

IMPACT REPORT

Electric Glue

2023 – 2024

AGENDA

- 01 A word from our CEO
- 02 Who are we?
- 03 Why we became a B Corp
- 04 Clients
- 05 A roundup of last year
- 06 Our B Corp assessment
- 07 Looking ahead to next year

A word from Pippa Glucklich, our CEO

Being a B Corp for more than two years has profoundly impacted how we do business. It has helped us build a culture of responsibility, it has made our team more engaged and opened doors to a community of like-minded businesses.

Being part of the B Corp community has strengthened our long held belief that advertising has the power to drive positive change and when planned and deployed responsibly, our communications can be a vital force. In particular in recent years, the ad industry has taken its duty to support a more diverse, conscientious and compassionate society - and even though we are a small business, team EG have lent heavily into this by getting involved in industry initiatives and groups. This commitment aligns deeply with our ethos as a B Corp - we are dedicated to shaping a future where our work not only inspires but contributes meaningfully to the wellbeing of people and the planet.

Pippa



OUR TEAM

We are

ElectricGlue



Who are we?

Electric Glue is an independent media agency, founded in 2014 with a mission to drive transformational growth for leading brands through iconic campaigns.

Emerging from a renowned creative agency, our team draws on the deep expertise of our founders. At BBH, one of the world's most renowned agencies, they helped bring to life the famous "Rapping Farmers" campaign for the Yeo Valley organic dairy brand.

Our "Sacrifice" philosophy focuses on selecting fewer, bigger, better media partnerships to deliver maximum performance for our clients. In an increasingly complex media landscape, we help to identify the most impactful platforms to "glue" together campaigns, driving exceptional results. By leveraging our partners' ecosystems, we also deliver additional value and measurable success for our clients. We aren't your average media agency - we do things differently.

We are passionate about helping purpose-driven brands succeed by aligning their values with impactful media strategies. Over the years, we've had the privilege of working with multiple B Corp brands, furthering their missions through carefully crafted media partnerships that deliver measurable success.

Why we became a B Corp

In an industry often challenged by issues of transparency and trust we have always emphasised the importance of transparency, accountability and ethics. This topic frequently arises in our conversations with clients, underscoring our belief in the necessity of demonstrating our commitment to these values.

Embarking on the path to B Corp certification was a decision that came naturally to us. Our journey began in 2019 - it was rigorous and challenging, but ultimately proved to be hugely worthwhile. As one of the first media agency B Corps we are dedicated to providing our clients with the highest standards of service, prioritising our team and consistently putting people before profit - because we care and we should.

We aspire to attract like-minded brands that use their business as a force for good. The B Corp assessment provided us with valuable external insights, helping us identify opportunities to enhance our environmental and community impact and has been a talking point with many of our brands.

We have thoroughly enjoyed being introduced to the B Corp community and participating in B Corp events. These experiences have enabled us to connect with organisations outside of our industry, that share our passion for making a positive impact, allowing us to exchange insights and learn from one another.

Our
clients

Charlie Bigham's



Purdy & Figg



We've had a busy year...



People:

We celebrated a decade of Electric Glue

This year we celebrated our 10th birthday; a journey that started from an idea scribbled on a stained napkin. We honour the fantastic clients, partners, and team members who have made it possible, with gratitude for the laughter, success, and inspiration that brought us here.



People: We believe in team development

We firmly believe that team development is integral to our success at Electric Glue.

We regularly hold off-site days at The Growth House, an organisation focused on enhancing high-performance behaviours among leaders and teams. We have invested in sending our team to several workshops and programmes in areas like wellbeing, team dynamics, emphasising individual growth and AI. We have been fortunate to learn from world-class speakers, including Vicki Anstel and Lizzie Curry, both experts in wellbeing and resilience.

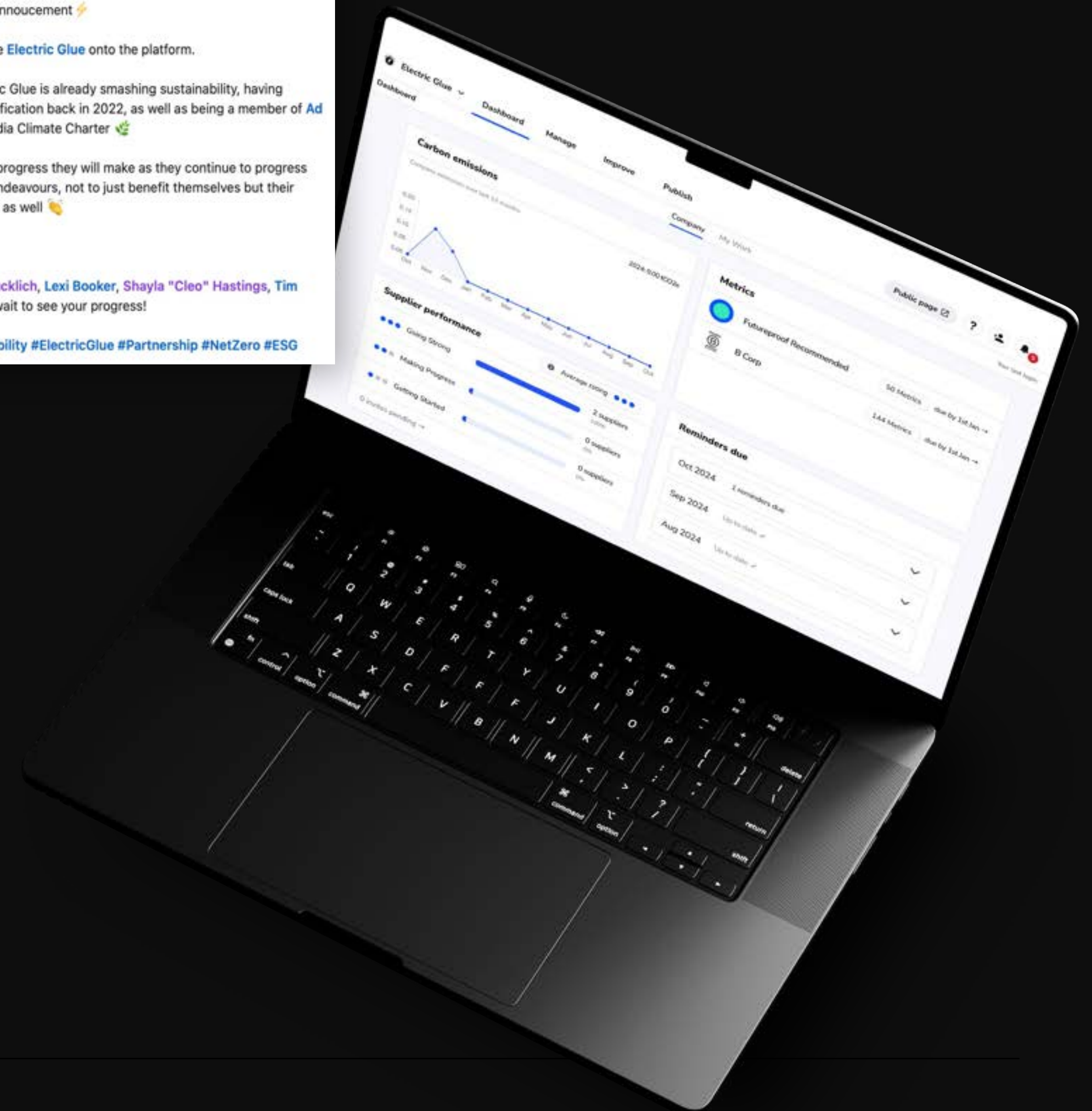
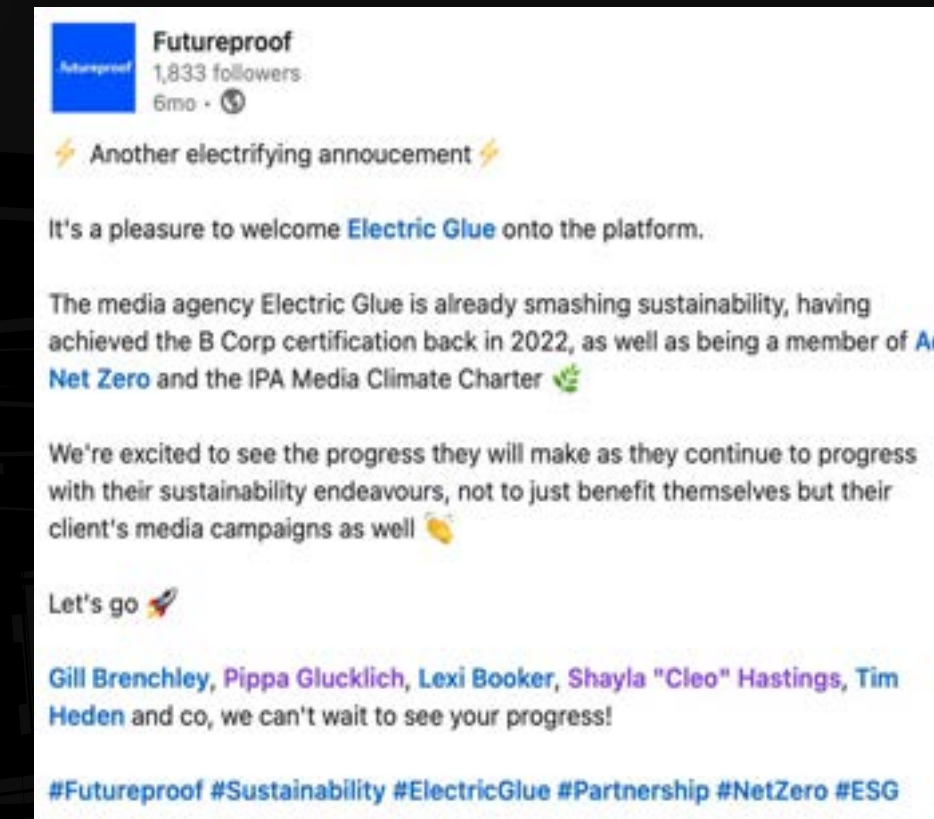
Our most recent workshop was targeted at stress management, mental fitness and resilience. Off the back of the session we implemented regular wellbeing check-ins & walking meetings. Team members have really focused on their water consumption and taken up more exercise!



Planet: We're invested in the environment

This year at Electric Glue, we took significant steps to integrate an ESG platform into our sustainability journey. In April 2024, we invested in the Futureproof platform to align our operations and strategies with sustainable, forward-thinking practices. Futureproof has played a pivotal role in helping us assess and reduce our environmental footprint, while also enabling us to refine our ESG goals.

Futureproof has become a core tool to document and record all of our sustainability progress, ensuring that we're making measurable strides towards our ESG goals. Using Futureproof, we've been able to monitor and report on everything from carbon reduction initiatives to community engagement projects, offering us the clarity needed to adjust and improve as we move forward.



Purpose: celebrating B Corp Month '24

We wanted to celebrate B Corp Month 2024 in a big way this year, so we partnered with our friends at Ocean Media - a fellow B Corp in the advertising industry.

We organised a 'Brunch & Learn' event in central London, inviting industry experts to form a panel. Members included our CEO Pippa Glucklich, Open Media CEO Mike Smith, Julie Richards, Director of Sustainability and Operational Transformation at The Guardian, Elle Chartres, UK Director of Ad Net Zero UK at the Advertising Association and the panel was chaired by

James Skirrow, Head of Customer Sustainability at Futureproof. At the event we shared how ESG is impacting our clients, our own businesses, as well as its growing influence within the advertising industry. Hosted at a B Corp co-working space in central London, the event highlighted our commitment to local business. We also partnered with with a local B Corp supplier for catering. →

“ ***There's a growing awareness among clients and agencies about the broader implications of advertising campaigns. We're beginning to see sustainability criteria being incorporated into briefs and becoming a consideration during the pitching process.*** ”

Pippa Glucklich, Electric Glue CEO

IMPACT REPORT



➔ We kicked off B Corp Month by joining forces with members of our team and Open Media to help plant 200 trees in London's Holland Park. Huge thanks to idverde UK & HandsOn London for organising.

We got to work with loppers, shears and rakes, clearing tracks of bramble and ivy away from the fence, and cutting holly below head height to give us the room to work. Soon, the hedging "whips" were buried, secured into the ground in a fashion known as "slip planting". The ultimate goal is that these shoots of blackthorn, hawthorn, hornbeam and elder will one day grow to replace their artificial companion; offering a bountiful habitat for birds in the process.

“ We got incredibly lucky with the weather – and the small team ended up making a really significant contribution to this area of the park. They were properly engaged throughout the activity and great company for the day. Make sure to check back in to see how your shrubs are getting on!

” Alex, Project Co-ordinator - HandsOn London

“ The team brought the sunshine with them. They were absolutely brilliant, and got a massive amount done. Thank you and visit again!

” Gerry, Community & Training Manager - Holland Park



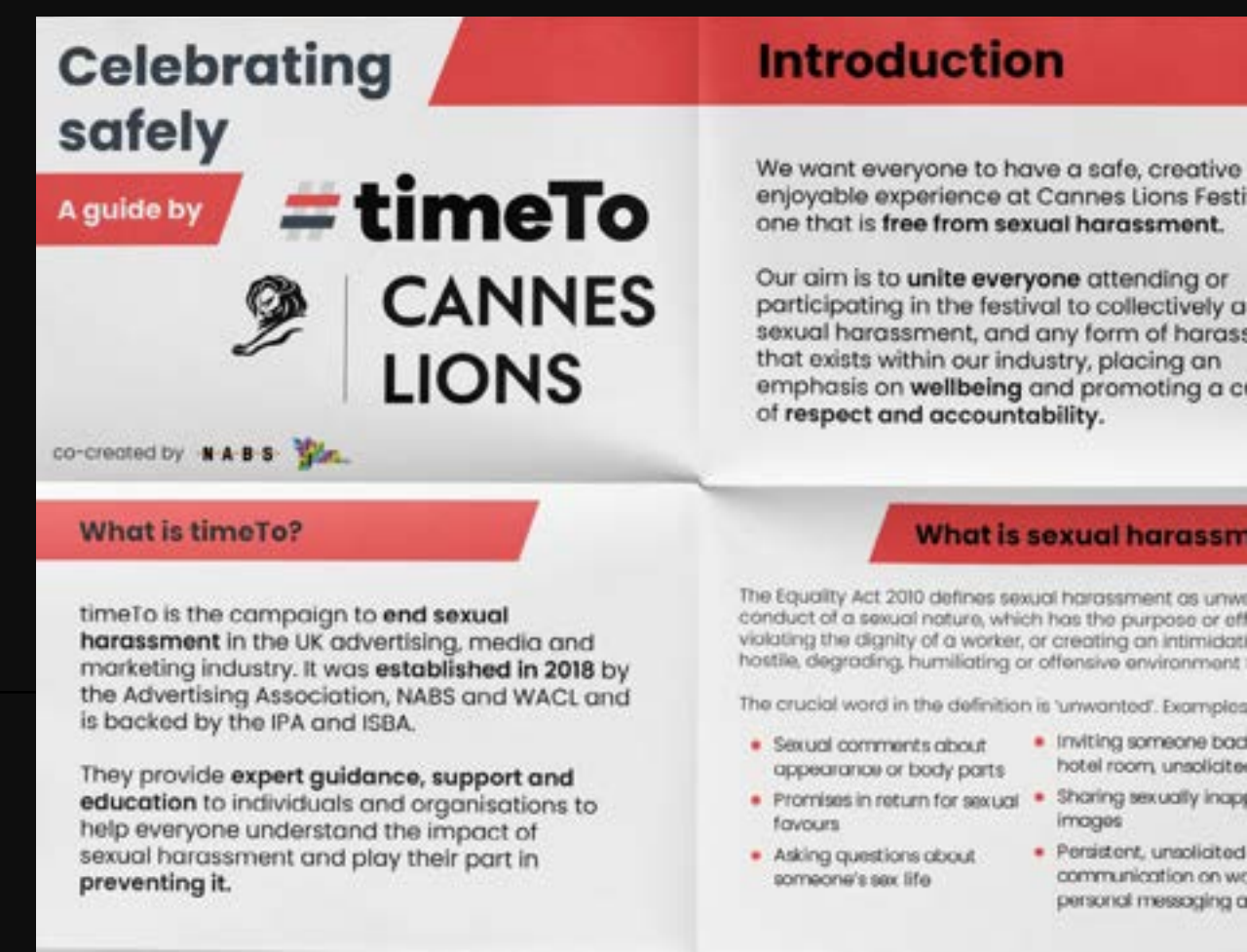
Purpose: building a safer workplace

TimeTo is an initiative aimed at ending sexual harassment in the UK advertising and marketing industry. It advocates for safe, inclusive work environments free from harassment and provides support for individuals who have experienced or witnessed sexual harassment. The initiative offers a Code of Conduct for companies to adopt, promotes awareness through campaigns, and provides resources for those affected. It works in partnership with industry bodies like NABS, WACL, and the Advertising Association.

Our CEO, Pippa, is the chair of TimeTo. Under her leadership, TimeTo partnered with Cannes Lions to amplify awareness of this important issue. Using the global reach of Cannes Lions, TimeTo fosters conversations, promotes resources, and advocates for a safer, more respectful work environment in our industry.

Over the last few years, everyone at Electric Glue has participated in multiple sexual harassment training sessions carried out by TimeTo. These sessions have provided us with the tools to identify, address, and prevent inappropriate behavior, reinforcing our collective responsibility to ensure a safe and supportive work environment.

Our most recent training, The Active Bystander Training, has been particularly impactful, empowering us to safely intervene, support colleagues, and foster a culture of respect and accountability. These ongoing efforts reflect our commitment to maintaining a safe and inclusive workplace for all.



Purpose: Passionate about giving back

In 2012, our founder Kevin Brown embarked on his first cycling challenge, in order to raise money for The Dallaglio RugbyWorks charity. This marked the beginning of a long-standing commitment to supporting the charity, which aims to transform the lives of disadvantaged young people through sport.

Since then, Electric Glue has continued to support Dallaglio RugbyWorks by carrying out various fundraising events, offering pro bono work, providing office space, and dedicating employee volunteer time to contribute to the charity's mission. Over a decade, Kevin has participated in many of these rides, cycling over 7,500 miles and raising circa to £170k! Our Business & Growth Director Gill Brenchley also volunteered for two weeks to help out with the charity ride.

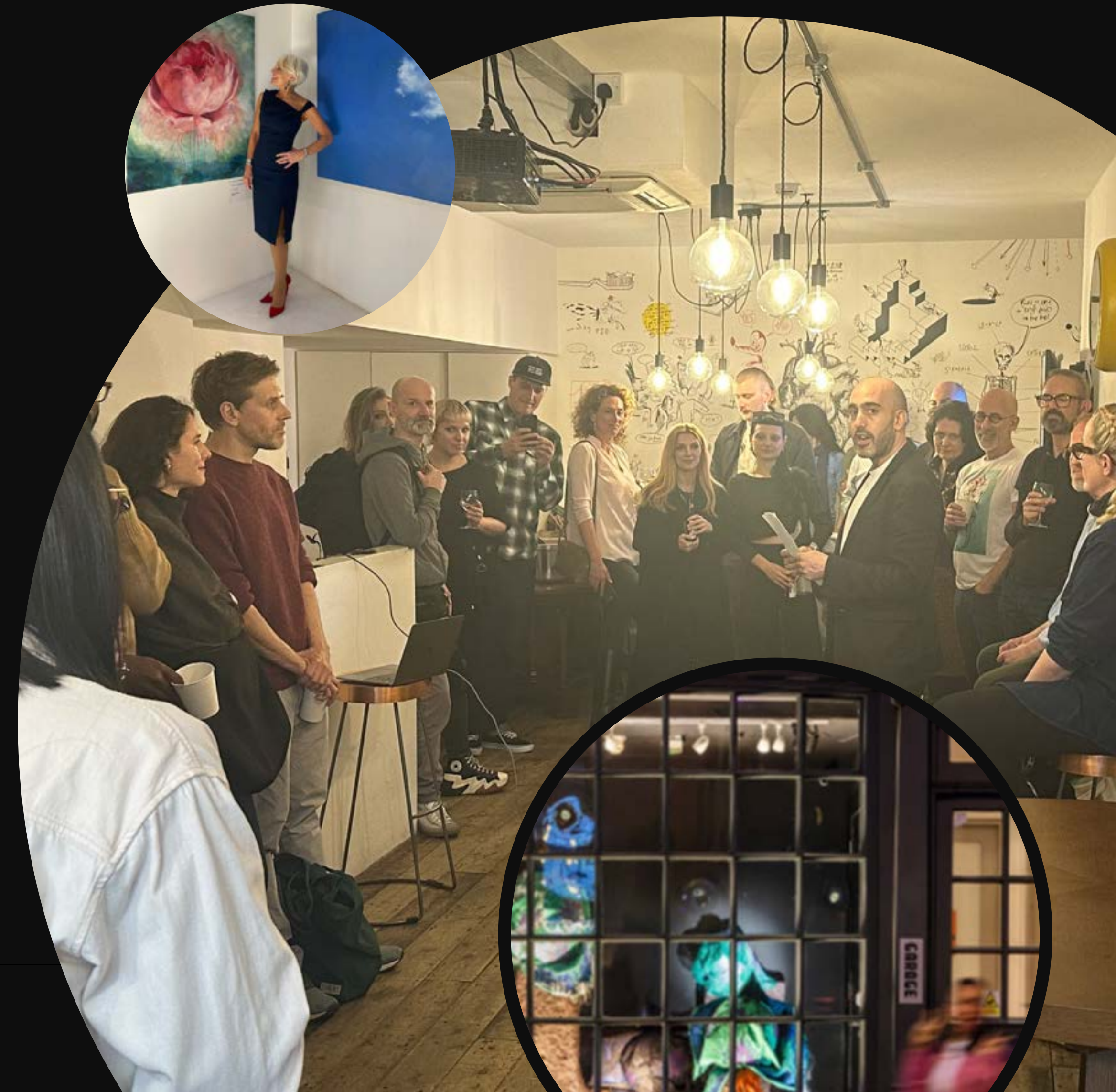


Purpose: We encourage creativity

Founded on the principles of creativity, we are passionate about art and committed to supporting both artists and the community through our 'Art for Good' initiative.

As part of our fundraising efforts for the Dallaglio Cycle Slam, we partnered with emerging artist Rosie Arnold to host her debut exhibition in our office space. Half of the proceeds from all art sales were donated to the Dallaglio RugbyWorks Foundation.

We're also proud to share our building with 'The Smallest Gallery in Soho,' and we regularly support them by offering our office space and pro bono time for artist launches and talks.

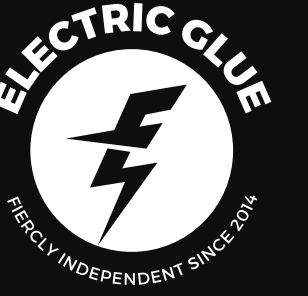


Customers: What matters most to our clients

We listen closely to our clients' needs and are passionate about helping them succeed. We host regular events that foster meaningful discussions on topics that matter most to them. These gatherings are designed to address current issues such as evolving business needs. Government and ESG.

Our team members also participate in other industry events. Recently our CEO Pippa spoke alongside our client Starling Bank and creative partner Wonderhood at the 'Advertising: Who Cares?' event in central London. Our presentation highlighted the importance of creative and accountable media strategies, demonstrating how Starling Bank thrives by aligning with values-driven principles. We advocate for transparency and bold creativity in advertising, committed to redefining the industry for the benefit of clients, publishers, agencies, and consumers.





IMPACT ASSESSMENT

2023–2024

IMPACT
ASSESSMENT



Certified
B
Corporation

**OVERALL
SCORE**

84.2

Governance

15.1

Workers

38.5

Community

15.3

Environment

4.6

Customers

10.6

Completion

100%

Operation score

61.0

IBM score

17.1

N/A score

6.0

Impact area: Governance

Updated policies

- We have reviewed and updated some of our policies to ensure that we support all employees as they start or grow their families. We have kickstarted a review of our maternity policy, breastfeeding policy and parental policy. These are being enhanced to be strong propositions within the market, supporting our staff regardless of gender or family structure.

We're a proud endorser of

#timeTo



EVO

- We have developed EVO, which is an open-box media planning and data intelligence platform. Purposefully designed to drive connected thinking across agency, client and media partner teams. It does this by tightly aligning strategic planning with implementation, in order to focus on meaningful media metrics and business signals across the funnel - closing the loop between marketing and media decisions and their business impact.

timeto Sexual Harassment Training

- We require everyone to complete timeto sexual harassment in the workplace training, because fostering a respectful and safe workplace is a fundamental priority for us.

Impact area: Workers

The Growth House

We facilitated two sessions at The Growth House, a consultancy focused on enhancing business performance through team training days. Our sessions covered Mental Health & Wellbeing and the role of AI in the workplace.

The Business of Creativity

All team members at Electric Glue have been given the opportunity to complete Sir John Hegarty's course, The Business of Creativity. The course offers insights into harnessing creativity as a powerful business tool and explores how creative thinking drives innovation and builds brands.

Colour personality profiling

We wanted our entire team to engage in personality profiling to enhance collaboration and improve our ways of working together. Using Clarity 4D Colour Profiling, a tool based on color psychology, we helped each team member understand their unique communication styles, strengths, and growth areas.

NABS

Every team member has the opportunity to access NABS' online courses and workshops. NABS is a charitable organisation dedicated to promoting mental wellness in the advertising and media sectors. We participated in their 'Leading Influential Conversations' and 'Branding You' courses, where we gained valuable soft skills to improve our performance in our daily roles.



➔ People First commitment

This year we completed the advertising accreditation - IPA People First Badge, which recognises agencies that prioritise the wellbeing, safety, and development of their teams. It highlights a commitment to fostering a supportive, respectful, and inclusive workplace culture, ensuring employees feel valued and empowered. This badge signifies dedication to best practices in people management and workplace ethics within the advertising industry.

Wellness survey

We've implemented an annual survey to check in on every employee's wellbeing, ensuring we understand their needs and can support them effectively.

Monthly socials

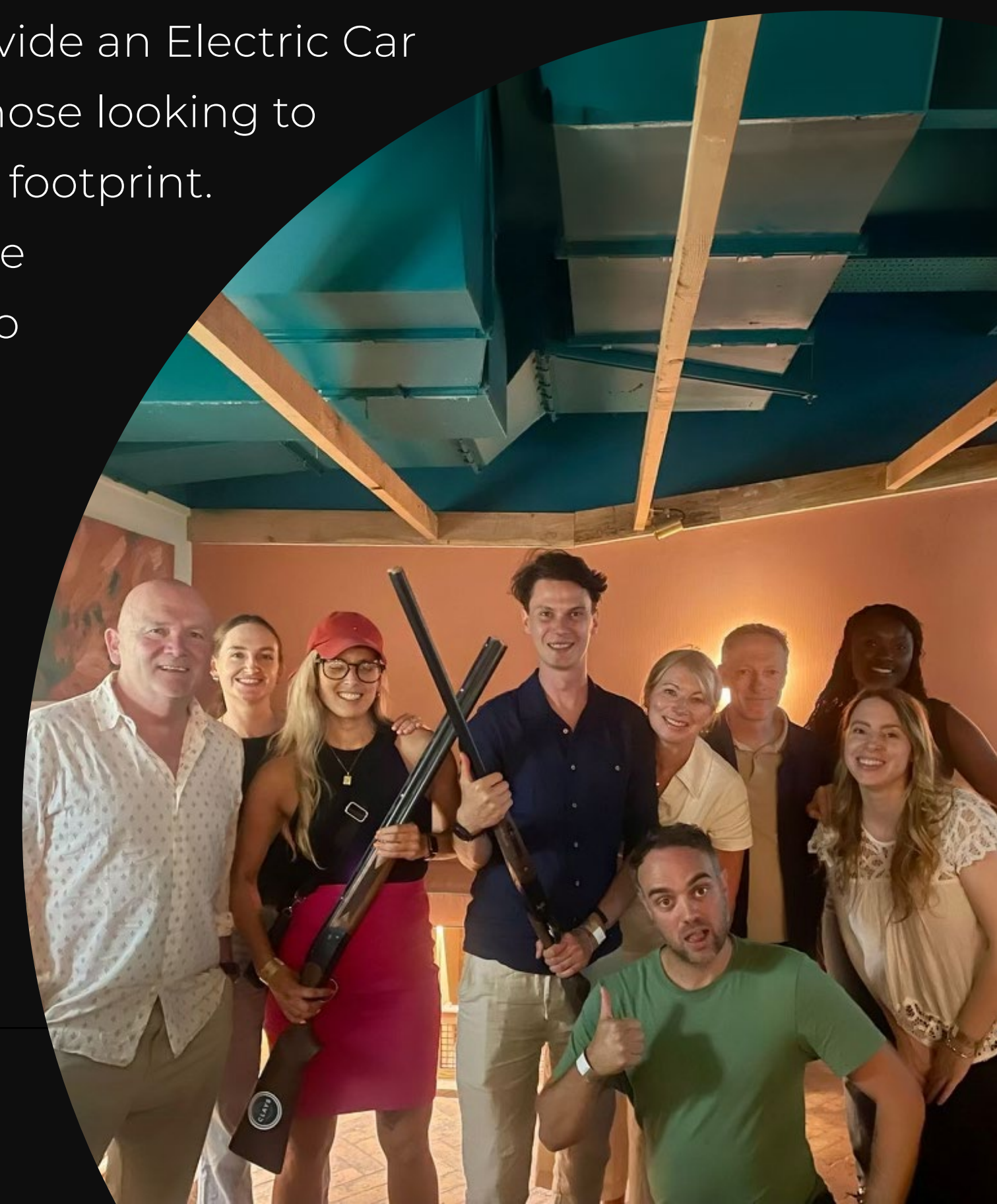
We have a monthly social as a business where we can all catch up and spend some time together outside of work. The last of these was going to experience our new client Clays for some virtual clay pigeon shooting.

Travel and wellbeing schemes

With several avid cyclists on our team, we offer all employees access to the Cycle to Work scheme, promoting sustainable commuting.

Additionally, we provide an Electric Car rental scheme for those looking to reduce their carbon footprint.

Our health insurance provider, Vitality, also incentivises active lifestyles by offering a free Apple Watch to members who engage in regular exercise - a benefit taken up by half our workforce!



IMPACT ASSESSMENT

Impact area: Community



Art for good

Creativity is central to our mission, driving initiatives like 'Art for Good' to support artists and community projects. Recent efforts include hosting a debut exhibition for Rosie Arnold to fundraise for the Dallaglio RugbyWorks Foundation and partnering with 'The Smallest Gallery in Soho' to provide space for artist events.

Charity donations

We support several charities including Refuge, House of St Barnabas, NABS, HandsOn, DRW, WACL, Via & raising money for Ukraine.

Pro bono charity work

As a media planning agency, we have the expertise and network to provide pro bono support for charities, helping amplify their message and reach their goals effectively for zero cost to the client. We also offer business advice to several local businesses.

Office space

We like to offer our central London office space to friends & people in the industry. We frequently have visitors popping in to use the space! →



➔ Charity work

Pippa our brilliant CEO is a long-term trustee of the mental health charity, Mind; and an active member and former President of WACL, the communications industry club supporting women in their careers and campaigning for gender equality.

Suppliers

We're passionate about supporting local businesses, whether it's sourcing office supplies, catering services, or collaborating with local artists for creative projects. We have list of B Corp suppliers too!

Music

At Electric Glue, music is a shared passion! With several team members in bands and our founder, Kevin Brown, regularly playing at charity gigs, we often come together for team nights out to support these fundraising events.



Impact area: Environment

Futureproof

We signed up for Futureproof, a platform to help us focus on our policies and our BCorp re-accreditation. They have been supporting us in updating internal policies with best in class approaches but namely on the re-accreditation for BCorp process, making it simpler and making sure that we tight on process to get there.

Ecologi

We continued to support Ecologi (also a B Corp) throughout the year, planting trees to offset our carbon emissions as a business.

Volunteering

As well as supporting carbon offsetting through a tree planting scheme, this year several of our team actually planted trees in Holland Park.

Schemes

Employees are offered Cycle to Work Scheme and The Electric Car Scheme

IPA IAB Climate charter

Electric Glue has proudly been part of both the IPA & IAB Climate Charters for two years, aligning with industry peers to formalise our commitment to reducing the environmental impact of advertising.

Suppliers

We use B Corp Klyk for our tech hardware and recycling. We also have a list of B Corp office suppliers.

IMPACT
ASSESSMENT

Impact area: Customers

Keeping our clients informed

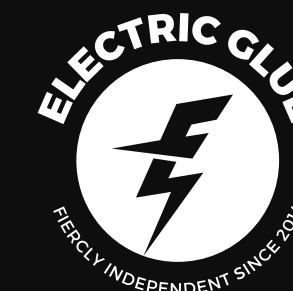
To keep our clients informed on key trends and developments, we produce a bi-monthly 'Gluesletter.' This newsletter covers the most relevant issues in business and media, ensuring our clients are always well informed and engaged with topical and hard-hitting industry insights.

Awards

We're proud to create impactful campaigns for our clients, including a recent achievement with Charlie Bigham's, our B Corp client. Our campaign, 'A Vision for Better Food,' won in the Challenger Brand category at The Guardian's Advertising Awards, celebrating campaigns that exemplify scale, influence, and integrity.

Gluesletter
THINKING THAT STICKS

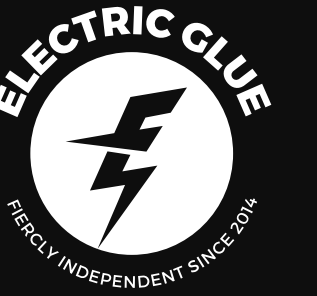
GLUESNIGHT



Events

Electric Glue is committed to bring a fresh perspective and industry knowledge directly to our clients. Our CEO, Pippa Glucklich, is a frequent speaker at industry events, recently sharing insights on sustainability in media as part of our B Corp Month 'Insights in Media' panel.





LOOKING
FORWARD

2025

What next: 2025

Volunteering

In the past year, we successfully introduced dedicated volunteer days during work hours, marking a significant step in our commitment to community engagement. Building on this foundation, we aim to increase the number of active volunteer days next year, fostering a culture of service within our team. Additionally, several team members have contributed their professional skills through pro bono work for local charities, and we plan to continue this practice where needed.

Ad net zero training

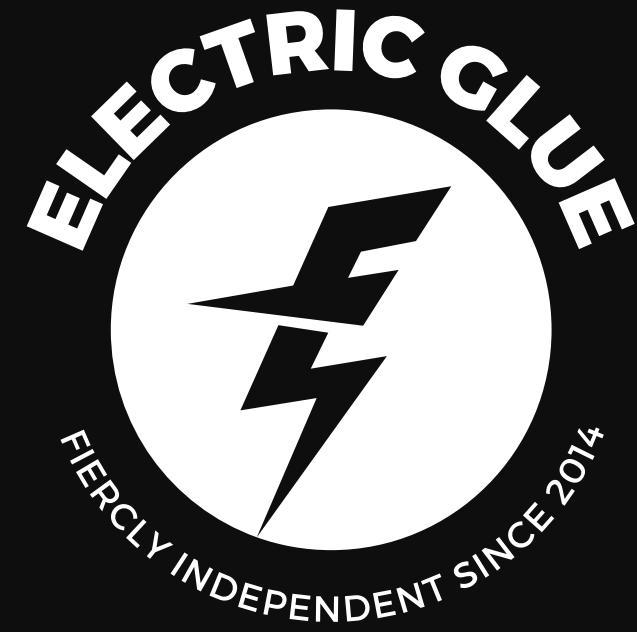
Ad Net Zero training equips advertising professionals to reduce carbon emissions and adopt sustainable practices across the industry. As a team, we're excited to take this training together to strengthen our commitment to sustainability.

Recycling

Currently, we have established recycling stations throughout the office and signed up for our local authority sustainability newsletter to stay informed about best practices and community resources. Looking ahead, we plan to implement a paper reduction program that encourages digital documentation, utilising cloud storage and digital signatures to minimise paper usage. Our "print less" campaign will promote double-sided printing and discourage unnecessary printing altogether.

B Corp Month 2025

We have begun conversations with our friends at Open Media to plan activity for March 2025!



Thank you **for**
reading our
impact report