L'ORÉAL GROUPE **IMPACT⁺**

L'ORÉAL FOR THE FUTURE AND IMPACT PLUS IN THE US AND CANADA

Challenge

As the fourth-largest advertiser worldwide, L'Oréal wanted to extend its climate related target commitments to digital sustainability.

Brief

Find ways to work together with the support from agency partners to measure and reduce the GHG emissions from L'Oreal Group's digital media activities.

Solution

Leverage sustaintech solutions and pilot these to create a reduction strategy and better understand the GHG Performance indicators that are linked to media KPIs, managing reduction at levels that will not compromise business performance.

Execution

- Tested the Impact Plus sustaintech solution and pilot more than 230 campaigns across 40 markets.
- Implemented Impact Plus' SaaS solution (Environmental Sustainability Platform), to measure the full CO2 baseline across all digital media campaigns for all 37 brands, understanding GHG Performance indicators linked to media KPIs

- Focusing on the US and Canada, analysed specific campaigns to benchmark and identify reduction strategies for the Americas.
- Carried out the above with comprehensive training sessions and strong support for each country.

Results
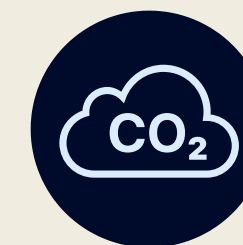
Measured CO2 from major digital platforms including Amazon, TheTradeDesk, DV360, Instagram, Facebook, YouTube and TikTok.
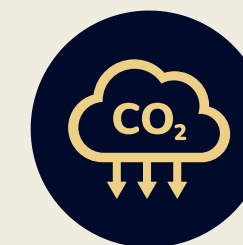
Average CO2e reductions of 29% across the optimized perimeter (equivalent to 14tCO2eq) compared to a non-optimized scenario.

Prada's Paradoxe campaign (December 2023) avoided 76% of the campaign's GHG emissions while achieving a positive brand lift.