

M&C SAATCHI

HELPING CLIENTS ACHIEVE THEIR OWN ESG TARGETS

We're committed to supporting our clients in delivering their own Planet + People goals—whether that's through our supply chains or through delivering game-changing creative work.

Supporting ESG initiatives in Supply Chains

We understand that our clients have a range of ESG priorities that relate to their supply chains and are ready to use the brief to help clients deliver those priorities.

We find this works best when addressing impacts are part of the initial creative brief, as this is the best place to ensure the right decisions are made from the start.

We want our clients to be ambitious in this area!

For example:

- We can work individually with our clients to help them reduce emissions and other environmental and social impacts from Production
- We work with our clients to use AdGreen to measure and report environmental impacts from Production and help make more planet-friendly decisions
- We welcome working with clients to explore bespoke solutions that help them meet their Social Value needs

Conscious Creativity and Creating game-changing work

Recognising that a deep understanding of key environmental and social issues helps drive cultural power and provides a competitive edge for long-term brand relevance, we proactively respond to client briefs to elicit change and drive value in the following ways

- Helping consumers to buy differently
- Limiting our impacts
- Using our creative energies and firepower to drive change

Take a look at our recent campaigns on our website.