



WELCOME TO PATHWAY TO PROGRESS 2024

Ad Net Zero Ireland Sustainability Summit



Dublin May 1st 2024



AD NET ZERO 
ALL FOR NONE



Gareth Fitzpatrick

HAVAS

Gareth Fitzpatrick
Havas Media

A woman with voluminous curly hair is holding a smartphone in front of her face, looking directly at the camera. The background is a dark blue and red bokeh light effect. The text is overlaid on the left side of the image.

Turning sustainability into action and how we
expanded our approach to develop a meaningful
solution for brands

1st May

Bridging the Say Do gap

82%

C-Suite think a greater focus on ESG agenda is the right thing to do

Source: Havas Special Report: Sustainability – The Case for Change

93%

Marketeers believe marketing can make a difference in the sustainability journey

Source: WFA Planet Pledge – Sustainable Marketing 2030

97%

Consumer say they are prepared to take action to live a more sustainable lifestyle

Source: Kantar Research, Sustainability Sector Index

Bridging the Say Do gap

12%

C-Suite expect to stick with today's plan

Source: Havas Special Report: Sustainability – The Case for Change

10%

Marketeers claim to be 'well advanced' in their sustainability journey

Source: WFA Planet Pledge – Sustainable Marketing 2030

13%

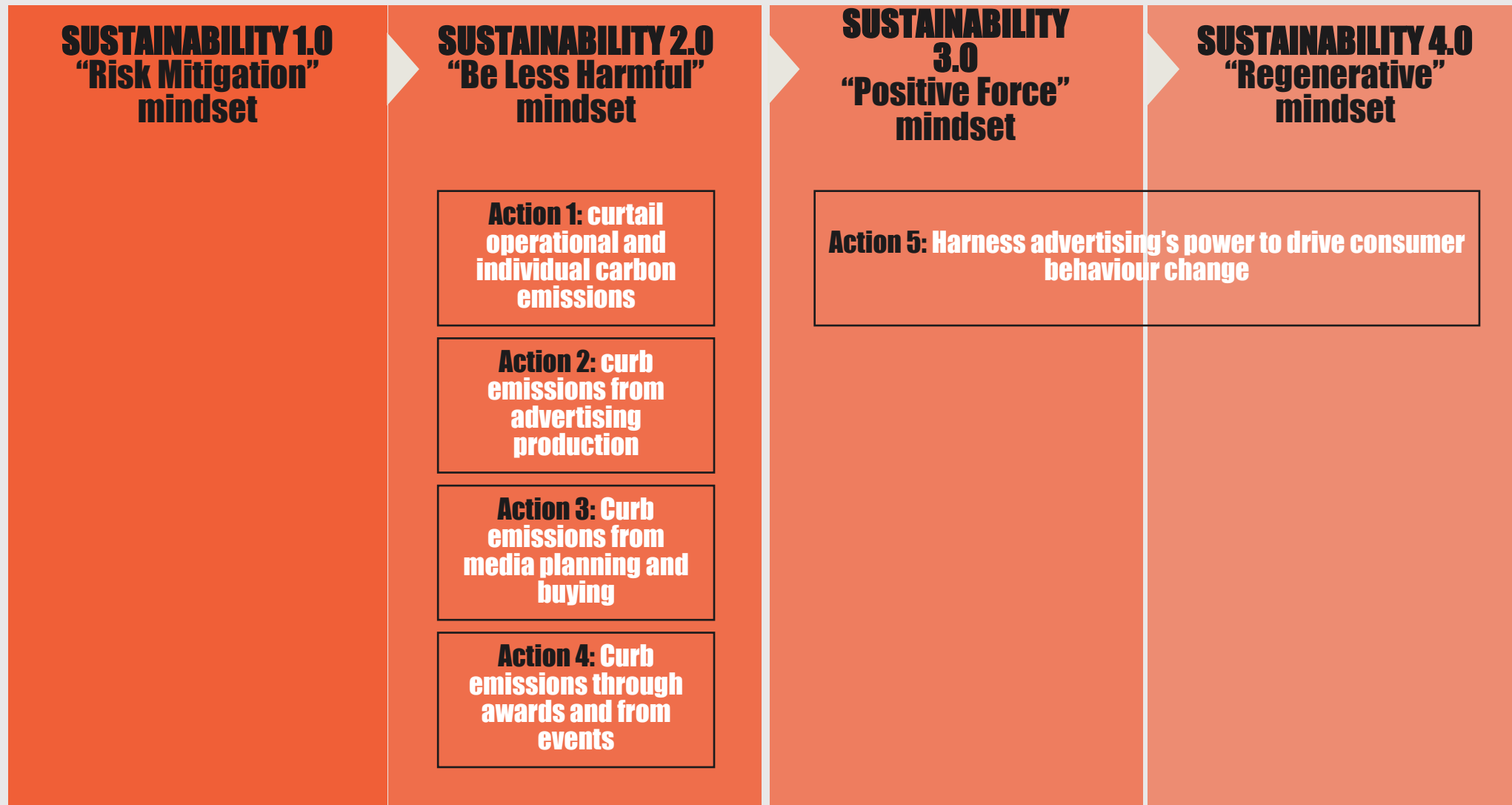
Consumer are actively making significant changes to their lifestyle and behaviours

Source: Kantar Research, Sustainability Sector Index

**A
DISCIPLINE
IN THE
COMPANY**

**IN
THE DNA
OF THE
COMPANY**

OUR AMBITION FOR THE FUTURE



The Meaningful Brands™ study is unique within the industry

- Now in its 15th year, the study explores how brands tangibly improve peoples' lives functionally, enhance their personal well-being, and contribute to wider society
- Launched in 2009, it was the FIRST GLOBAL FRAMEWORK to connect brands with human well-being
- Explores PROPRIETARY METRIC of brand strength as a diagnostic tool, not as a ranking tool.
- Helps identify how and where to MEANINGFULLY ENGAGE with people through customer, brand and media experiences



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The climate crisis is now acknowledged globally as the most important issue we face

The climate is recognized as the most significant issue by all segments, demographics and geographies

78%

VS.

55%

societal crisis

44%

health crisis

55%

political crisis

We are living in an environmental crisis, at a global level



Most people don't think business is doing enough to help

64%

Don't think companies/ brands are being transparent about their commitments and promises

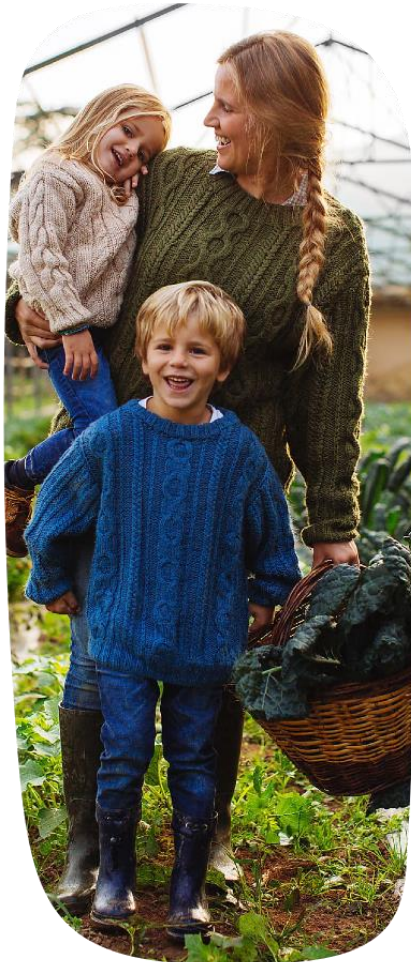


71%

are tired of brands pretending they want to help society when they just want to make money

Today people are connecting a brand's sustainable behaviour with their own quality of life

Top 5 collective attributes ranking across all brands that contribute to Quality of Life



- 1st**  Invests in innovative, sustainable and ethical solutions
- 2nd**  Respects all living creatures
- 3rd**  Is a great supporter of culture and education
- 4th**  Promotes sustainable use of forests & land / seas & oceans
- 5th**  Positively contributes to the national economy and my local community

An active choice architecture is emerging

People want to buy from businesses
that have a reputation for having a
purpose

62%

PREFER TO BUY from companies
with a reputation for having a
purpose other than just profits

People demand business shows
tangible proof they respect planet
and society

56%

will **STOP BUYING** from
companies that do not
respect the planet or
society

This is the “Me-economy” – where a whole new set of personal benefits make you more meaningful

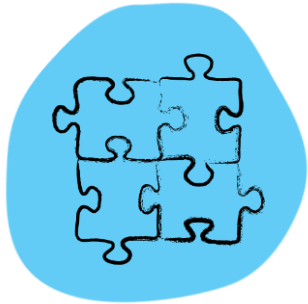
People are looking to deliver on their individual needs first – me, then we



Note:

Most Meaningful Brands™ (top 10% performing brands on MB Index) average performance score compared against overall average performance score on all Personal attributes.

Brands need to offer people control at times of insecurity and change



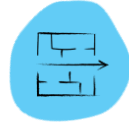
Control is the **#1** dimension across all pillars to contribute to people's Quality of Life



#2

Index 104

Enables me to be smarter with my money and/or time



#8

Index 102

Help me simplify my life



#9

Index 101

Helps me feel more in control of my day-to-day life



#12

Index 98

Makes me feel like it is looking after my best interests



Do good without the drama

The Most Meaningful Brands™ perform significantly better than the average brand in providing that **creative spark**:

88% Would switch to a more sustainable alternative if given the option



Being meaningful is harder than ever

Brands are making
bigger promises

2 in **5**

know the **views and values** of the brands that they buy

Consumers are
expecting more

3 in **5**

prefer to buy from companies with a **reputation for having a purpose other than just profits**

Get it
wrong, face
consequences

3 in **5**

will **stop buying from companies that do not respect the planet or society**



HAVAS

GENUS

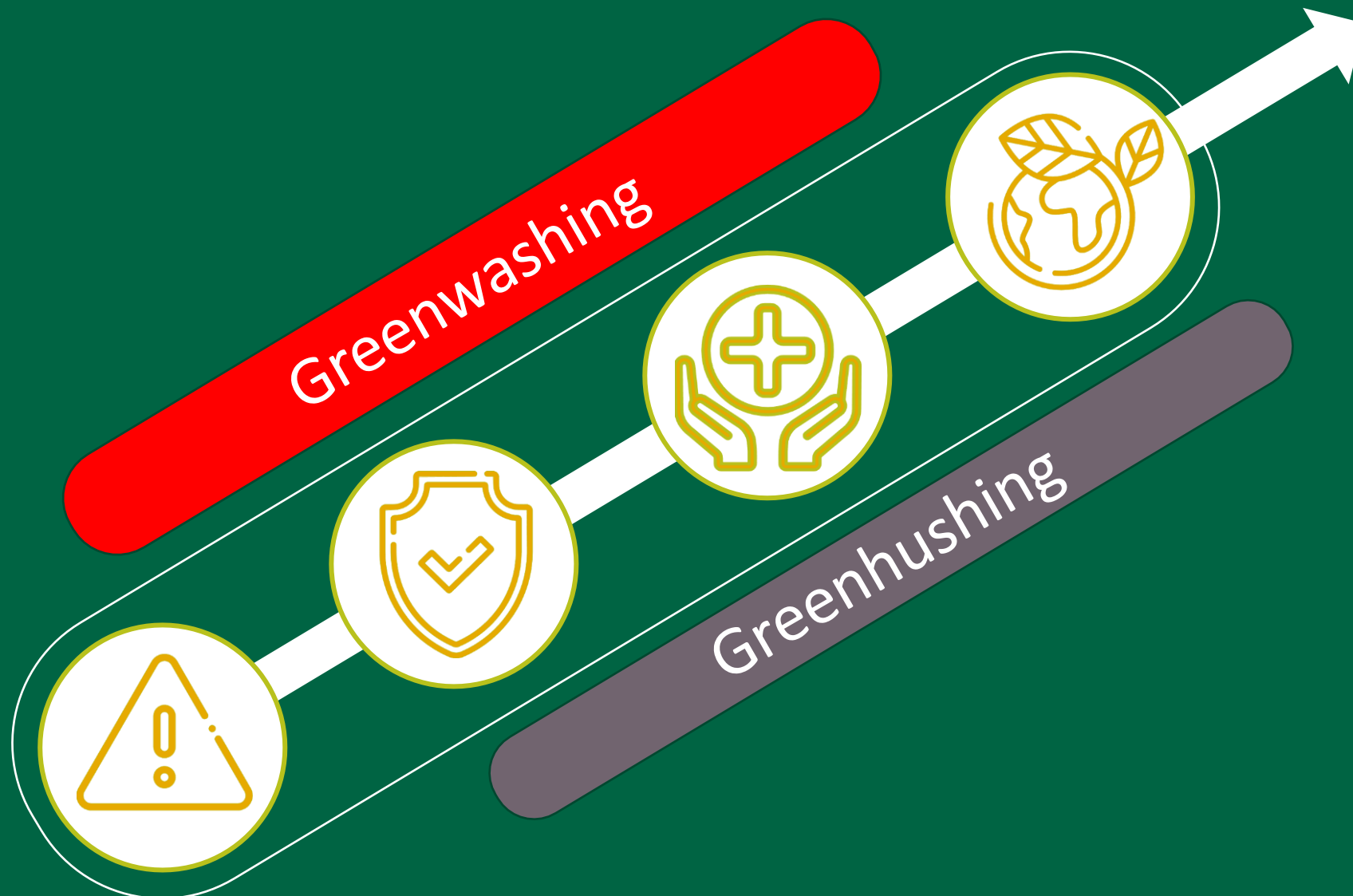
Sustainability Network

Sustainability Transformation Compass



Identify a true and credible ambition and purpose that you can deliver on

The Authenticity Zone



Thank You