



MEGAPHONE
Creative

IMPACT REPORT 2022

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**WE'RE A CREATIVE AGENCY
FOR PURPOSE-DRIVEN
ORGANISATIONS THAT WANT TO
CHANGE THE WORLD FOR THE
BETTER. BEAUTIFULLY CRAFTED,
POWERFUL STORYTELLING YOU
CAN'T SHAKE OFF.**

**OUR MISSION IS TO HELP YOU TAKE CENTRE STAGE AND
RISE ABOVE THE NOISE.**

**TO CREATE CAMPAIGNS AND CONTENT THAT GETS SEEN
AND ACTED ON BY THE PEOPLE WHO MATTER.**

**OUR CONTENT EMOTIONALLY CONNECTS PEOPLE WITH
STORIES AND MOVES THEM TO ACT.**

THERE ARE MANY GREAT CAUSES, THOUSANDS OF
GREAT STORIES **MOST OF THEM GET LOST IN THE NOISE**

04

108

MINUTES

The average time people spend on scrolling social media for content. That's 30cm every 5 seconds, 2.7km a week, 3.4 marathons a year.

6-10k

ADVERTS

The number of advertisements seen on average per day. That's 1 ad every 8 seconds.

500

CHANNELS

The number of broadcast channels in the UK.

**HOWEVER MUCH YOU CARE, HOWEVER DRIVEN YOU ARE, IT'S
TOUGH TO GET NOTICED IN TODAY'S MEDIA-SATURATED WORLD.
FACTOR IN BUDGET CONSTRAINTS OR INTERNAL POLITICS, AND
YOU'RE FIGHTING AN UPHILL BATTLE.
HOW DO YOU MAKE SURE YOU GET NOTICED?**

TOGETHER WE HAVE THE POWER TO **CHANGE THE WORLD**

05



YOU'RE HERE BECAUSE YOU WANT TO DO SOMETHING ABOUT
THE IMBALANCES IN SOCIETY, NOT JUST COMPLAIN ABOUT THEM.
WE'RE THE SAME. CALL US IDEALISTIC, BUT WE BELIEVE **WHEN GOOD
PEOPLE GET TOGETHER AND CREATE AMAZING STUFF, WE REALLY DO
HAVE THE POWER TO CHANGE THE WORLD**

CAMPAIGN

FOR PURPOSE-LED ORGANISATIONS, START UPS AND BRANDS, WE MAKE SURE YOUR CAMPAIGN, PRODUCT OR PROJECT HAS REAL IMPACT WITH AUDIENCES.

WE HELP DAVID FEEL LIKE GOLIATH BY CREATING MARKETING CAMPAIGNS AND CONTENT THAT CUTS THROUGH. FROM AUDIENCE SEGMENTATION, STRATEGY TO PRODUCTION AND DISTRIBUTION, WE CREATE CAMPAIGNS THAT REALLY LAND WITH AUDIENCES AND DRIVE ACTION.

STUDIO

FOR AGENCIES AND BRANDS WITH A SPECIFIC AND ESTABLISHED BRIEF, WE BRING YOUR IDEAS ALIVE TO ENGAGE AUDIENCES AND HAVE REAL IMPACT.

WHATEVER THE CONTENT BRIEF OUR HIGHLY EXPERIENCED FILMMAKERS AND IN HOUSE PRODUCTION TEAM CREATE STORIES WITH IMPACT.

CATALYST

FOR GRASSROOTS ORGS AND ESTABLISHED NOT-FOR-PROFITS WITH LOW OR NO MARKETING SPEND THAT NEED FINANCIAL SUPPORT AND EXPERTISE TO MAKE IMPACT, WE SPARK YOUR CAUSE INTO LIFE.

WE USE OUR CATALYST FUND AND AMAZING PARTNERSHIP NETWORK TO LAUNCH YOUR CAUSE, SOLVE YOUR ISSUES AND GET YOU MAKING AN IMPACT, WITHOUT YOU SPENDING A PENNY.

BROADCAST

FOR AGENCIES, BRANDS AND BROADCASTERS, WE'VE DECADES OF BROADCAST, LONG FORM PRODUCTION EXPERIENCE THAT CAN LIVE IN LINEAR, ON DEMAND OR DIGITAL CHANNELS.

WE'VE WORKED ON OVER 50 TV PROJECTS FOR 7 MAJOR BROADCASTERS, INCLUDING SERIES THAT WON A BAFTA AND A GRIERSON. WE KNOW WHAT IT TAKES TO MAKE PROPER TELLY.



We started Megaphone Creative to help charities and purpose-led organisations take centre stage and rise above the noise of a crowded media landscape.

Our focus is to create campaigns and content that gets seen and acted on by the people who matter. We do this by using digital strategy combined with compelling storytelling that connects emotionally to audiences.

The challenges the world faces have come sharply into focus over the past year especially- the energy crisis and spiralling cost of living impacts the poorest in society, and the overarching and ever urgent challenge of the climate crisis.

We've worked with organisations on the frontline of those challenges.

I'm really proud of the campaigns we've worked in, especially the Loss and Damage campaign we ran for The Climate Vulnerable Forum that helped result in an historic Loss and Damage fund at COP27- the first time that countries had agreed on a mechanism for helping compensate the most climate vulnerable countries for the impacts of climate change. I also have really valued our work with Shelter, helping with awareness and key partnership funding films that helps them continue their fight against homelessness. With the cost of living crisis having a devastating effect on

the poorest and most marginalised in society, their work is more important than ever.

This is our first year as a B Corp. It's a process that was (rightly) long and arduous, but has really shaped us as a company in our approach to measuring success, governance and our founding principles. It's been incredible connecting with other B Corps and those explicitly focused on improving their social and environmental impact. We're a small agency but realise that having impact commitments need to be at the heart of everything we do. It's a process and we're excited to have begun the journey!



HUGE AWARENESS & FUNDING FOR REFUGEE CHARITY

BBC3 film with **65 million views** on clowning in refugee crisis spotlighted Flying Seagull Charity.

WAVE OF SUPPORT FOR COP26 LEGISLATION

TikTok campaign at COP26 with **millions of views** driving awareness and support for the COP26 Emergency Pact.

HISTORIC FUND SECURED FOR CLIMATE CRISIS

Low budget multi-channel campaign with over **10 million impressions** successfully lobbied at COP27 for historic fund for climate vulnerable countries.

BROUGHT CITIES TOGETHER TO ACT ON CLIMATE CHANGE

Flagship climate series about pioneering mayors for 2022 Mayoral Summit in Buenos Aires.

KEY FUNDRAISING AND PARTNERSHIP FUNDING SECURED

Fundraising and awareness films for Shelter campaigns that **helped secure key partnership funding** in their fight against homelessness.



We started Megaphone Creative to make purpose-driven films. Our first films were about the food growing revolution in London, and the story of a group of cleaners on minimum wage launching a brave campaign for a Living Wage. We then made films about inner city gangs in Johannesburg, clowns working with refugee children in camps across Europe and fundraisers for Parkinson's. We only wanted to work on stories and campaigns that had an environmental or social impact.

It was more a feeling that anything structured, but we wanted a way to codify our approach. So when we heard about B Corp we wanted

our own practice to be in alignment to improve and safeguard our own values and beliefs. We also wanted to be part of the growing community of B Corps, and connect with like-minded people.

As a small agency it was a long and challenging process to become accredited. We can't say it was plain sailing, but it was thoroughly worthwhile.

As a small business we are eager to grow in a way that is harmonious and conscious of its own impact. We work with clients whose work is meaningful and in need of amplifying in order for

their messaging to reach as wide an audience as possible. We aim to provide a work culture that is meaningful and evolving.

We have taken becoming B Corp very seriously and are proud to have been accredited. We display the certification on all our work which allows our clients to know they are working with like-minded people who strive for positive change.

Our mission to constantly uphold B Corp values, and strive year on year to improve our score and have the best impact we can on the world around us.



81.2

THE B CORP IMPACT ASSESSMENT
MEASURES A COMPANY'S IMPACT
ACROSS FIVE DOMAINS: GOVERNANCE,
COMMUNITY, TEAM, CUSTOMERS AND
ENVIRONMENT.
**IN 2024 WE WILL AIM FOR A B IMPACT
SCORE OF ABOVE 90**

SCORE BREAKDOWN

GOVERNANCE	18.5/25
MISSION & ENGAGEMENT	2.9/9
COMMUNITY	23.3/70
ENVIRONMENT	10.7/20
CUSTOMERS	28.7/80



18.5

GOVERNANCE EVALUATES A COMPANY'S OVERALL MISSION, ENGAGEMENT AROUND ITS SOCIAL/ENVIRONMENTAL IMPACT, ETHICS, AND TRANSPARENCY. THIS SECTION ALSO EVALUATES THE ABILITY OF A COMPANY TO PROTECT THEIR MISSION AND FORMALLY CONSIDER STAKEHOLDERS IN DECISION MAKING THROUGH THEIR CORPORATE STRUCTURE (E.G. BENEFIT CORPORATION) OR CORPORATE GOVERNING DOCUMENTS.

WHAT WENT WELL

- We completed an **impact assessment**, updated our foundational governance documents, and became a certified B Corp
- We **updated our mission statement** and confirmed the impact that we want to have in the world
- We have **formal and regular processes** in place to gather information from stakeholders on what kind of impact we have had and we report the results of stakeholder engagement on social and environmental performance to the highest level of oversight in the company
- We're publishing this - our first impact report.

WHAT WE'RE WORKING ON

- Sharing our financials openly with the whole team in a report
- Having more structured conversations and processes for who participates in certain projects or not.



23.3

COMMUNITY EVALUATES A COMPANY'S ENGAGEMENT WITH AND IMPACT ON THE COMMUNITIES IN WHICH IT OPERATES, HIRES FROM, AND SOURCES FROM. TOPICS INCLUDE DIVERSITY, EQUITY & INCLUSION, ECONOMIC IMPACT, CIVIC ENGAGEMENT, CHARITABLE GIVING, AND SUPPLY CHAIN MANAGEMENT. IN ADDITION, THIS SECTION RECOGNIZES BUSINESS MODELS THAT ARE DESIGNED TO ADDRESS SPECIFIC COMMUNITY-ORIENTED PROBLEMS, SUCH AS POVERTY ALLEVIATION THROUGH FAIR TRADE SOURCING OR DISTRIBUTION VIA MICROENTERPRISES, PRODUCER COOPERATIVE MODELS, LOCALLY FOCUSED ECONOMIC DEVELOPMENT, AND FORMAL CHARITABLE GIVING COMMITMENTS.

WHAT WENT WELL

- Our company's business model creates a **specific positive benefit for stakeholders** - we continue to work only with purpose-driven organisations
- We've **taken on pro bono projects and partnerships with charities** that have explicit environmental goals in order to maximise their impact
- **New employees come from the local area** - the main 2 hires in the last year have been 1 within our local town and 1 within the region
- We **pay all our suppliers well above the Living Wage**

WHAT WE'RE WORKING ON

- Finding more ethical banking solutions that can meet our needs for often needing international payments
- We will be screening significant suppliers for social and environmental impact
- We will track diversity of ownership among suppliers



10.7

ENVIRONMENT EVALUATES A COMPANY'S OVERALL ENVIRONMENTAL MANAGEMENT PRACTICES AS WELL AS ITS IMPACT ON THE AIR, CLIMATE, WATER, LAND, AND BIODIVERSITY. THIS INCLUDES THE DIRECT IMPACT OF A COMPANY'S OPERATIONS AND, WHEN APPLICABLE ITS SUPPLY CHAIN AND DISTRIBUTION CHANNELS. THIS SECTION ALSO RECOGNIZES COMPANIES WITH ENVIRONMENTALLY INNOVATIVE PRODUCTION PROCESSES AND THOSE THAT SELL PRODUCTS OR SERVICES THAT HAVE A POSITIVE ENVIRONMENTAL IMPACT. SOME EXAMPLES MIGHT INCLUDE PRODUCTS AND SERVICES THAT CREATE RENEWABLE ENERGY, REDUCE CONSUMPTION OR WASTE, CONSERVE LAND OR WILDLIFE, PROVIDE LESS TOXIC ALTERNATIVES TO THE MARKET, OR EDUCATE PEOPLE ABOUT ENVIRONMENTAL PROBLEMS.

WHAT WENT WELL

- One of our projects last year was a creative campaign for The Climate Vulnerable Forum that helped the creation of **an historic fund for climate vulnerable countries** at COP27
- We have **taken on a pro bono climate campaign** to help the UK achieve it's net zero commitments
- We have **reduced our carbon emissions** by contracting local crews on all international projects in the past year
- We have **a zero waste target** in our office that we have kept to, and we track all recycling/food waste

WHAT WE'RE WORKING ON

- We are looking for a new **office that is certified** to meet the requirements of an accredited green building program and in which we can track our energy use and efficiency
- We will track diversity of ownership among suppliers



28.7

CUSTOMERS EVALUATES A COMPANY'S STEWARDSHIP OF ITS CUSTOMERS THROUGH THE QUALITY OF ITS PRODUCTS AND SERVICES, ETHICAL MARKETING, DATA PRIVACY AND SECURITY, AND FEEDBACK CHANNELS. IN ADDITION, THIS SECTION RECOGNIZES PRODUCTS OR SERVICES THAT ARE DESIGNED TO ADDRESS A PARTICULAR SOCIAL PROBLEM FOR OR THROUGH ITS CUSTOMERS, SUCH AS HEALTH OR EDUCATIONAL PRODUCTS, ARTS & MEDIA PRODUCTS, SERVING UNDERSERVED CUSTOMERS/ CLIENTS, AND SERVICES THAT IMPROVE THE SOCIAL IMPACT OF OTHER BUSINESSES OR ORGANIZATIONS.

WHAT WENT WELL

- All our projects are focused on addressing social or economic problems for charities/purpose driven organizations- such as fundraising and awareness films for Shelter, that helps them work with homeless populations
- We worked with 10 main clients, including 3 climate campaigns, 2 UN agencies, 2 children's charities, a homeless charity and a maternal health charity – all to increase awareness and capital
- Huge success in raising money for charities, core campaign targets and massive increase in engagement- millions of views across social platforms
- We have developed formal quality control mechanisms.

WHAT WE'RE WORKING ON

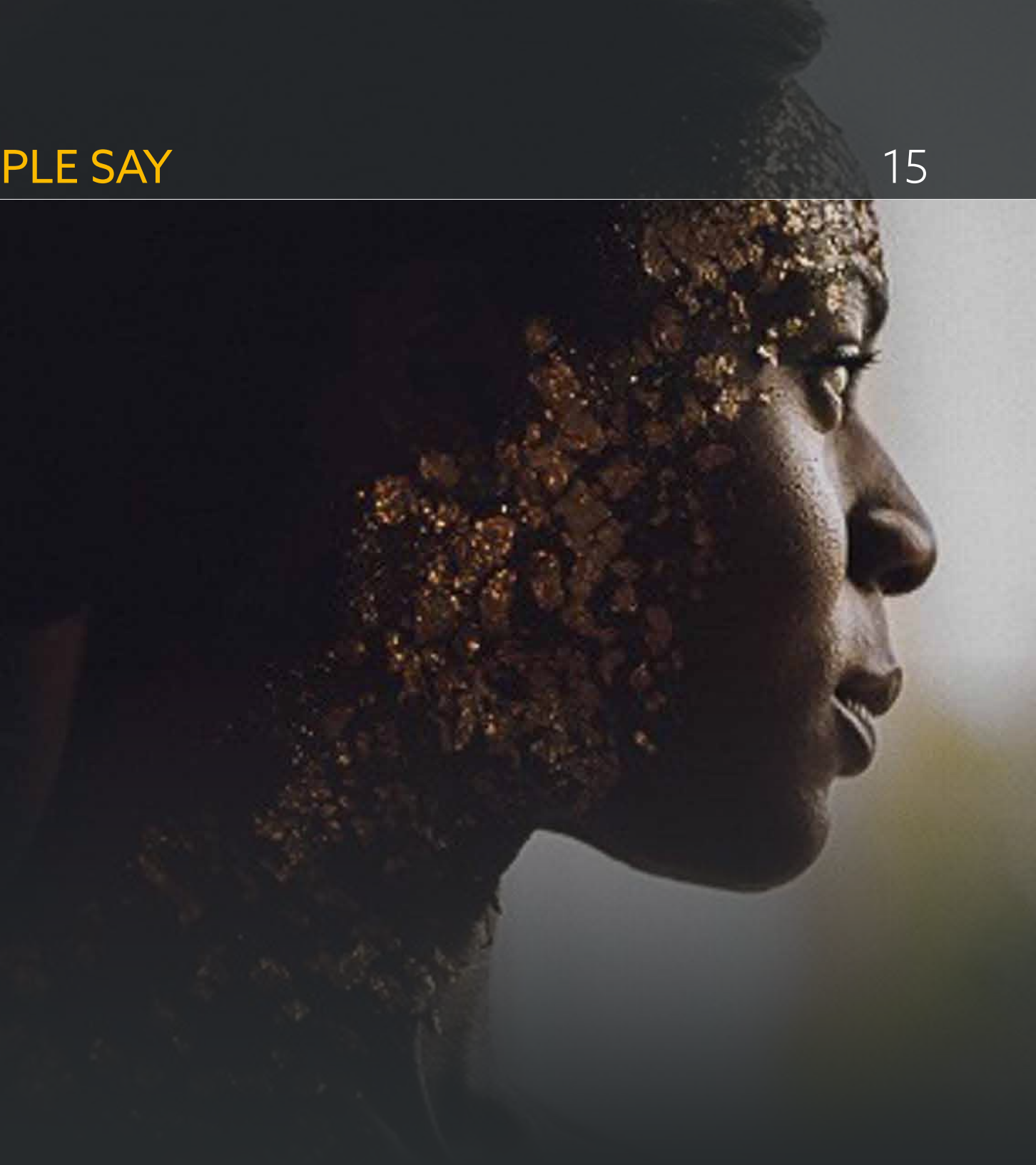
- We have made a target of a **formal impact assessment** for each project we carry out
- We are **setting up a Catalyst Fund** - an expanded allocation of resources for pro bono projects, that is explicitly focused on organisations helping underserved populations.
- We will be monitoring customer satisfaction through regular check-ins, feedback processes, and end-of-project surveys.

THE VIDEOS THE MEGAPHONE TEAM HAVE PRODUCED FOR US HAVE BEEN SOME OF THE BEST VIDEOS SHELTER HAVE EVER PRODUCED. THEY HELP TO CONVEY SHELTER'S WORK AND THE EXPERIENCE OF OUR CLIENTS IN AN ENGAGING AND CAPTIVATING FORMAT. I CAN'T FAULT THE SERVICE FROM MEGAPHONE — 10/10. THEY ARE A VITAL CREATIVE PARTNER FOR SHELTER'S CORPORATE TEAM WHO I WOULD RECOMMEND TO ANY CHARITY ORGANISATION.

LAUREN THOMPSON - HEAD OF NEW PARTNERSHIPS, SHELTER

WE HAVE HAD NOTHING BUT SUCCESS SINCE WORKING WITH MEGAPHONE. UNBELIEVABLY, THEIR FOOTAGE EARNED US A VIRAL BBC VIDEO THAT HAS GAINED MORE THAN 64 MILLION VIEWS. THEY PRODUCE THE HIGHEST AND MOST INCREDIBLE QUALITY OF PROFESSIONAL YET INTIMATE WORK. IT'S 5 STARS FROM US AND I LOOK FORWARD TO WELCOMING THEM BACK ON FUTURE PROJECTS.

ASH PERRIN - FOUNDER, THE FLYING SEAGULL PROJECT







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