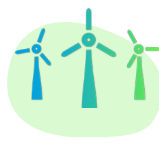


# Research reveals the 'green halo' of sustainability advertising

## METHODOLOGY

52 ads across 7 categories, 50% sustainable | Representative quantitative survey sample size of 5369 | Qualitative interviews and focus groups | Impulse and speed response triggers



## SUSTAINABILITY INFLUENCES BRAND CHOICE

Even 'Eco-Resistant' audiences are still influenced by sustainability messaging

71%

of respondents are concerned about climate change

Top3

of the 'UK's most pressing issues includes climate change alongside cost of living and mental health

3in5

Sky Customers say sustainability messaging in ads influences their brand choice

49%

say it has 'a lot' of influence on brand choice (which rises to 59% for younger 18-24 audiences)



## CREATIVE CONSIDERATIONS

Four key factors drive positive reception of sustainability ads:

- **Credibility** - Show me your eco-credentials
- **Clarity** - Have a clear & easy-to-understand message
- **Correct Tone** - Asking people to change behaviour needs to come from a position of authority, credibility and expertise
- **Creative Execution** - Ensure a suitable execution to connect with the audience. E.g. Overtly high production values can raise red flags for consumers

## EFFECTIVENESS



+15%

higher positive brand perception for sustainability ads vs non-sustainability ads

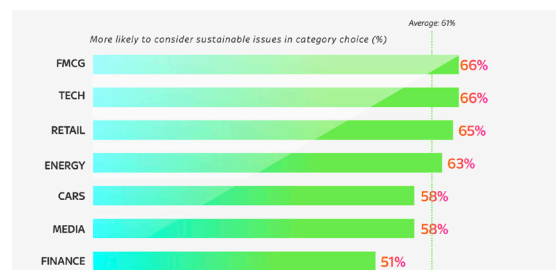
+5%

greater engagement and persuasion scores for sustainability ads vs non-sustainability ads



## CATEGORY CONSIDERATION

- Sustainable messaging can be hugely influential when included in advertising and have an impact in all categories of advertising
- Sustainability ads elicit stronger positive opinions of brands in all sectors - but categories such as finance and energy have to work considerably harder to overcome pre-existing notions



[Click here to access the full research](#)