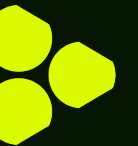
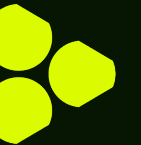


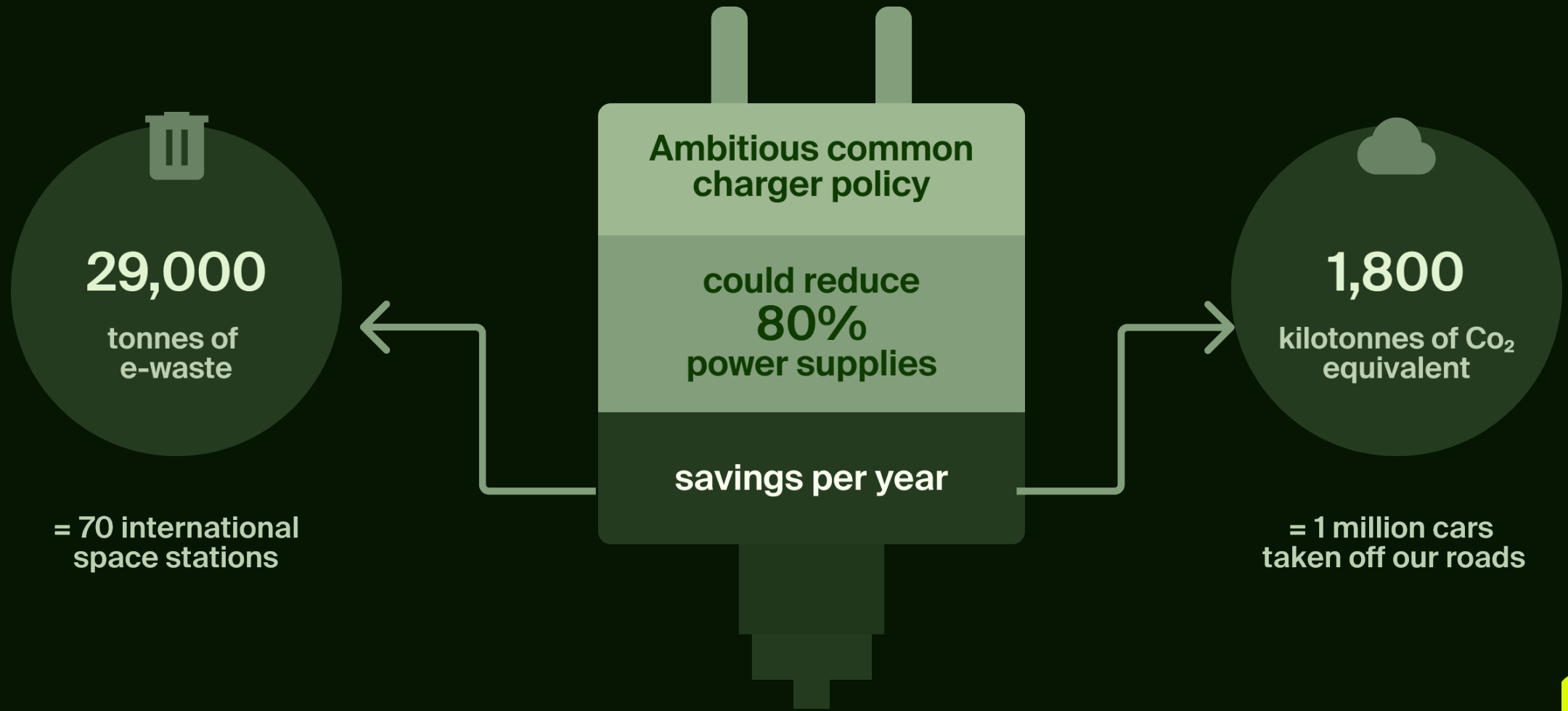
Advertising's first
sustainability standards
are coming – **are you ready?**



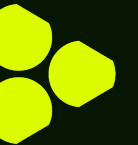
Things can change...



Sizing is a problem



Source: ECOS whitepaper, 2020



European Policies that work for **People and Planet**



The ad industry is working on policies, too



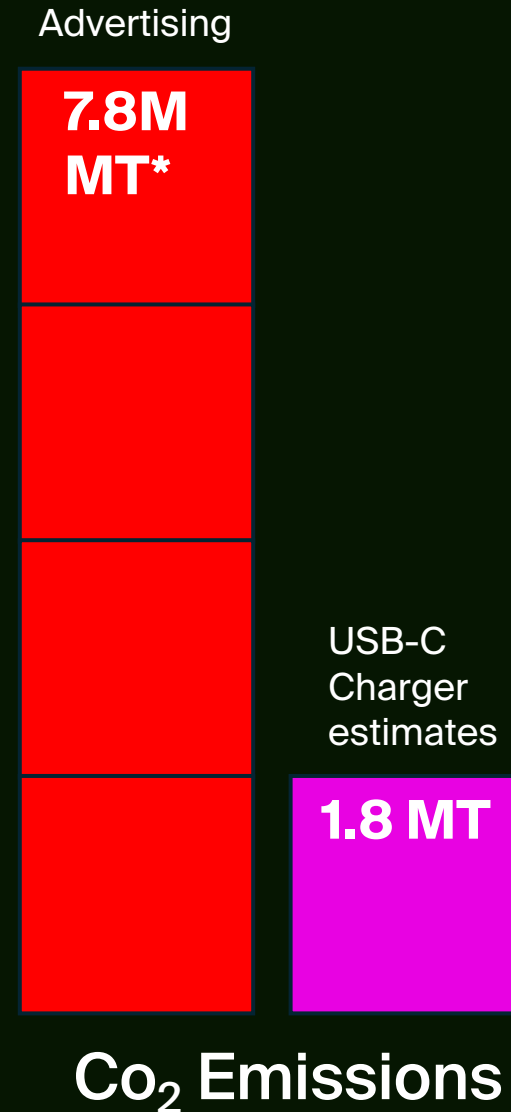
Global Alliance for
Responsible Media

AD NET ZERO 

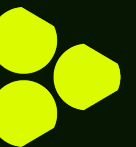
Source: GARM / AdNetZero



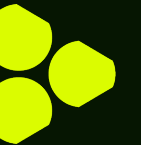
Advertising generates **4x** more emissions than the USB-C Charger estimates.



*Source: Scope3 State of Sustainable Advertising Report



Standards = the right direction





Forbes

EXCLUSIVE

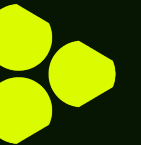
Brands Paid for Ads on Forbes.com. Some Ran on a Copycat Site Instead.

Slideshows on parallel site—which Forbes shut down Tuesday—were loaded with ads and promoted through clickbait-style paid links

Consumer & Marketer Frustration

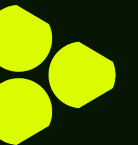
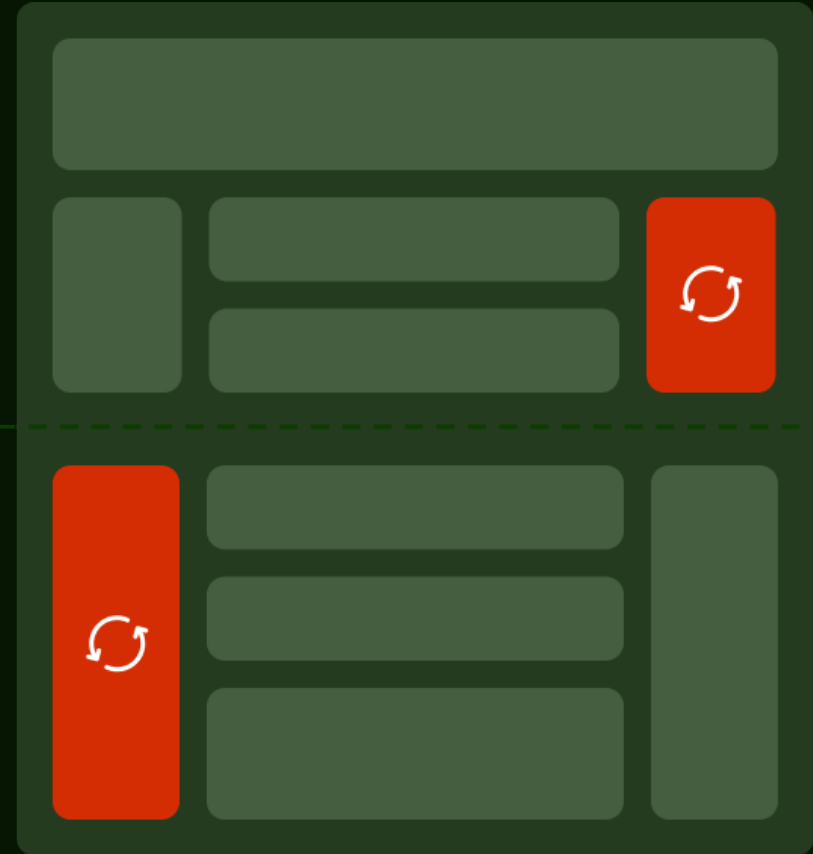
www|

Source: WSJ

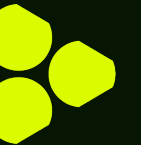


MFA has **tripled** in the last year, and it continues to evolve

Granular data can protect buyers from waste at the domain, subdomain and placement level.

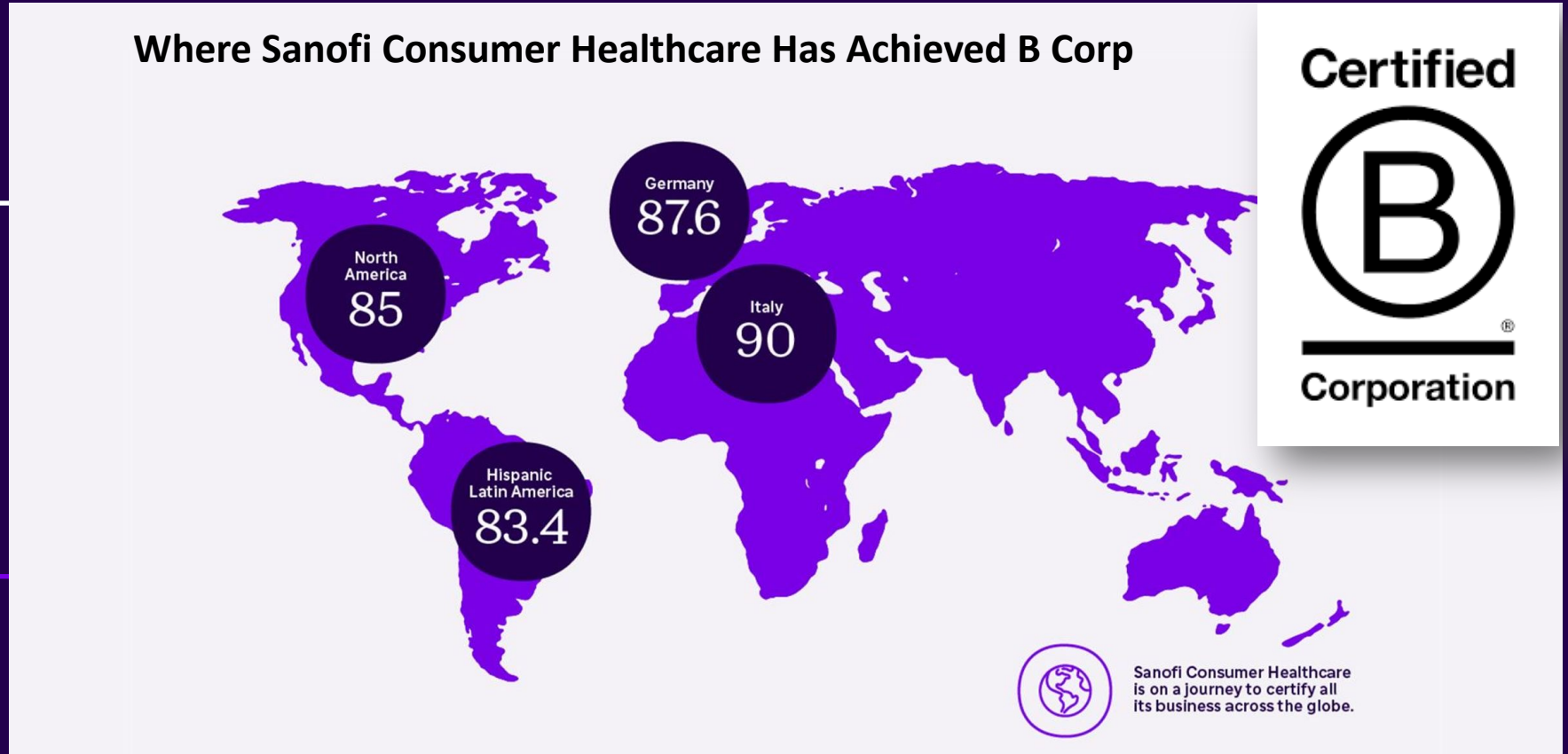
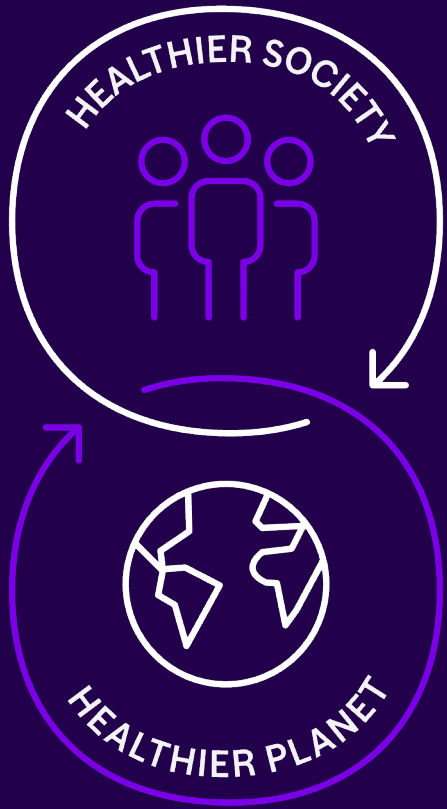


Marketers can start the movement



Sanofi CHC Sustainable Care Pledge

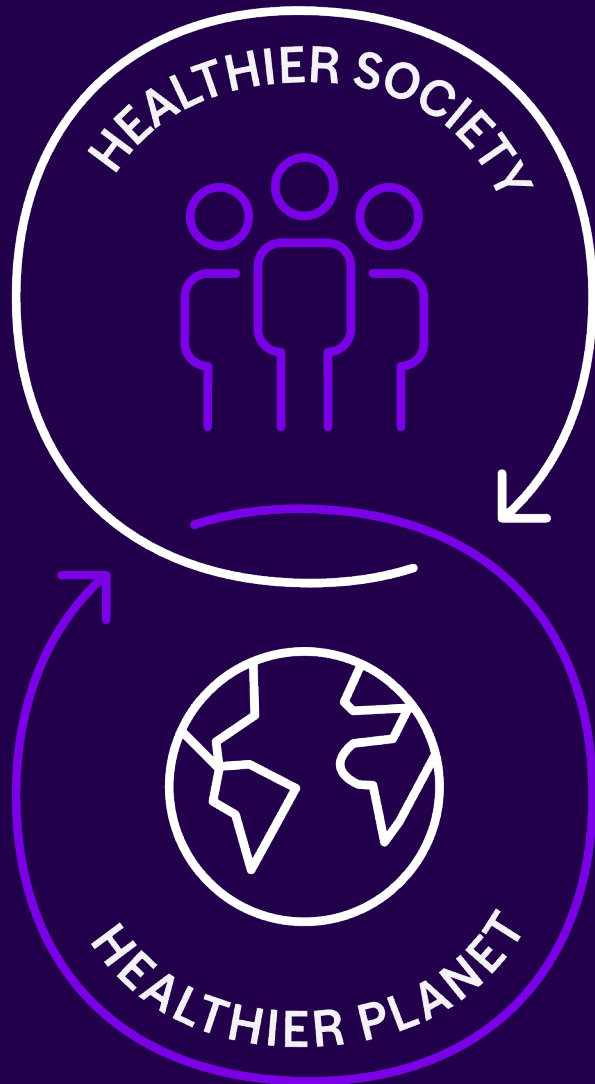
As guardians of personal health, we have a shared responsibility to create a healthier society and planet for all



Responsible Media vision

sanofi

strike right balance of outreach to our audience while keeping in consideration environmental & societal impacts of our media choices



Media Carbon neutrality

Eliminating Ad-Fatigue

Privacy first business model

Safe environment Brands & Consumers

DEI

How Sanofi is Taking Action



Collaborative Action



Measurement
Implementation



Setting baseline
and targets



Identification
of reduction
opportunities

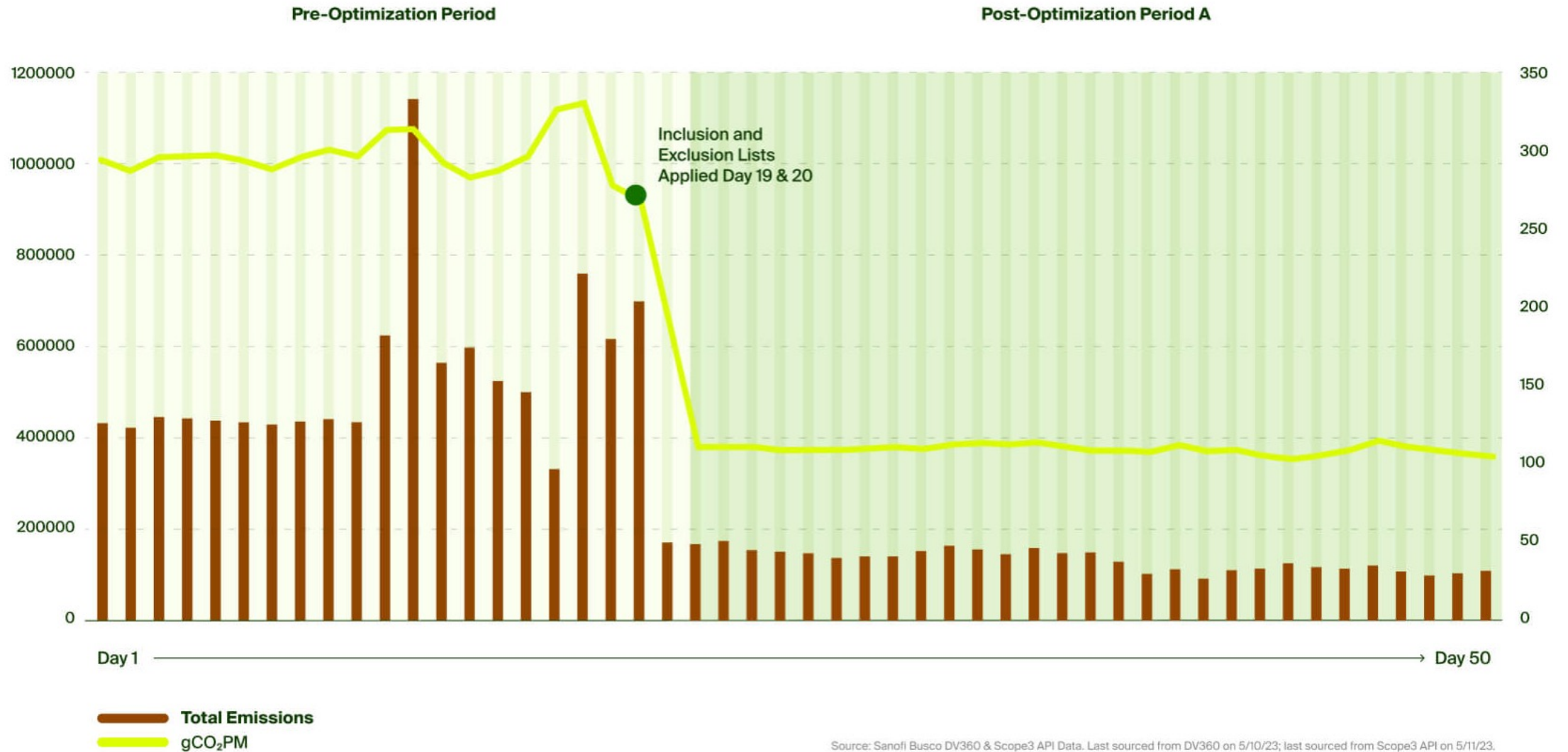


Performance
evaluation and
optimization

MFA

Ad Fatigue

30% reduction on pilot tests



You can make steps towards
reducing **while achieving better**
outcomes for marketers

