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MPB: LIVING OUR PURPOSE

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MPB FY24
Impact report

May 2024

Buy•Sell•Trade
Create

Challenge

To reduce the environmental impact of MPB's operations, marketing, and media planning, while staying true to its purpose of making visual storytelling more accessible and affordable.

Brief

MPB is committed to circularity and reducing its carbon footprint, applying sustainable practices across its operations, marketing, and partnerships to promote environmental stewardship in visual storytelling.

Solution

MPB adopted circular principles across all areas of its business, including operations, advertising production, media planning, and partnerships, while aiming to meet net zero carbon goals and promote sustainable practices in the photography and videography industry.

Execution

- MPB adopted circularity in its business model, using renewable energy and sustainable packaging, while setting net zero goals for energy use (2030) and courier emissions (2035).
- Chose sustainable marketing partners by sponsoring 143 events, awards, and platforms that support accessibility, inclusion, and environmental stewardship in visual storytelling such as the Environmental Photographer of the Year and Horizonte Zingst festival.
- Reduced emissions from media planning and buying, by partnering with Scope3 to conduct a carbon emissions audit and integrated Scope3's programmatic carbon emissions API to reduce carbon hotspots.

- Innovative campaigns for circularity, include the launch of a co-branded campaign with Panasonic Lumix to drive circular behaviour in the sector and One Tree Planted, to restore forests and biodiversity habitats.
- MPB has begun aligning its marketing event planning and production with its broader sustainability goals, eliminating waste going to landfills and tracking its event footprint across procurement, emissions, reusable assets, and attendee gifting.

Results
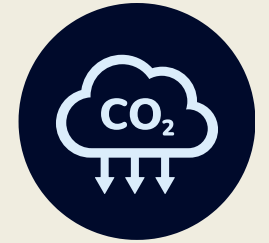
29% carbon reduction following optimisation and by 38% against the Ebiquity global benchmark.

The carbon-optimised campaigns exceeded core performance KPIs by 30%.

Reinvested 7% of the campaign budget into high-quality, lower-carbon domains.