

**Media Bounty**



**2024**

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Yet advertising has a proven track record of using creativity to change hearts and minds. To create meaningful change in the world, we need those skills to be harnessed for good. In 2024 we showed how this could be done with powerful work to support an energy transition for Warm This Winter, and encouraging positive climate action with Potential Energy and Parents for Future. And we're leading work within the industry to improve transparency and restore trust through CAN and our ACT Climate Labs project.

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# Our journey to this point

— 2024 — 2023 — 2022 — 2012 — 2021 — 2020 — 2012 — 2008 —

Media Bounty established.

World Land Trust chosen as charity partner.

All staff given 5 days paid volunteering leave.

Commitment to flexible working introduced.

Incubation of the Conscious Advertising Network begins.

Publication of our Change The Narrative report highlights adversarial narratives in climate communications.

Our COP26 media campaign astroturfs Glasgow and UK transport hubs for the duration of the event.

Foundation of the ACT Climate Labs Project.

B Corp accreditation — one of the first 1000 B Corps in the UK.

Launch of our Persuadables research to turbocharge climate comms.

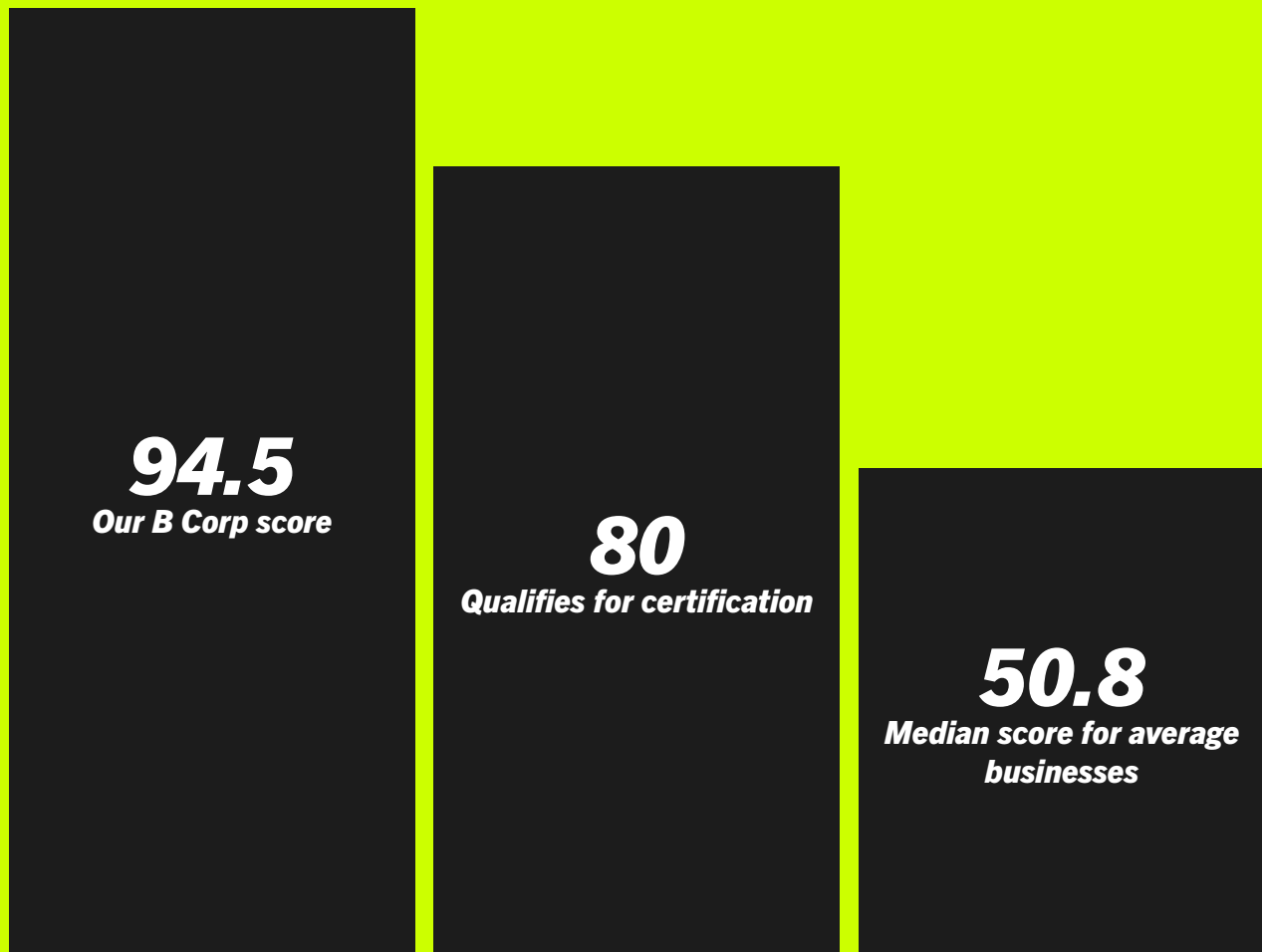
***Our industry work to end fossil fuel advertising is validated by the UN Secretary General.***

# B Corp score at certification (August 2022)

The B Corp Impact Assessment measures a business' ethical impact across 5 key pillars: Governance, Workers, Communities, Environment and Customers.

We we're immensely proud to achieve an overall score of 94.5, made up of:

- Governance: 20.4
- Workers: 29.0
- Communities: 26.3
- Environment: 12.7
- Customers: 5.9



# Accreditations & awards



## Our wins in 2024:

### **Ad Net Zero: Agency Best Practice:**

In 2024, we were thrilled to win the Ad Net Zero, Agency Best Practice award for the second year on the trot. We're the only small agency to have ever scooped the prize.

### **Campaign Best Places to Work, Top 100:**

Continuing our winning streak, we placed in Campaign's Best Places to Work Top 100, for the 3rd year in a row.

### **The Drum Awards, Social Purpose, Bronze:**

Our campaign 'We're Losing More Than Money' for Men's Minds Matter shone a light on the impacts of gambling addiction. The work drove a 193% increase in donations and was recognised with a Bronze award at the Drum Awards.



# Environment

**100% of our people strongly agree or agree that the organisation operates in an environmentally responsible manner. (Employee engagement survey, 2024)**

We founded Media Bounty with a vision of business done better. The environment is central to the decisions we make, the way that we make them, and the people we make them with.

## A few of our 2024 highlights



### The power of B Corp, squared:

The Jamie Oliver Group came aboard our client list, joining Sipsmith and Dr Organic (who certified in November 2024) as our B Corp partners.

Together we launched a campaign to support a new range of time-saving flavour-packed meals. Ads were live across social and out of home. The products are part of Jamie's ongoing efforts to get Brits to love their freezer – helping us eat cheaper, healthier, and greener.

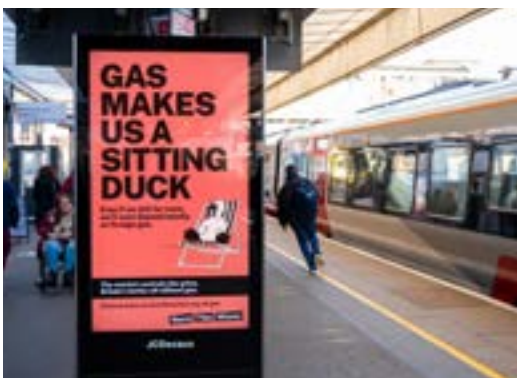


### Information Integrity:

In 2024, the World Economic Forum (WEF) identified misinformation and disinformation as the most significant short-term global risk.

We continued to work closely with the UN, through our work with the Conscious Advertising Network. Together, we work to elevate and protect information integrity.

Thanks to CAN's long-term efforts in partnership with other civil society groups, the COP 30 Presidency formally included information integrity on its Action Agenda for the first time in COP history. This calls for urgent, collaborative and concrete action on climate information integrity at the highest levels.



### Warm this Winter:

Despite gas market prices pushing people into fuel poverty, false narratives still put many off renewables. Warm This Winter, an anti-fuel poverty coalition, wanted to change those perceptions.

Using our Persuadables research, we launched a campaign to help everyday people understand that 'gas is holding Britain back'. It drove a 47% increase in the belief that Britain's gas dependence disadvantages us, and increased renewables consideration by 41%.

# ACT Climate Labs

ACT Climate Labs is a Media Bounty project that sits where climate and advertising meet.

Through ACT, we amplify the effectiveness of climate communications with advertising techniques that make climate action mainstream, neutralise the threat of misinformation, and enable others to do the same.

Our team of experts work with a range of organisations – from NGOs and agencies to ethical brands – helping them apply advertising techniques to climate comms, making them more effective.

## ACT's year in numbers

**833**

members. An 117% membership increase over the year.

**338**

people trained at events, webinars and workshops.

## A few of our 2024 Highlights

### Parents for Future:

In the UK, support for climate action is under attack. We collaborated with Potential Energy and Parents for Future us to help build support for bold climate action, increasing demand for climate policies and minimising backlash against government action.

Our two-tiered strategy combined trust-building awareness with action-driving comms. We used localised radio, bus supersides, billboards, TV and our audience's frequented digital channels, showing up where and when it mattered.

It worked. The campaign delivered 42.8M in combined impressions, with earned media delivering an additional reach of 535,025. Most importantly, measurement showed an +11pp audience lift in support for immediate government action on climate.







## Monitoring misinformation ahead of the UK general election:

July's general election was a focal point of the political calendar. Risk was high that people would disseminate false and misleading climate information to influence the outcome. The European Climate Foundation appointed us to keep key stakeholders informed and ready to act.

We built cross-platform monitoring to help us identify key threats to information integrity. We highlighted key threats and supported climate communicators to act when appropriate. We established an active UK misinformation intelligence forum, distributing this information to global institutions, key media outlets, NGOs, climate change communicators and city councils.

***“Critically, this monitoring support has enabled UK100 to track and report on threats to local climate action on behalf of our members during the crucial period surrounding the 2024 local and general elections.”***

Liam Ward, Comms & Advocacy Manager, UK100

## Preparing the industry to step away from fossil fuels:

In June 2024 UN Secretary General António Guterres, called on the advertising industry to “stop taking on new fossil fuel clients, from today, and set out plans to drop your existing ones”.

But with estimates putting the top 29 fossil fuel organisations' annual marketing spend at a combined \$7bn per year, how can we convince agencies and media owners to step away? And how can we support them through the transition?



In 2024, we initiated work on a blueprint for industry transition, working in collaboration with Clean Creatives, Creatives for Climate, Purpose Disruptors and Global Optimism. We ended the year with a convening in December, where key stakeholders fed into its continuing development.

In 2025, we'll be continuing this work, and launching the blueprint for industry transition at COP30.

# Carbon impact

*Our carbon reporting cycle aligns with our financial year, meaning the latest available data runs 1st April 2023 to 31st March 2024. During this period our emissions totalled 88.896 tCO<sub>2</sub>e.*

Compared to the previous year, we measured a 6.54% increase in carbon emissions. This is due to a 69% increase in media budgets versus the previous year. Media emissions always constitutes the largest percentage of our carbon impact and can be one of the most challenging areas to reduce emissions.

We measure, reduce and offset emissions for all media projects we take on – not just for the clients that request it. While we take steps to decrease media emissions across all clients (like working with/promoting sustainable suppliers) – this figure will always be largely determined by the volume and specifications of the projects we take on.

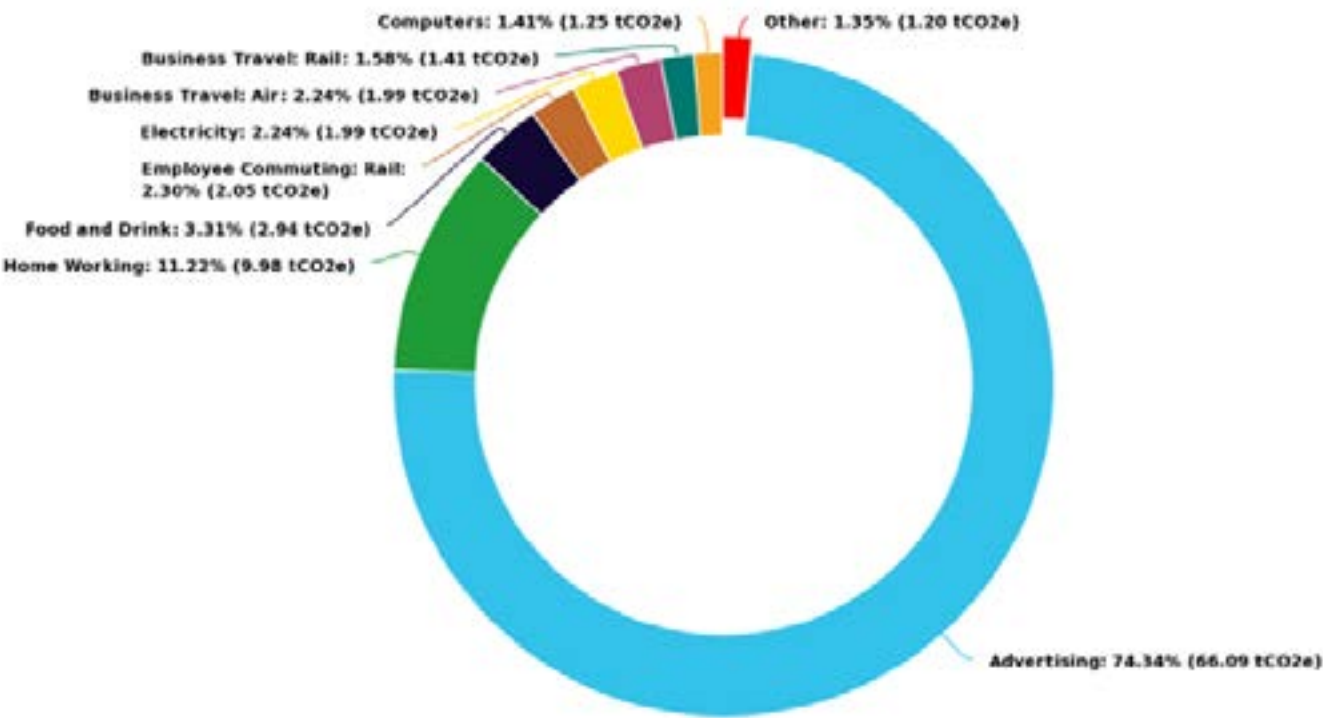
### Breakdown by scope:

- Scope 1: 0.000
- Scope 2: 1.501
- Scope 3: 88.896

### Breakdown by source:

- Operational emissions: 22.812 (25.7%)
- Media emissions: 65.146 (73.3%)
- Production emissions: 0.938 (1%).

Emissions by Activity



# Our operational emissions

*Operational emissions totalled 22.812 tCO2e (25.7% of overall impact)*

Our operational emissions come from two key areas: people and place.

## Our place

We are a fully hybrid business (vs 7.4% IPA agencies, IPA census 2024).

Our head office operates from an office in a coworking network. This allows us access to communal resources but reduces our control over our workspace-related carbon emissions.

To reduce our own emissions and those of our neighbours, we're founding members of their sustainability forum. In this role, we exert our influence by:

- Pushing them to continue to prioritise sustainability.
- Holding them accountable to their net zero by 2030 pledge.

We've also negotiated a no-penalty break clause into our contract, giving us the freedom to exit should they ever switch from 100% renewables.

To support carbon reduction for our employees working from home, we run regular carbon reduction training sessions. We also track, measure and offset all commuting emissions, and enforce a blanket ban on domestic flights for work-related travel.





## Our people

Where possible, we empower our team with the knowledge and freedom to make decisions that align with their values – both inside and outside the office.

### To support our team in lowering emissions at work, we:

- Periodically update and run carbon training sessions
- Include social, environmental and carbon reduction goals in all appraisals.
- Prioritize vegan and vegetarian food at all socials and events.
- Provide ethical pensions. Our workplace pension provider NEST has an Ethical Fund which aligns with our values on not just climate, but also human rights. Their Ethical Fund ranked #1 in Make My Money Matter's last report and topped Ethical Consumer's pension rankings.

### To help our team live their values outside the office, we:

- Offer a slow holiday policy to incentivise low carbon holiday travel. In 2024, this was taken up by 19% of people.
- Encourage climate action among employees through training and conference attendance opportunities.



# Production emissions

*Production emissions: production totalled 0.938 (1% of overall impact)*

In 2024, our one-day production project for Vivo Life totalled 0.312 tCO<sub>2</sub>e, well below the industry average of 3 tCO<sub>2</sub>e per shoot day (Adgreen Annual Review, 2023).

## **To reduce impact from shoots we:**

- Source local production companies, crew and talent
- Limit the number of people on set
- Work with clients to choose sustainable options (i.e. virtual production vs location shoots)
- Use public transport and/or carshare to shoots
- Encourage use of reusable bottles and cups
- Advocate for plant-based and vegetarian food on set
- Operate a paper-free policy





# Media emissions

**Media emissions: Media totalled 65.146 (73.3% overall impact)**

Media is the largest individual contributor to our carbon emissions.

We rigorously measure, reduce and offset emissions across all our projects – not just for clients who request it.

## To reduce carbon from media we:

- **Digital:** We work with Seen This to reduce wastage for digital display campaigns. Their technology makes sure ads are streamed to users, rather than downloaded to their devices. They also make sure that ads only stream when in view, adapting the experience to the user bandwidth, browser and device.
- **Social:** For social campaigns, we reduce Meta budgets where possible, and advocate for removing X from all client briefs, to promote brand safety and ensure we're not funding false, misleading or harmful content. We include ethical platforms like WeAre8, who offset their environmental impacts and let users donate portions of their ad revenue to good causes.
- **OOH:** From carbon neutral billboards to recyclable sheets - we constantly engage with our media partners to understand and support their sustainability efforts.
- **IPA Sustainability Group:** In 2024, Co-Founder Jake Dubbins joined the IPA sustainability group, where he works to improve practices in industry, commission thought leadership and improve CPD. In 2024, they commissioned the 'agents of change report' to support agencies acceleration to sustainable business.

We also use our influence to improve the sector. We're working with media owners and other partners to find and use more sustainable solutions in media buying. We continue to work with the IPA media charter to



# Our offsetting

Offsetting isn't the solution. But done correctly, it can be a part of it.

We measure and reduce our emissions – but we can't always eliminate them completely.

In these cases, we work with our charity partners at World Land Trust (WLT), an international conservation charity, protecting land in partnership with local communities for the benefit of biodiversity and climate.

In the words of their patron, Sir David Attenborough:

***"The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of."***

We agree. And we're proud to say that in 2024 our Carbon Balanced Payments supported WLT's carbon projects, which currently run in Africa, Asia and South America:

- Protecting vulnerable, established ecosystems
- Restoring forests
- Supporting local communities
- Maintaining and improving biodiversity



# Our people

We're proud to have a team that believes in our impact. Each member helps us go further, faster, and holds us to doing better.

We've worked hard to build an environment where they can thrive.

According to the team, we're on the right track – in 2024, we placed in Campaign's top 100 Best Places to Work, for the third year in a row. 80% of our final score comes from team feedback, making the win even more meaningful.

What makes Media Bounty such a great place to work?

- **Genuine flexibility:** beyond our core hours of 10 – 4, our team can build their workday to best suit them.
- **Hybrid working:** we're one of just 7.4% of the industry maintaining a fully hybrid working offer (IPA Census, 2024)
- **The chance to make an impact:** we only take on partners that align with our values. Our team know their work makes a real difference.
- **IPA training:** as members of the IPA, our team can access an extensive online CPD training platform.
- **Office perks:** our team can access free and low-cost lunches, workshops, talks, classes and parties.
- **Employee assistance programme:** our team have access to 24/7 emergency support, free short-term counselling and wellbeing support, all free of charge.





# Diversity & inclusion

78% of our people strongly agree or agree that the Media Bounty is dedicated to diversity and inclusion. (Employee engagement survey, 2024)

Every year, we measure diversity across 11 metrics. These are broad, including sexuality, gender identity, neurodiversity, social class, disability and caring responsibilities.

To protect the privacy of our small team, we only publish a small section of the data.

## To reduce impact from shoots we:

	Media Bounty	Industry Average
Source	Employee Survey, August 2024	IPA Census, 2024
Average Age	34.9	35.2
Gender	68.75% Female   31.25% Male	55.6% Female   55.6% Male
Ethnicity	White 76.1%   Non-White 23.9%	White 81.25%   Non-White 18.75%

## To drive change in our office, we:

To make sure we’re building an equitable, diverse and inclusive workplace, we’ve maintained commitment to the following initiatives:

**Our hiring process:** Our recruitment partner is accredited with the Powered by Diversity Gold Award.  
Hybrid working: We are one of the 7.4% of IPA agencies maintaining commitment to a 100% hybrid working policy (IPA Census, 2024)

We know giving our team members the freedom to work wherever suits them brings a myriad of inclusivity benefits. Making our workplace more accessible to everyone – from parents and carers to those with access challenges or those outside London.

**Flexible working:** we trust our team to manage their time and get their work done.  
Beyond our core hours of 10-4, our team can make up their time whenever suits them. Be that post school pick-up, or when their brain works best.  
To promote genuine work-life balance, we extend this flexibility to cover sports days, Christmas plays and other life priorities.

**Primary caregiver leave:** We respect caring duties.

No one should panic about their child's sick day, or feel bad about taking their dad to the doctors. If your pet's unwell, getting them care comes first. So, all our team get two days' primary caregiver leave.

**Flexible Bank Holiday Policy:** in the UK, our bank holidays are built around Christian festivals. Today, our religious landscape is diverse, and we think that time off should reflect this.

All our team have the option to move their bank holidays, regardless of their beliefs. In 2024, this was used by 5% of our team.

**Menopause:** Our menopause policy welcomes and respects the needs of those who need it. The policy included measures like flexible working and access to tailored support. In 2024, we updated this policy to reflect new guidance.



## To drive change in our industry, we:

We're just one agency, but we know that our impact goes far beyond our team.

Advertising should inspire, innovate, and drive real results – without compromising our rights and freedoms. So we founded and continue to support the Conscious Advertising Network (CAN) – an organisation pioneering a human rights-first approach to advertising.

CAN leads its network of 190 members in challenging outdated norms, tackling waste and fraud, and championing transparency to unlock growth and innovation. By safeguarding society and the environment, they ensure advertising truly works for everyone.

In June 2024, the United Nations published their 'Global Principles for Information Integrity', developed with advice from The Conscious Advertising Network.



# Volunteering

When we set up the business 17 years ago, we added up to five days' paid volunteering into all contracts. We're proud to continue that policy as a B Corp.

Over the years, our team have done some incredible things. From cooking in community kitchens in London, to supporting animal rescue in Costa Rica.

We also support our team using their volunteering leave for Trustee and Non-Exec board roles, where they can put their professional skills to good use.

We know it makes the world better, that broadening our perspectives makes our work better, and that it can offer professional development opportunities. So, to encourage adoption, we include using this time into objectives in employee appraisals.

In 2022, our team spent 113 hours volunteering

In 2023, our team spent 402 hours volunteering

In 2024, our team spent 614.25 hours volunteering.

## Our volunteering hall of fame:

Here's what a few of our team members got up to in 2024



### **Tommy Lee: Director of Comms, Men's Minds Matter (MMM)**

MMM is a suicide intervention organisation. In his role, Tommy helps the organisation tell their story across their channels. He also co-ordinates Media Bounty pro-bono projects with their team.



### **Alicia Upton: PR support, World Land Trust (WLT)**

Marketing Manager Alicia used her time to support WLT's PR activity, raising awareness for Nick Hollis' 3-2-1 fundraising challenge.



### **Jake Dubbins: Non-Exec Director, Energy and Climate Intelligence Unit (ECIU)**

The ECIU is a not-for-profit organisation supporting informed debate on energy and climate change issues in the UK. In his role as Non-Exec Director, Jake provides advice on strategy, organisational sustainability and funding.



### **Divya Nenwani & Monica Kulkarni: Alum advisors, UAL**

Creative duo Monica and Divya spent their volunteering time at their alma mater, London College of Communication (UAL), providing portfolio reviews for current students.



### **Emma Tozer: Trustee, World Land Trust**

World Land Trust is an international conservation charity protecting land and species in partnership with local communities. In her role as Trustee, Emma chairs the People Committee and provides a sounding board on brand and marketing.



### **Meg Rhys Challis: Gig Buddies, Volunteer Befriender**

Gig Buddies matches up adults with learning disabilities and volunteer befrienders, who accompany them to cultural events. As a volunteer, Meg accompanies her buddy to gigs and the cinema.



### **Becky Sheridan: Jinja DEAF, Trustee**

Jinja DEAF is a charity supporting the education of deaf children in the Jinja District of Uganda. In her role as Trustee, Financial Controller Becky helped manage their accounts and attended monthly trustee meetings.



### **Kathryn Bonner: Regenerative Farming, Volunteer**

Senior Account Manager Kathryn spent a week in the French Alps, learning about regenerative farming techniques that support ecosystems and communities.



### **Charlotte Jeffries: Befriender, Age UK**

Media Director Charlotte volunteers as a face-to-face befriender at Age UK. In this role, she visits isolated older people in their homes for a cup of tea and a chat.

# Pro-bono work

*In 2024, we spent 867 hours delivering pro-bono projects for our charity partners.*

We know that advertising works. We also know that some of the organisations making the most important changes in society could benefit from extra support. Since our inception, we've dedicated time to supporting these organisations.

In 2024, our pro-bono work benefited four key organisations, all of whom we've had long-standing relationships with. Our long-standing support has, and will continue to, drive long term-impact.

## World Land Trust

In 2023, our campaign 'Must Be World Land Trust' generated a 200% increase in web traffic, and a 93% increase in donations from the cities targeted.

In 2024, we helped them keep the momentum going, providing media and creative support to help them bring the campaign to new cities across the country.

OOH ran for three weeks in April. Figures for May indicate that we continued to raise awareness, increasing users by 166.2% month-on-month and sessions by 179.3%. The campaign also delivered significant increase in online donations.

We also supported the development of their merch lines, providing illustrations and designs for their t-shirt collection.





## Men's Minds Matter

In 2024, we ran three campaigns for our partners at Men's Minds Matter.

Through our combined work and the resulting PR, we continue to raise awareness about men's mental health and helped them smash their annual donations record – getting more men the support they desperately need.

In 2024 we ran three campaigns for the charity:

- We're losing more than money
- Say the 'S' word
- Anxious every day, not just match day?



## Conscious Advertising Network (CAN)

In 2024, The Conscious Advertising Network's (CAN's) work focused on raising the importance of information integrity to support urgent action on climate. CAN has also undertaken important work to encourage the industry to adopt a human-rights first approach to advertising.

# Governance

Governance is about the decisions we make, and how we make them. The measures in place to hold us, as a company, to account.

We're dedicated to transparency and integrity. In line with our B Corp status our Articles of Association hold us to these higher standards.

## Our ethics committee

We created our Ethics Committee to hold the business to account. They meet bi-monthly to scrutinise the agency's ethical impact and suggest improvements.

In 2024, the following employees sat on the committee:

Meg Rhys-Challis, Kathryn Bonner, Alicia Upton, Monica Kulkarni, Becky Sheridan, William Rushton, Harriet Kingaby and Ellie Malpas.

## Involving the wider team

We host annual company strategy sessions, where we bring the team together to report on annual performance, discuss upcoming changes and key topics. In 2024, we discussed business performance, ethics and marketing.

## Picking our clients

As an advertising agency, a huge section of our impact comes from the people we choose to work with.

To make sure we help the right organisations make a difference, we evaluate all clients against staunch ethical criteria. In cases where the decision would have a significant material impact to our stakeholders, we consult with our wider team.

In 2024, we made the decision to turn down a brief from a major fast fashion brand.



We'd love you to follow along with our journey on LinkedIn and via our newsletter. You can find us @Media Bounty, and sign up on our website.



***Thanks for taking an interest in our impact.***

***Got some feedback?***

***Know how we could up our impact?***

***Want to talk more about something you've read?***

***We'd love to hear from you. So get in touch at [hello@mediabounty.com](mailto:hello@mediabounty.com)***