

'REDUCE, REINVEST, REPEAT: HELPING SAINSBURY'S ARGOS SLASH ITS MEDIA CARBON FOOTPRINT'

Sainsbury's with EssenceMediaComX

“ An innovative and truly ambitious entry from Sainsbury's. The team have clearly been inspired by Sainsbury's overarching sustainability strategy to think differently about the way they reach their audiences and the impact they can have. Especially impressed that the media cost saving was used to support UK agriculture (directly linked to Sainsbury's supply chain)

- Campaign Ad Net Zero judge. ”

Challenge

With media investment comes a heavy carbon footprint; one million ad impressions is equivalent to one metric tonne of carbon. Sainsbury's media carbon footprint needed to be reduced.

Brief

EssenceMediaCom were tasked with devising and implementing a new sustainable media-buying framework to minimise this impact.

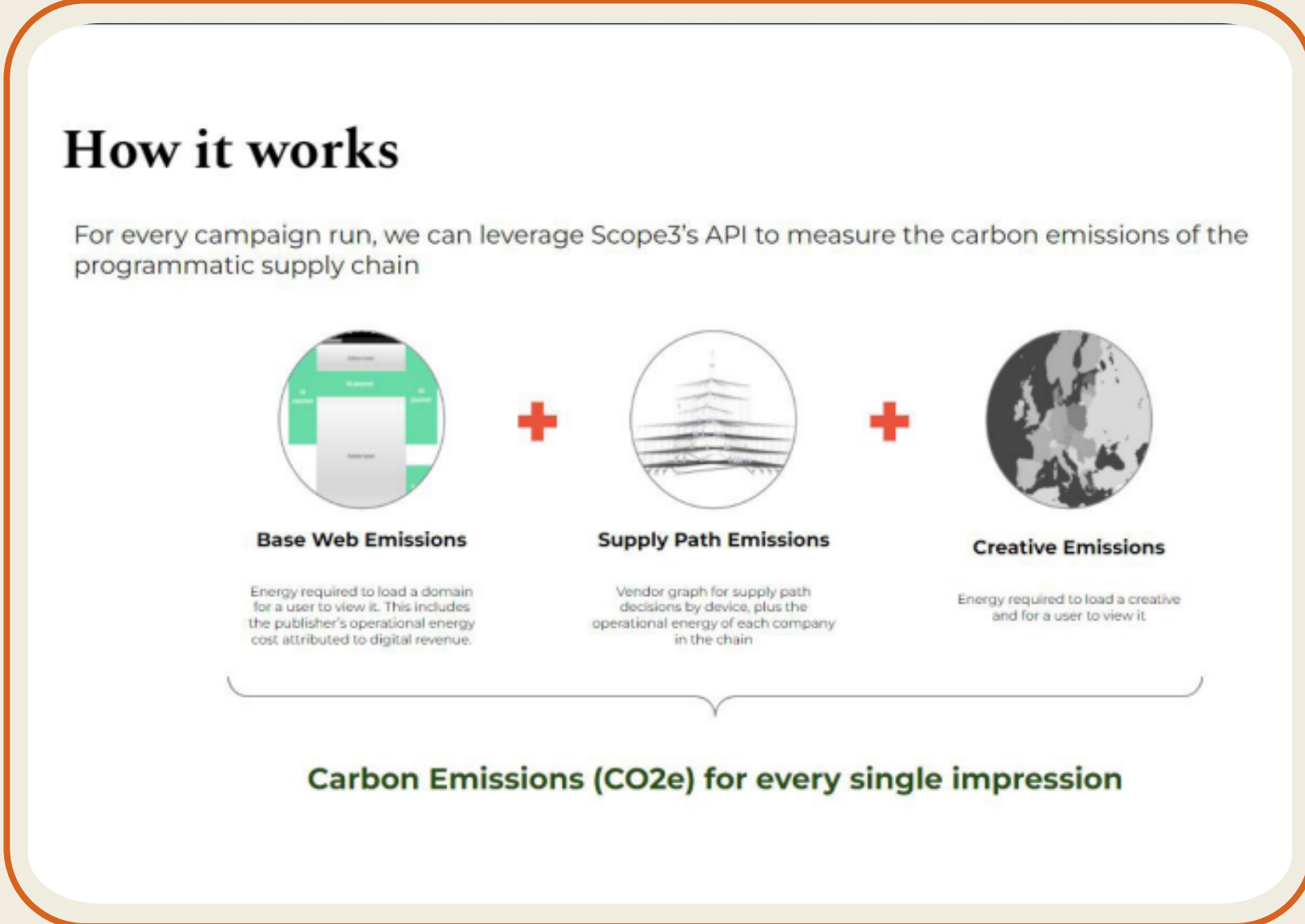
Solution

Introducing Reduce, repeat, reinvest – a sustainable approach to reimagining media-buying.

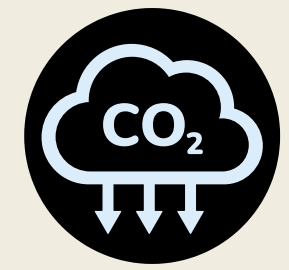
Execution

Leveraged Scope3's API to measure the carbon emissions of the programmatic supply chain. This included:

- Base Web emissions – energy required to load a domain for a user to view it.
- Supply chain emissions - the operational energy of each company in the chain
- Creative emissions - energy required to load a creative and for a user to view it.



Results



37.9% CO2e reduction in three months.



Delivered 34% more impressions for the same media investment.