



SKODA x phd

Driving change: Optimising  
media for carbon reduction



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**NE**  **T**  
**LEVEL**

ŠKODA STRATEGY 2030

**50-70%**  
Of Electric Cars

**>50%**

CO<sub>2</sub> Reduction



# Let's explore

## Future electric model portfolio

Škoda is stepping up its e-campaign and expanding its product portfolio

**Enyaq Coupé**  
Forerunner in new shape



**"Small"**  
Charged with big ideas



**"Combi"**  
Bestseller reinvented



**Enyaq**  
Forerunner in new shape



**"Compact"**  
Versatility electrified



**"Space"**  
More room for the unthinkable





# Sustainability journey

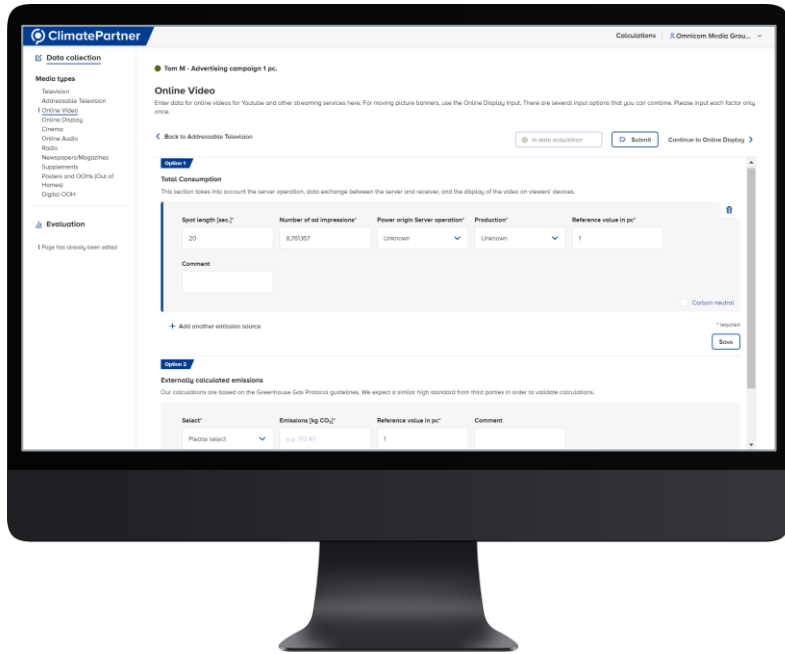


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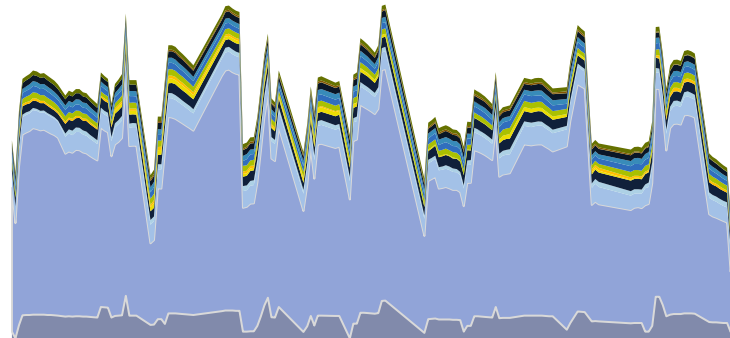


# Measuring media's carbon footprint with Climate Partner



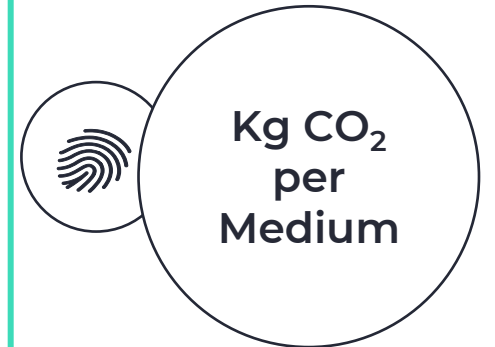
All media channels (digital and traditional) across the full advertising supply chain, available & verified across 75 countries

## Climate Partner Calculator



**Relevant emission sources:**  
production + server capacity + data transfer + terminal usage + broadcast + printing substrate + distribution

## Output



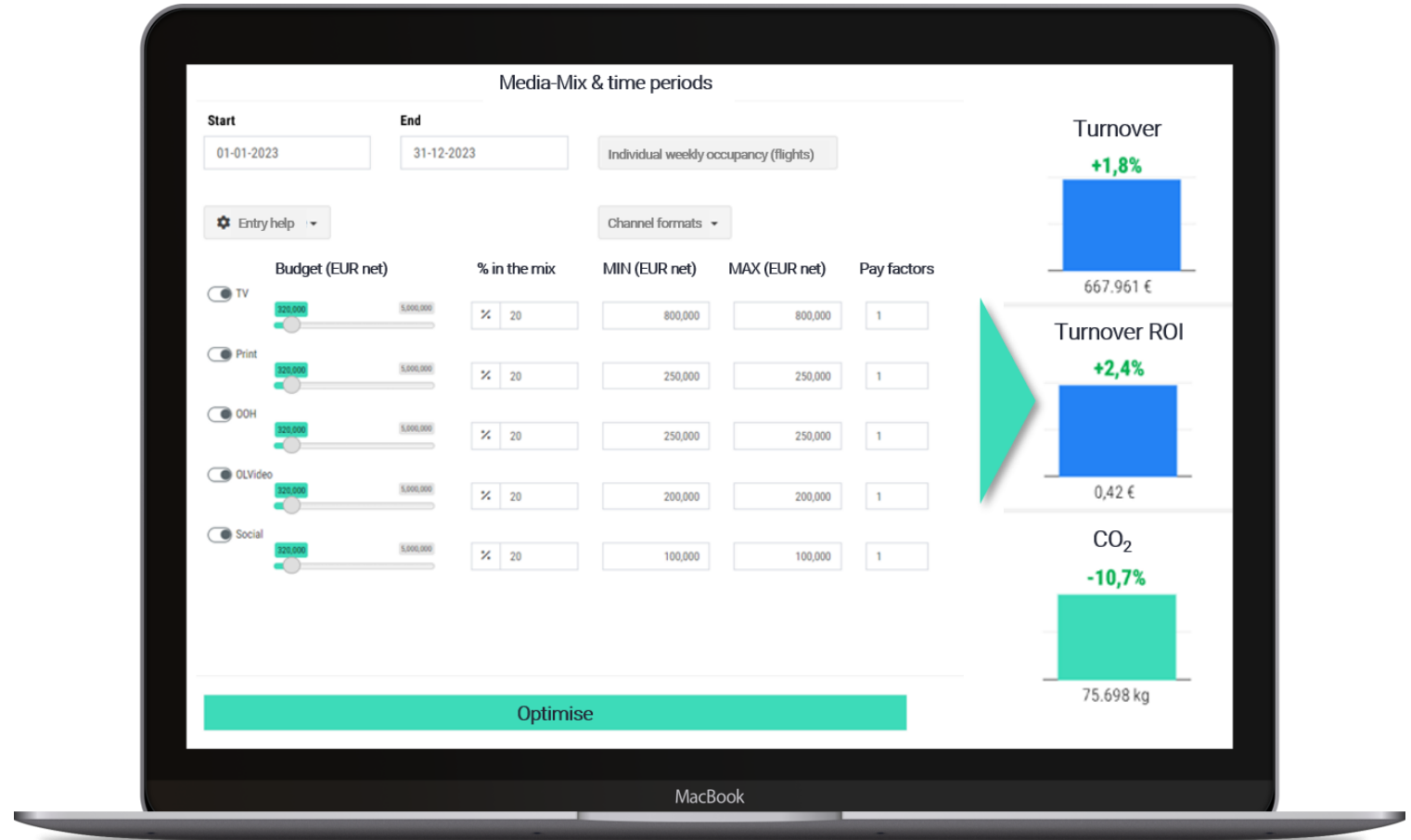


From measurement to  
reduction + performance



# OMG Carbon Scenario Planner

- Model media mix scenarios to reduce emissions
- Optimise media plans & campaigns at the planning stage
- Balance carbon reduction with media performance
- Establish 'Green KPIs'





# First to **beta-test** the Carbon Scenario Planner in the wild with **Škoda Ireland**

PRIORITY 1

## REDUCTION

Demonstrate impact of 'Quick wins' to deliver media carbon emissions reduction to drive forward momentum

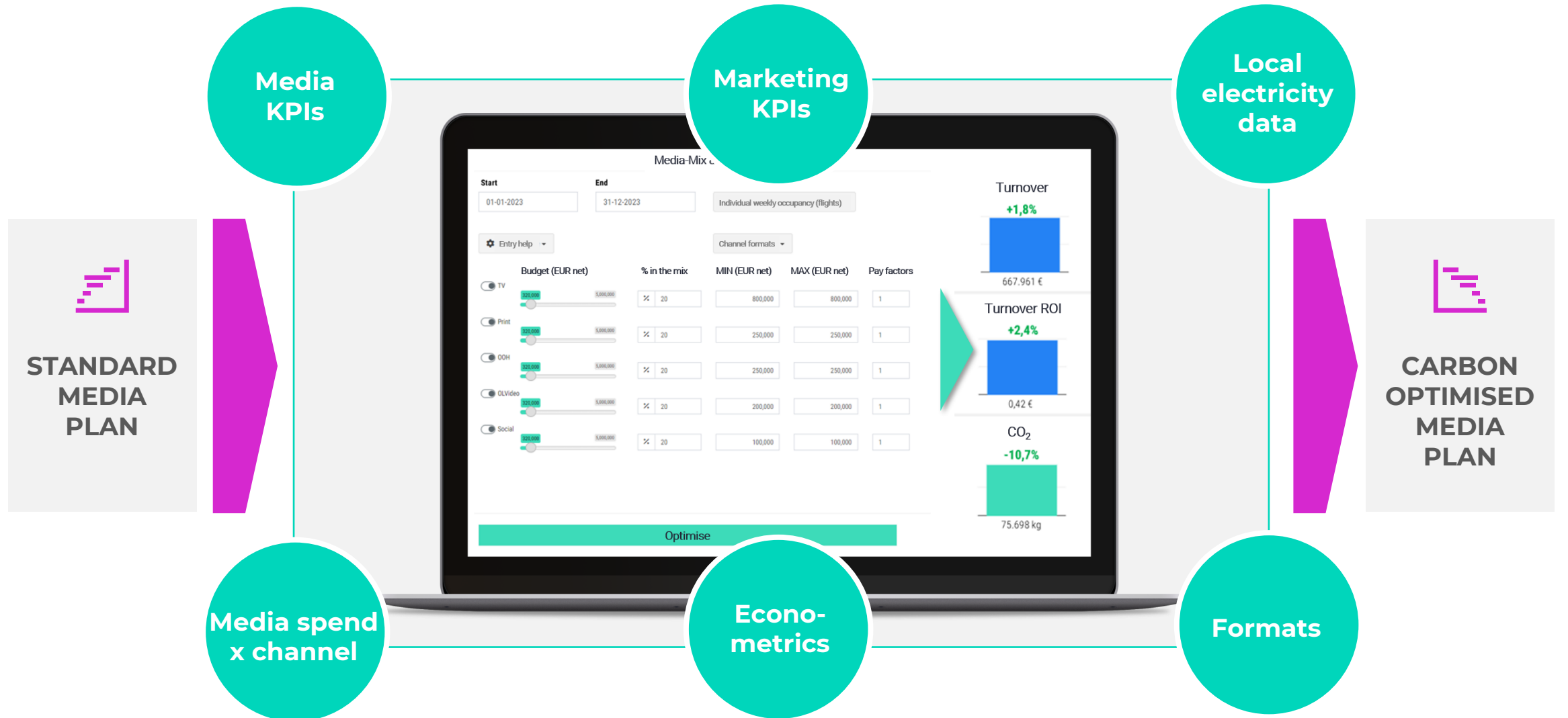


PRIORITY 2

## COMPENSATION

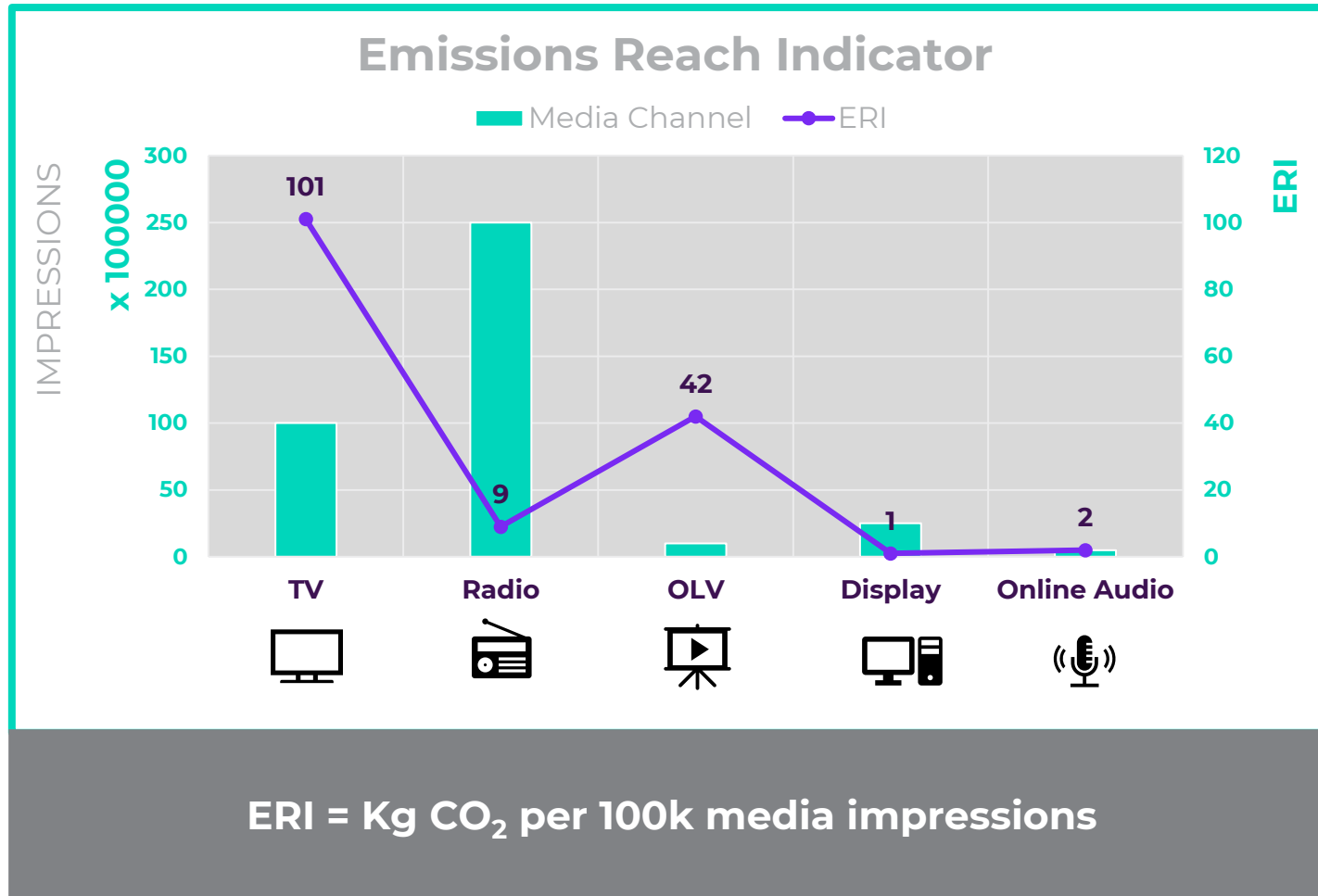
Verifiably 'offset' media emissions that could not be eliminated

# OMG Carbon Scenario Planner





# Assessing the plan's 'eco-efficiency'



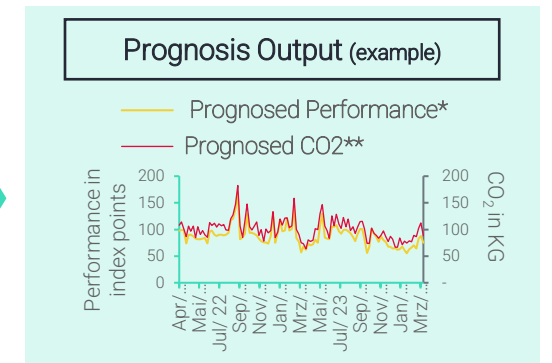
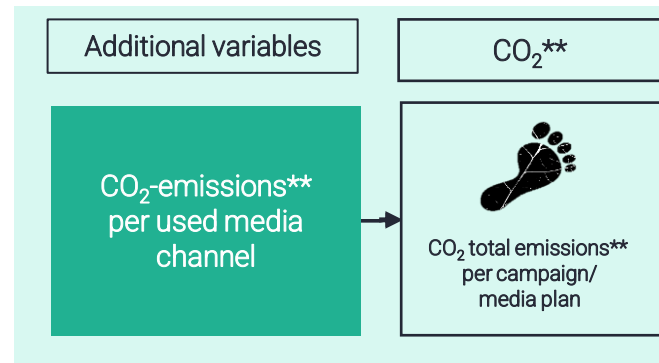
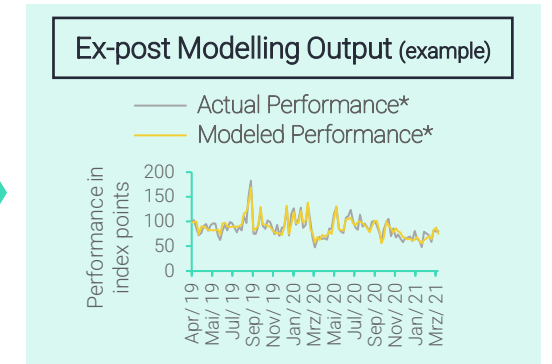
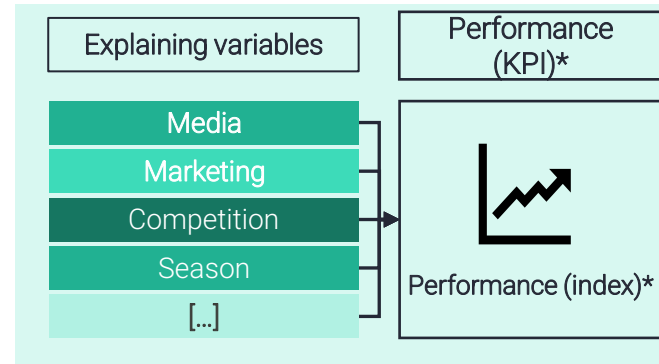
- **Emissions Reach Indicator (ERI)** indicates the relationship between reached impressions and the carbon footprint produced
- The smaller the ERI, the more **sustainably efficient** the medium

# Model media performance and emissions

## Objectives of this stage

Data modelling algorithms were set to deliver:

- Highest media "performance"
- Minimal CO<sub>2</sub>-emissions
- Re-balance channel spends according to investment parameters
- Measured against target campaign KPIs

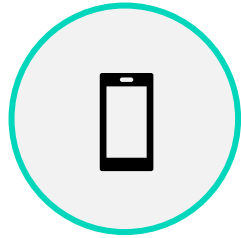


# Real-time guidance & experimentation on sustainable media choices

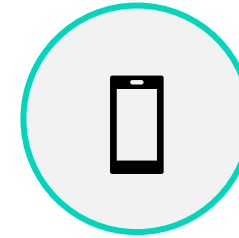




# Delivery of media 'Quick Wins'



7% of the media plan initially went to **Online Display**



13% of the final media plan went to **Online Display**



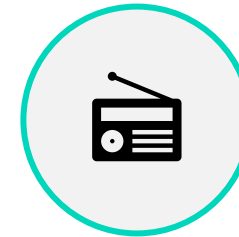
2.2 of the media plan initially went to **Print**



**ZERO %** of the final media plan went to **Press**



20% of the media plan initially went to **FM Radio**



19% of the final media plan went to **FM Radio**

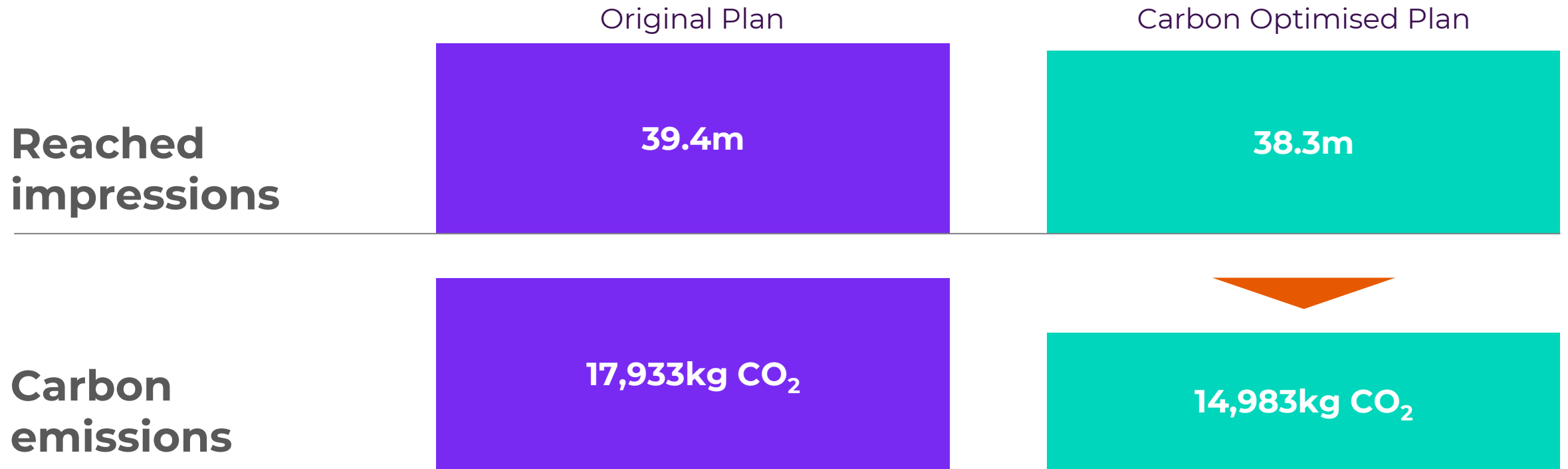


63% of the media plan initially went to **TV**



62% of the final media plan went to **TV**

# 'Quick Wins' balanced performance with disproportionate emissions reduction



# -17%

cut in media carbon  
emissions

# 4.3 tonnes

of CO<sub>2</sub> eliminated

Equivalent to driving around  
Ireland **x5** times (14,500km)





# Compensation for remaining emissions

A Project that **combines ocean protection** with the support of **renewable energies**, building a perfect **synergy** with the focus on **renewable energies** by **Škoda** and the increased **maritime protection** of the historically important Irish Seas by the **Irish government**.




#2

In the market

11%

Market share





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