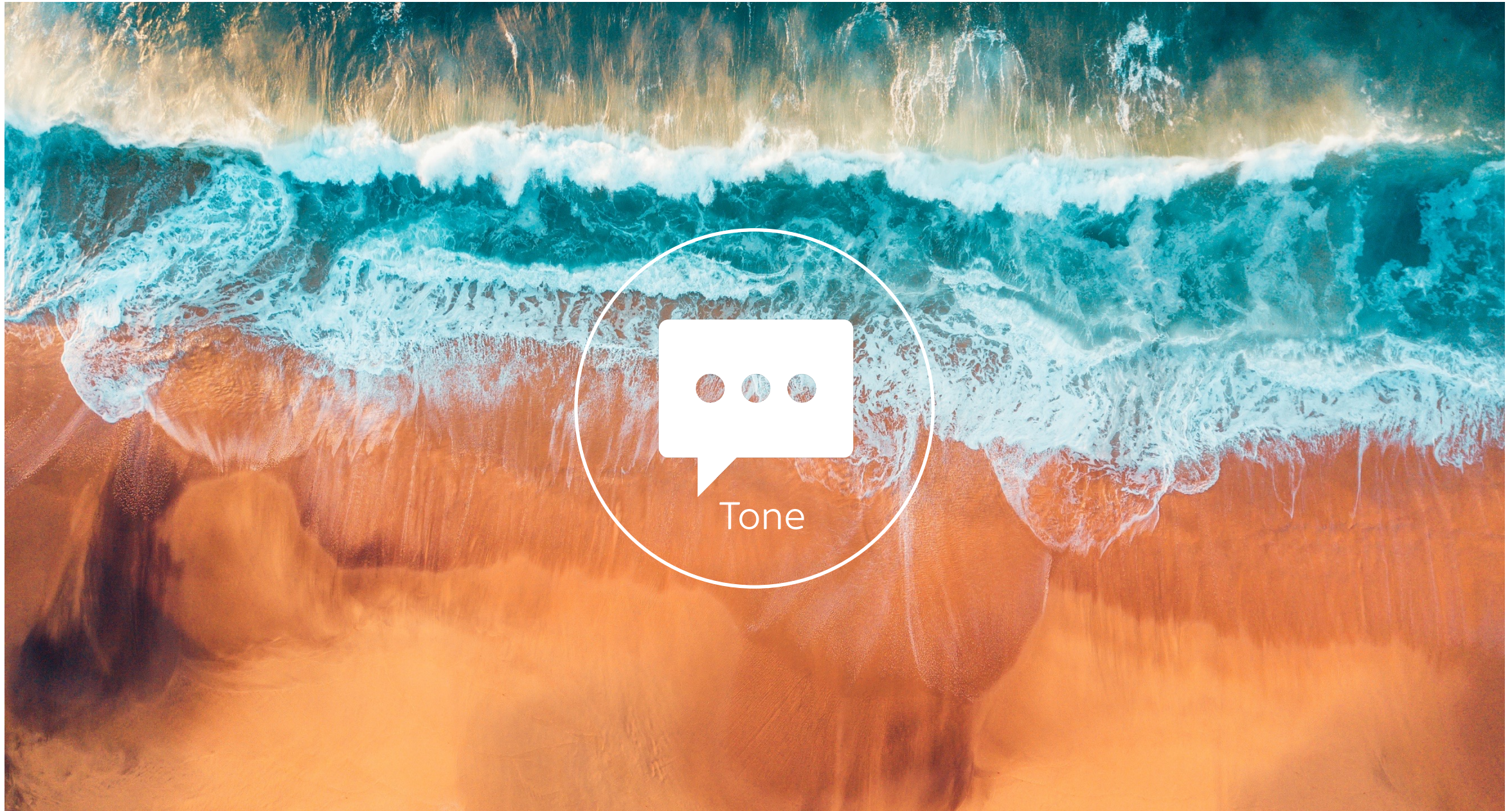


Consumers are very aware of greenwashing and can find **ambiguity in sustainable ads suspicious**. Brands need to offer clarity in terms of what they are doing.

“ That is a huge amount of money, why is a bank getting so involved in climate change – donating so much money. What is even happening with it? To me I’m thinking tax break...”

*Sky Customer, post family, 45-65yrs*





Tone



*Assertive and  
confident*

*Positive and  
optimistic*

*Humour*

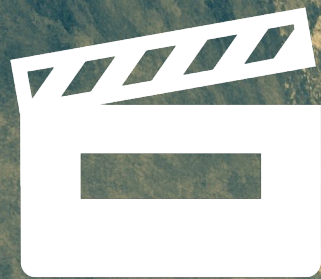
**Getting the  
Tone Right**

*Inclusive*

*Focus on the future*

*Achievable*



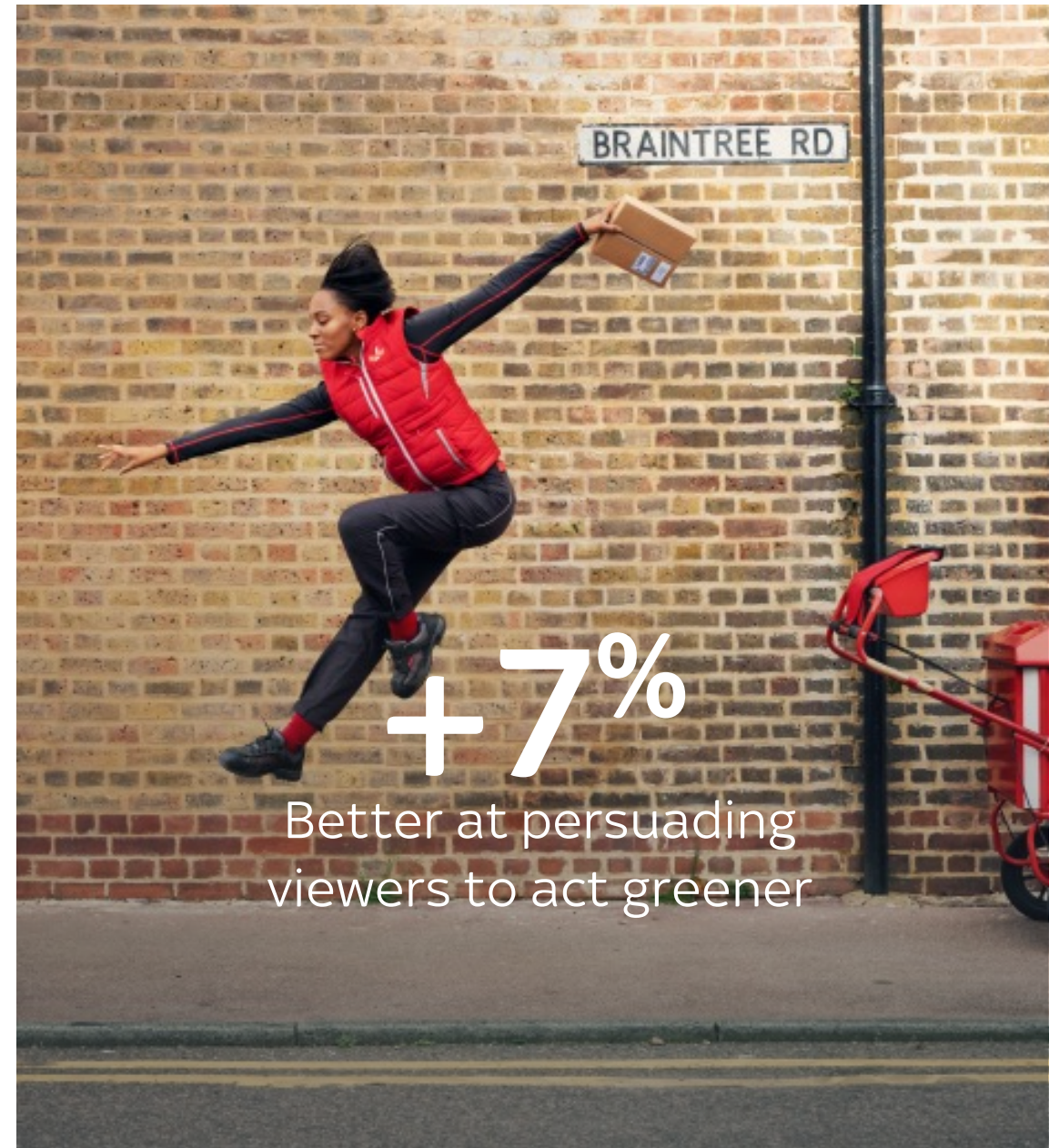


Creative



## Featuring HUMANS tends to work better

- Sustainability is a human topic that needs to be taken seriously
- More realism in ads increases relevance
- Seeing 'people like me' involved in green activities is more helpful for inspiring action

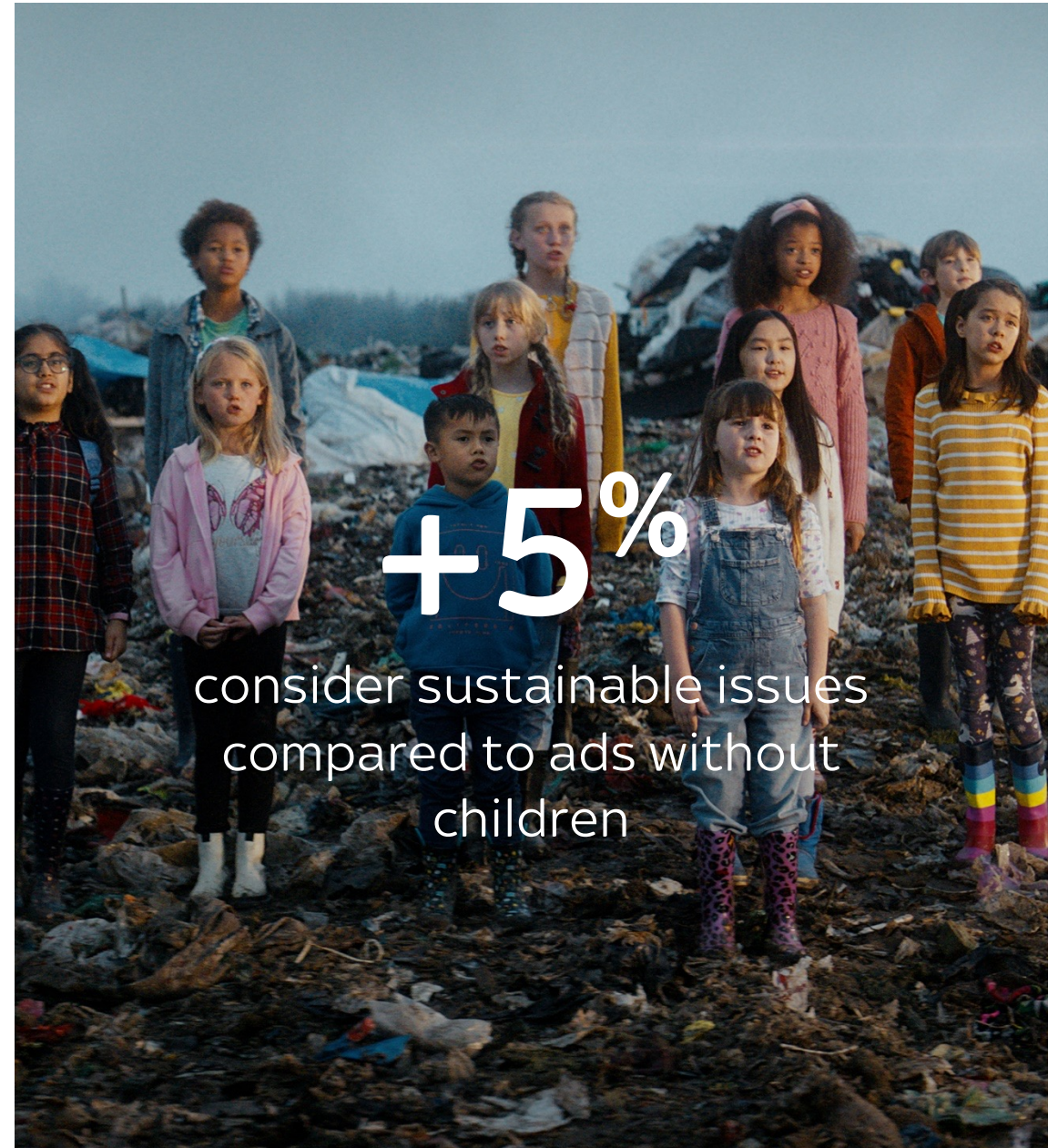




## Featuring **CHILDREN** and **ANIMALS** will make viewers think about their footprint **more**

Seeing children in sustainability advertising has an emotional pull. There is a perception that children will be bearing the brunt of global warming so they can trigger a protective instinct in viewers.

- Avoid clichés e.g. turtles in plastic, birds in oil





## DOCUMENTARY-STYLE ads tend to help credibility

Sustainability and documentary-style format work well together:

- Shows brand the is taking the issue seriously and investing time and effort into climate change (adds credibility)
- Often very fact-based, which adds to credibility but also told in an engaging way with storytelling
- Puts brand as a voice of authority in the subject matter



+8%

more likely to generate credibility for the brand



**Persil**  
**DIRT IS GOOD**  
PROJECT

# A couple of watch-outs: avoid overtly splashing the cash on sustainable ads

## HIGH PRODUCTION VALUES

High production values, that result in a 'flashy' output can raise red flags for consumers. Things like including use of exotic locations or overly polished editing/effects can feel jarring with a sustainability message.

If talking about sustainability, its important to consider all aspects of execution to ensure they align with sustainability message

**"All those models, influencers, the locations – this must have cost a fortune and what a carbon footprint!"**

*Sky customer, pre-family, 18-35yrs*

## USE OF CELEBRITY

Similarly use of too many/expensive celebrities can feel wasteful, unless they clearly fit with the campaign. They must play a clear role (e.g. Sue Perkins in AXA) vs making a cameo/ or being shoehorned at the end

If using a celebrity they must have a clear and relevant role to play – avoid 'bandwagoning' and capitalising on a popular celebrity if they have no relevance

**"I love him but it is so obvious they are just trying to cash in on his popularity here. Why is he involved?"**

*Sky customer, post family, 45-65yrs*

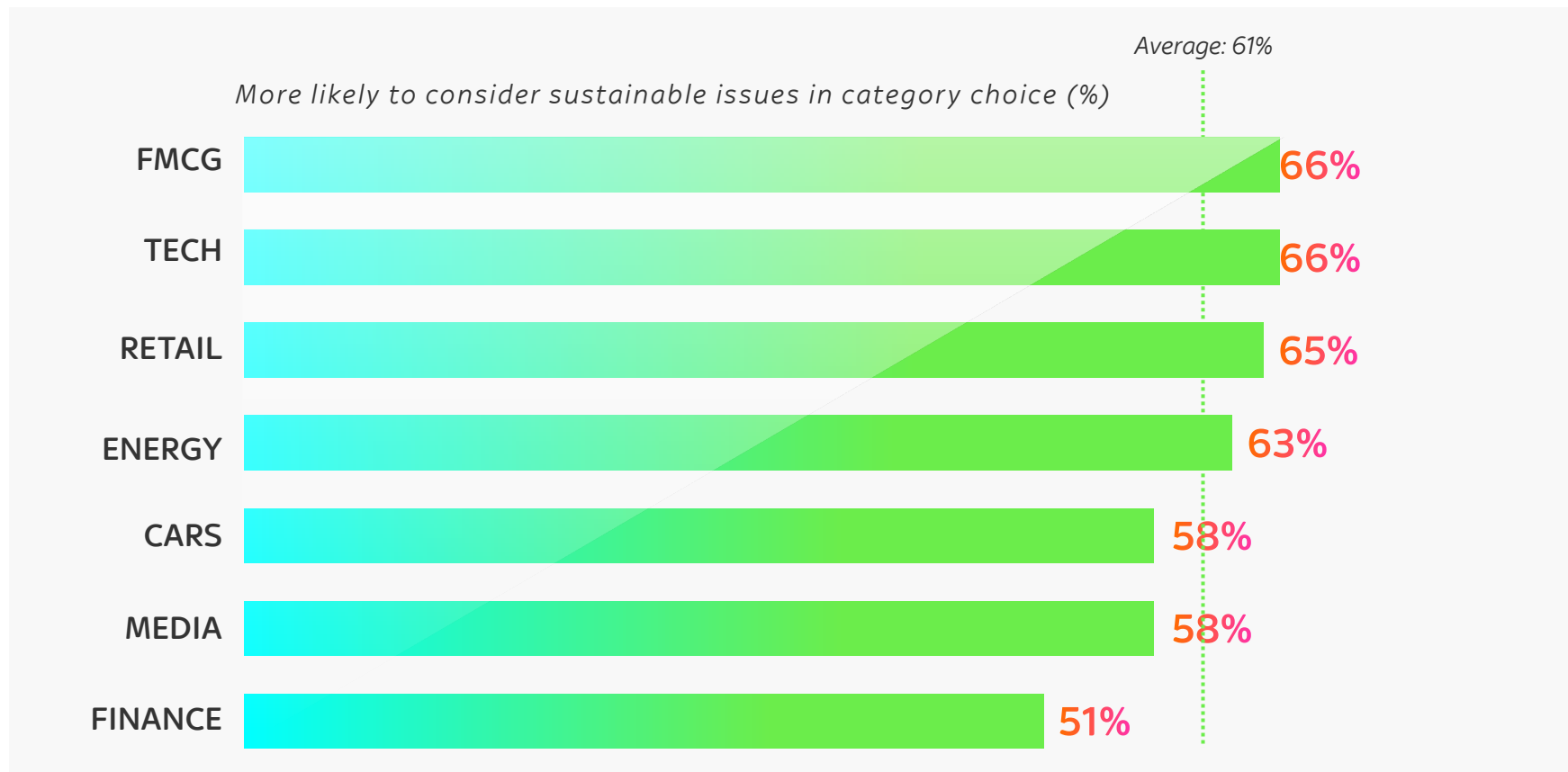




# Category considerations

# Sustainability messaging can be influential when included, in all categories' advertising

Confirming sustainability should not be ignored even in media and finance advertising where use of raw materials is less obvious

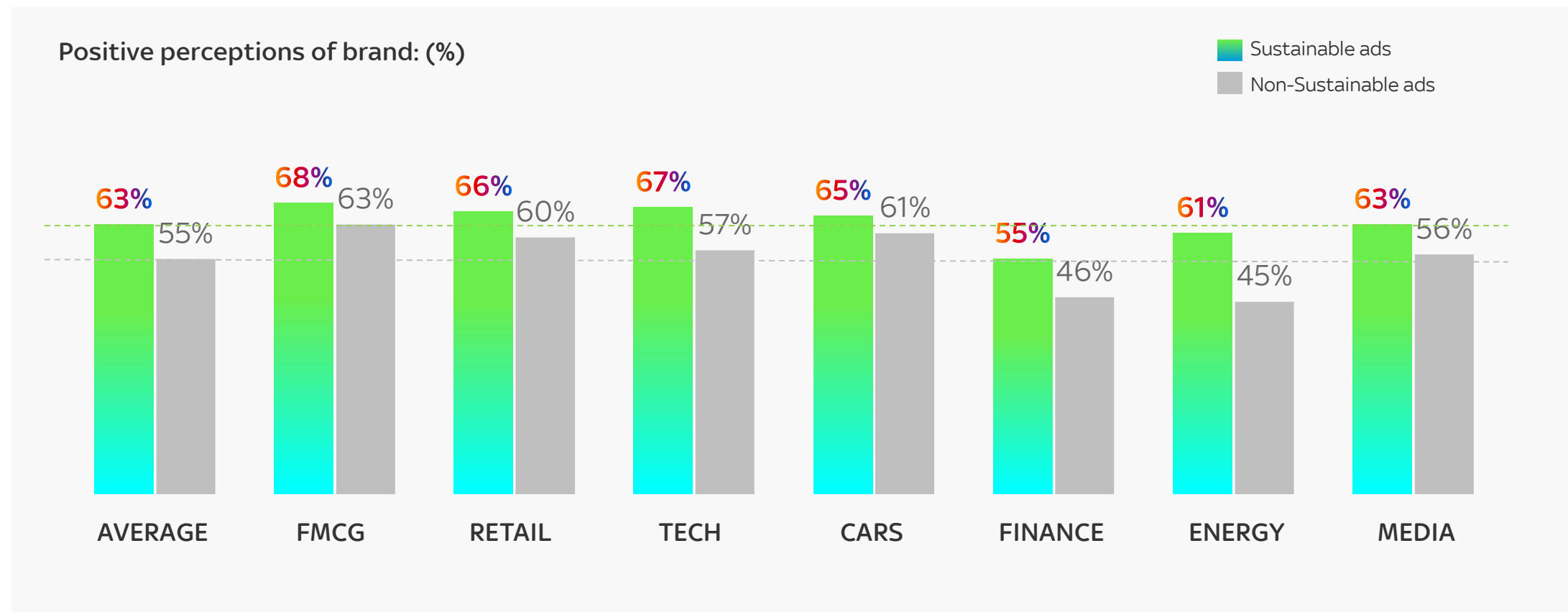


Q22. As a result of seeing this ad, to what extent are you more or less likely to consider sustainable issues when choosing [CATEGORY]?

Base: Those who saw sustainable ads (5,376), FMCG (n=809); Finance (n=837); Retail (n=816); Energy (n=790); Tech (n=804); Media (n=542); Cars (n=778). Persil Kinder to our Planet (n=209); H&M (n=197); Ecotricity (n=198)



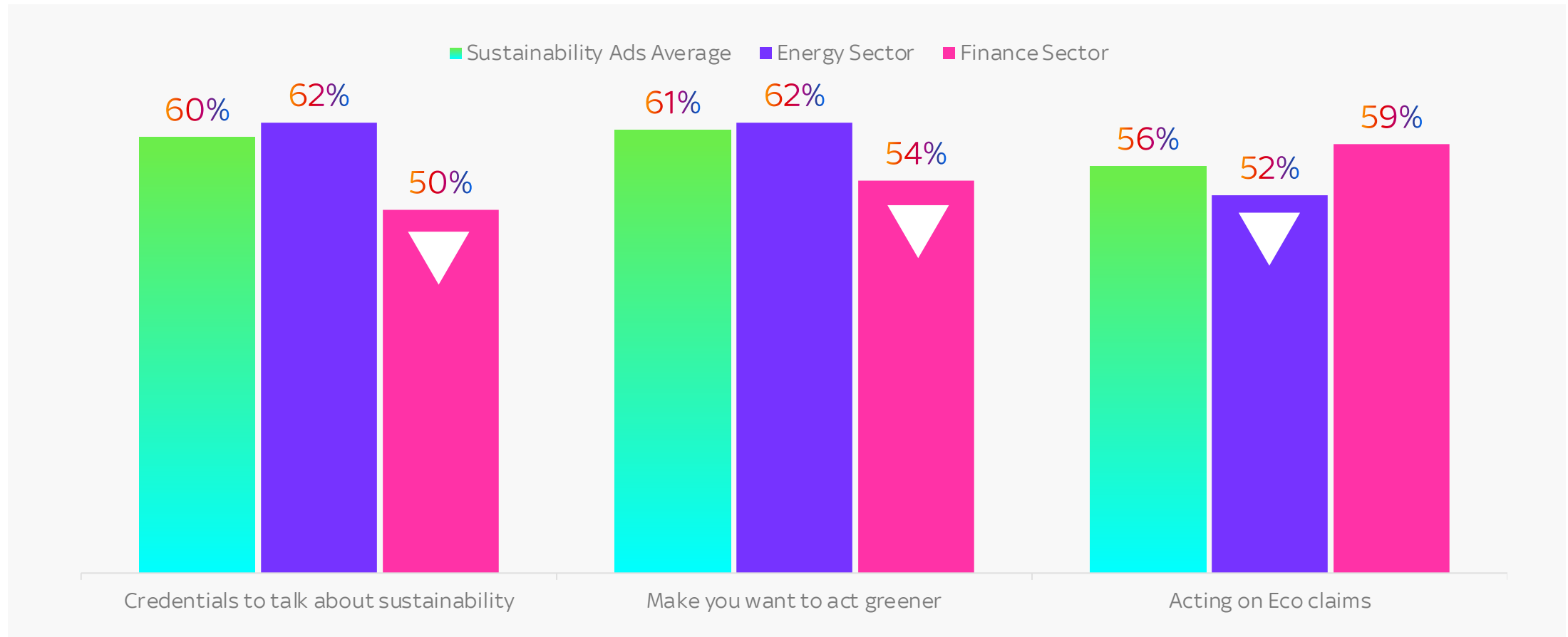
# Sustainable ads elicit stronger positive opinions of brands in all sectors



Q20. How would you say the advert influenced your opinion of BRAND?

Base: FMCG sust (n=809); Non-sust (n=726); Retail sust (n=816); Non-sust (n=771); Tech sust (n=804); Non-sust (n=773); Cars sust (n=778); Non-sust (n=694); Finance sust (n=837); Non-sust (827); Energy sust (n=790); Non-sust (n=739); Media sust (n=542); Non-sust (n=551)

# Some sectors have to work harder to overcome pre-existing notions



Q22. Did the advert make you want to act greener / do more or new things to help reduce your impact on the environment? Do you think the brand has the credentials to talk about sustainability?

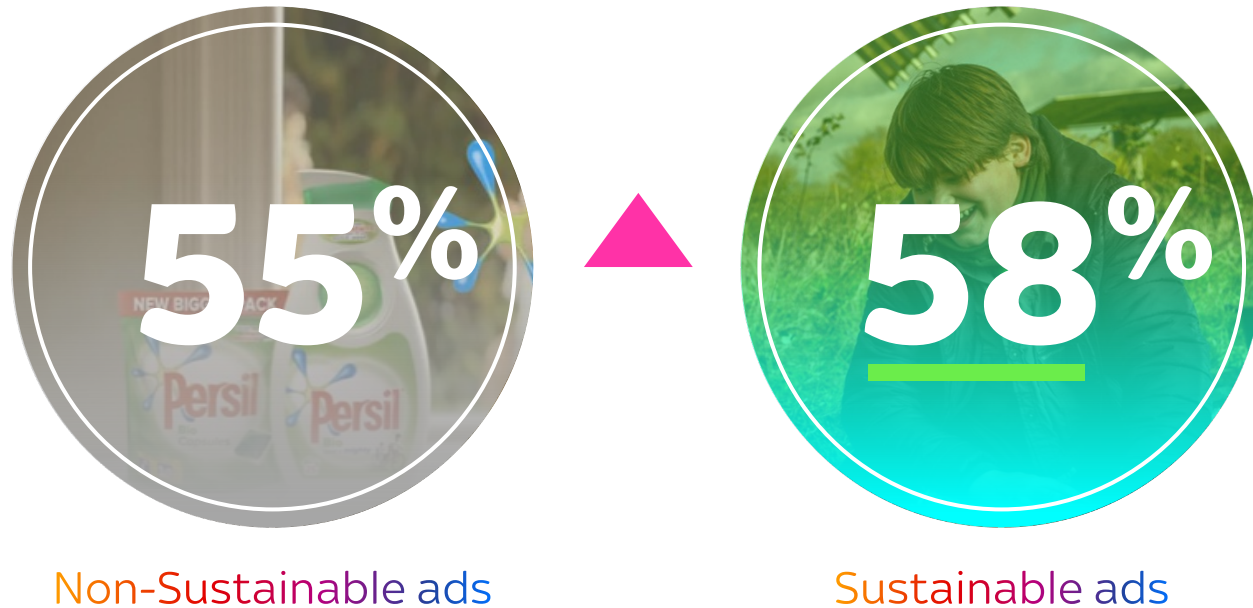




Effectiveness: Campaigns perform better with sustainability messaging

# On average, including sustainability in your ad drives ad engagement and persuasion by 5%

Engagement & Persuasion – All respondents (Agree %)



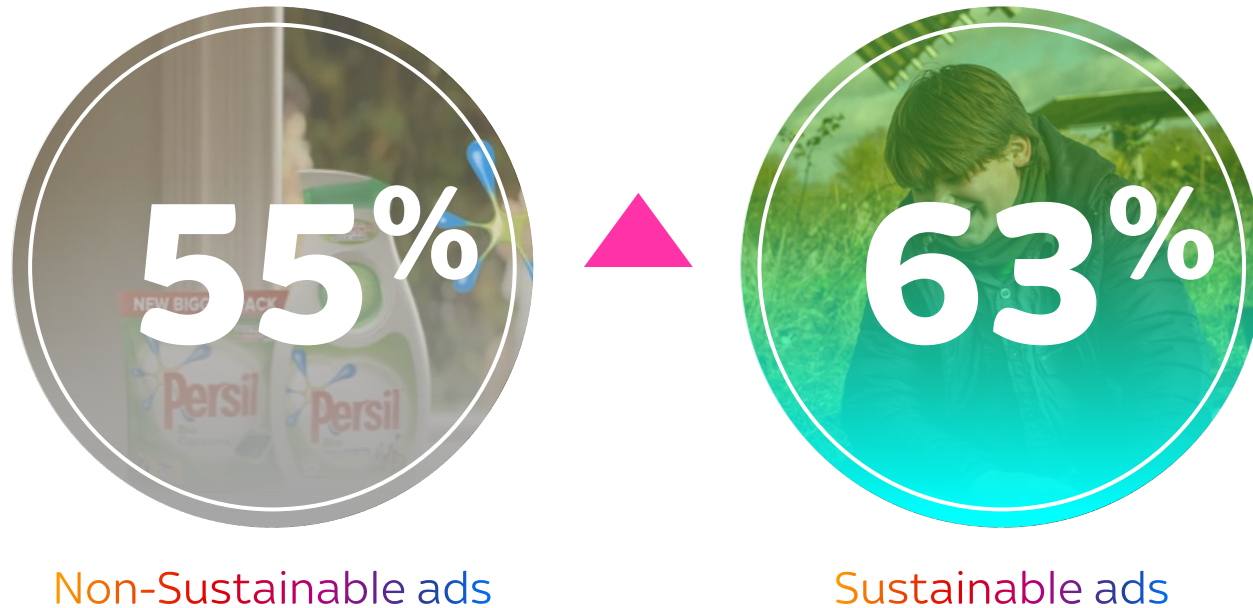
Significantly higher to other sample group

Overall Engagement & Persuasion | Base: All respondents (n=5369)



On average, including sustainability in your ad increases positive brand perception by 15%

Positive perceptions of brand: (%)

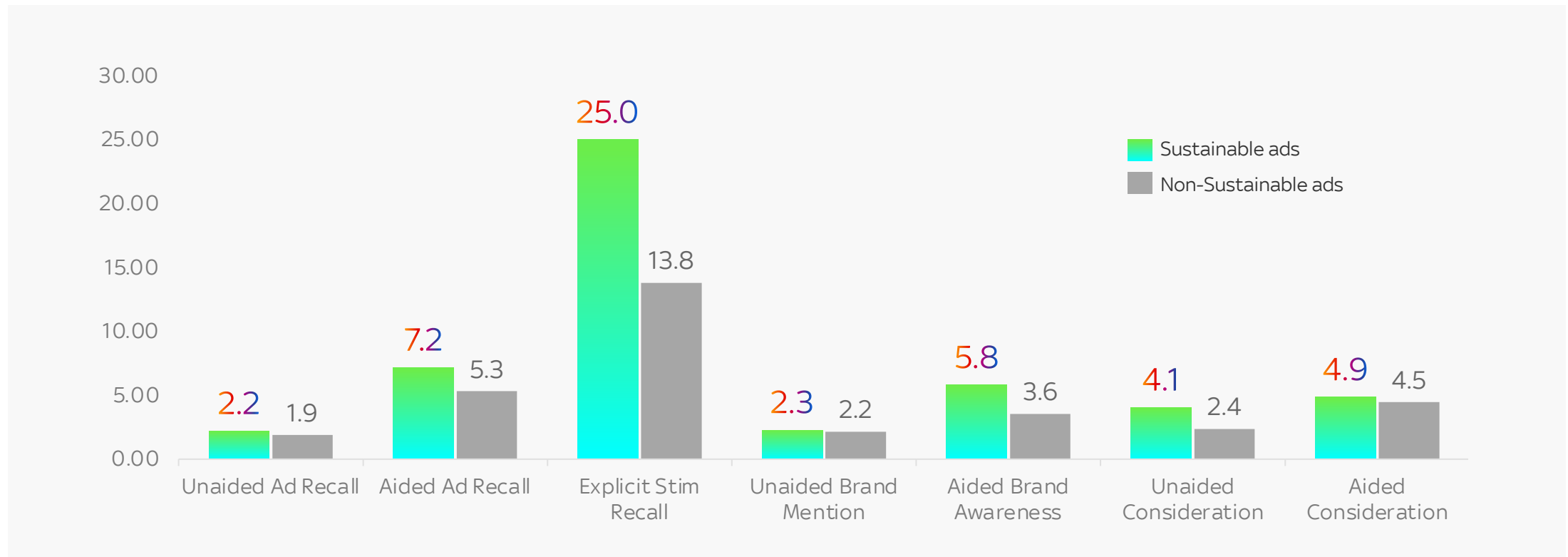


Significantly higher to other sample group

Overall Engagement & Persuasion | Base: All respondents (n=5369)

# Sky effectiveness norms data shows strong impact from campaigns with sustainability messaging

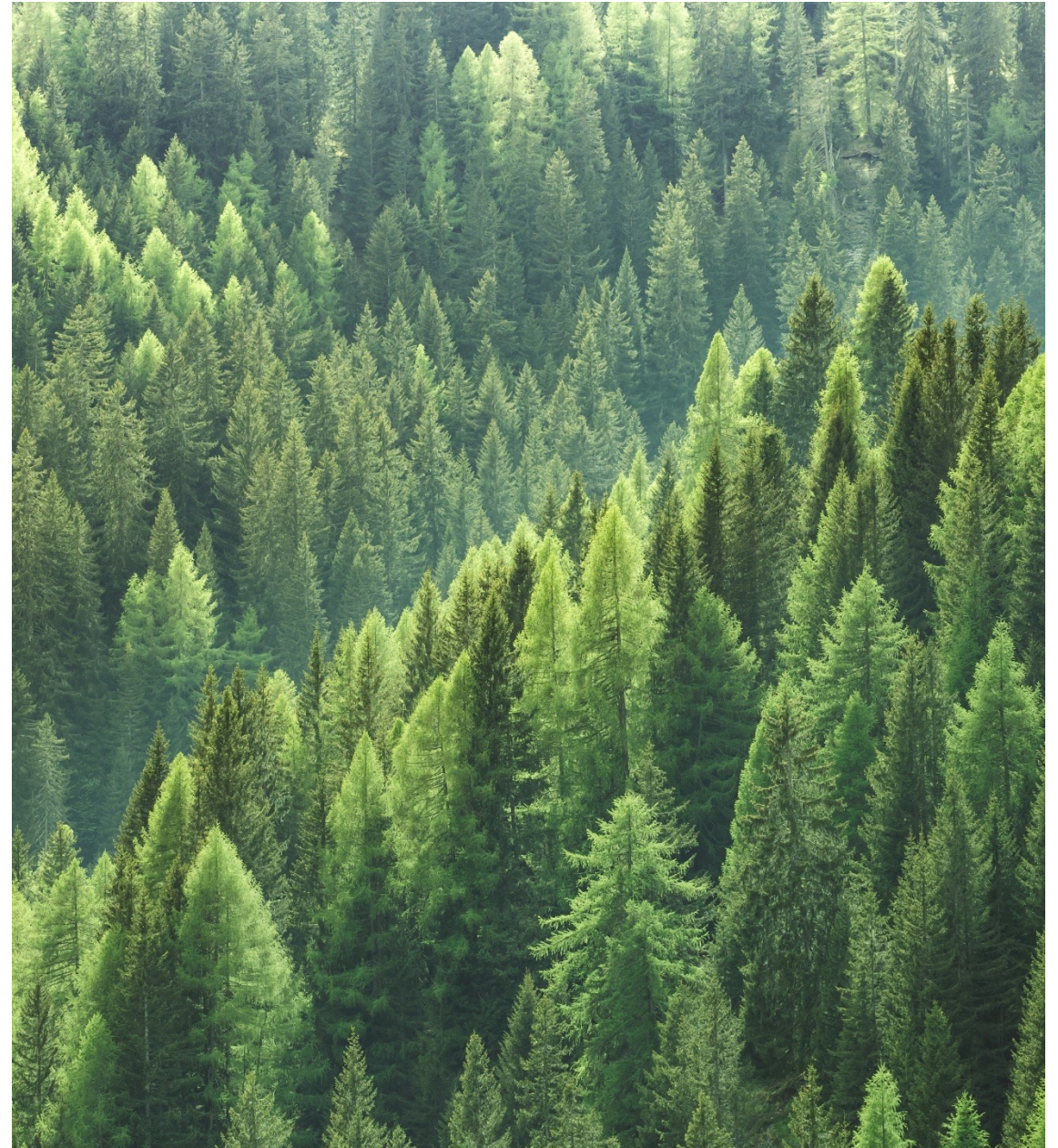
Average uplift by effectiveness metric: Ads with sustainability messaging vs non sustainability ads (Sky Effectiveness norms database)





## In Summary:

1. Sustainability continues to be a major consideration in peoples' lives
2. Brand choice is influenced by sustainability (even by people who say it isn't)
3. Sustainability ads evoke stronger emotions, which can lead to better ad engagement & memory encoding
4. Being credible is a major factor
5. Ensure you land the right tone, clear message and suitable execution to connect with the audience
6. Understand that each category is different and some have to work harder at being authentic
7. Know that if you get it right, it can have big benefits for your brand across a wide range of metrics







skyO

FOOTPRINT FUND

2023



# The Sky Zero Footprint Fund

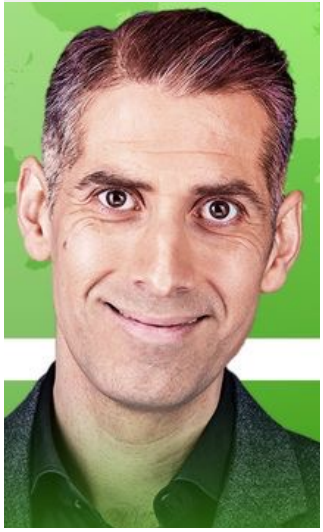
A **£2m advertising fund** designed to help brands accelerate and amplify initiatives that drive positive **behavioural change** and create **tangible** impact towards creating a more sustainable future.

Open to **media agencies, creative agencies** and **brands**.

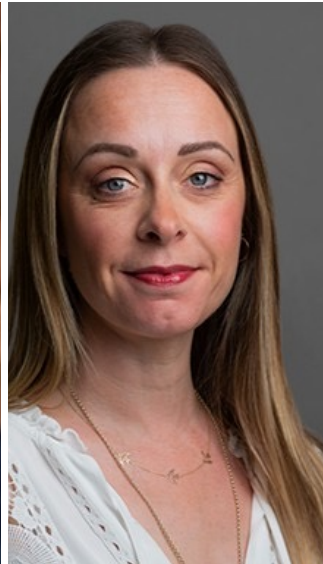
Entries close on the **26<sup>th</sup> of May**.







## THE 2023 JUDGING PANEL





# 2023 Prizes & Criteria for Winning

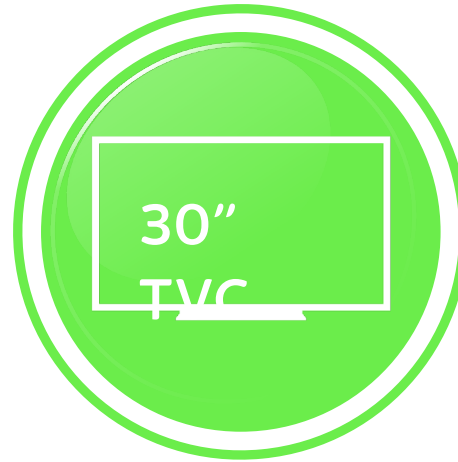
The Grand Prix winner and the four runners up will have:



Developed an idea or concept that will use the power of TV to inspire change for a more sustainable future



Demonstrated to the judges, the impact that their idea will have on the UK's path to net zero carbon



Creatively brought to life their idea through a 30" TVC



Showcased how they've adopted more sustainable practices in the TVC production process\*



**1 x £1m**

media value for winner



**4 x £250k**

media value for runners up

\* Guidance/assistance to be made available via AdGreen



While the cost-of-living crisis is taking much of our attention, we can't afford to forget about climate change. So, for this year's Sky Zero Footprint fund, we'd love to see ideas that can **save the planet and your pocket** at the same time.



Register your interest



[www.skymedia.co.uk/skyzerofootprintfund](http://www.skymedia.co.uk/skyzerofootprintfund)





sky media