

**CATEGORY: BEST PRACTICE IN SUSTAINABILITY AWARD- AD
TECH SERVICES**

**SCALING SUSTAINABILITY IN DIGITAL ADVERTISING:
IMPACT PLUS AND L'ORÉAL UK & IE'S PIONEERING
EFFORTS IN REDUCING GHG EMISSIONS**

Challenge

Reduce the greenhouse gas (GHG) emissions generated from L'Oréal UK & Ireland's digital advertising activities without compromising media performance.

Brief

To implement a sustainable media strategy aligned with the L'Oréal for the Future's global sustainability programme, focusing on evaluating, reducing, and scaling GHG emissions in digital media buying decisions to drive a measurable environmental impact.

Solution

Developed a sustainable media strategy that involved evaluating GHG emissions across 16 digital campaigns, to identify key opportunities for reduction and implement a streamlined, scalable approach to reduce emissions in digital advertising.

Results



17% reduction in GHG emissions for digital media campaigns, equivalent to avoiding 8,745 kg CO₂e,



Maintained strong media performance metrics, with Brandlift surveys confirming no loss in consumer perception and campaign effectiveness.



Scaled sustainable media efforts across all L'Oréal UK & Ireland brands, enabling informed decision-making and widespread adoption of sustainable media practices.



Execution

- Conducted detailed GHG emissions audits on 16 digital campaigns, providing a detailed analysis of carbon impacts across various parameters such as country, buying platforms and video duration.
- First stage: Optimised video asset weight to lower emissions without sacrificing quality or viewer experience.
- Second stage: Focused on optimising media planning for enhanced efficiency through incremental Wi-Fi-based targeting to minimise GHG emissions per pound spent.
- Facilitated scaling efforts through the adoption of the Environmental Sustainability Platform (ESP), accessible for all brands and divisions for self-service reporting and emissions tracking.
- Supported L'Oréal's media teams and agencies with the tools and training necessary to autonomously plan, deploy, and monitor sustainable media strategies, aligning with L'Oréal's global sustainability programme.

