

'GIFFGAFF - WE'RE UP TO GOOD'

Giffgaff with MG OMD and Neverland

“ A great submission detailing hugely positive steps in giffgaff’s sustainability work. The details behind their media planning choices are a great blueprint for others to learn from. ”

- Campaign Ad Net Zero judge.

Challenge

Campaigns produced and shot abroad, and then delivered through traditional media plans using numerous touch-points, often deliver inefficient overlaps in impressions and amount to high carbon costs.

Brief

Manning Gottlieb were asked to rethink Giffgaff's media plan to reduce wastage and emissions, and work to reduce emissions from production of Giffgaff's 'We're up to Good' campaign.

Solution

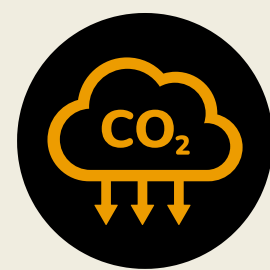
Relocate production to the UK, despite the additional cost, and encourage sustainable habits on set to reduce emissions. Overhaul the traditional media plan and focus on centralised high-impact delivery points to strategically deliver the highest number of impressions for the same media budget.

Execution

- Responsible production, delivered by Neverland, included UK based shoot, Conscious Casting, Experience Opportunities, and Eco-Friendly Production
- This reduced production emissions by 30 tonnes of CO2e, while providing societal and inclusive investment to the community.
- Carefully considered media planning & buying included 4x big launch spots on TV vs. a standard launch of c. 50, 10 x large format digital screens which de-duplicated 1+reach, and a takeover of ITVX for huge mainstream engagement.



Results



37.2 tonnes CO2 saved.



75% of all phones sold by giffgaff are refurbished.