

# less carbon, more impact: cutting emissions to boost effectiveness

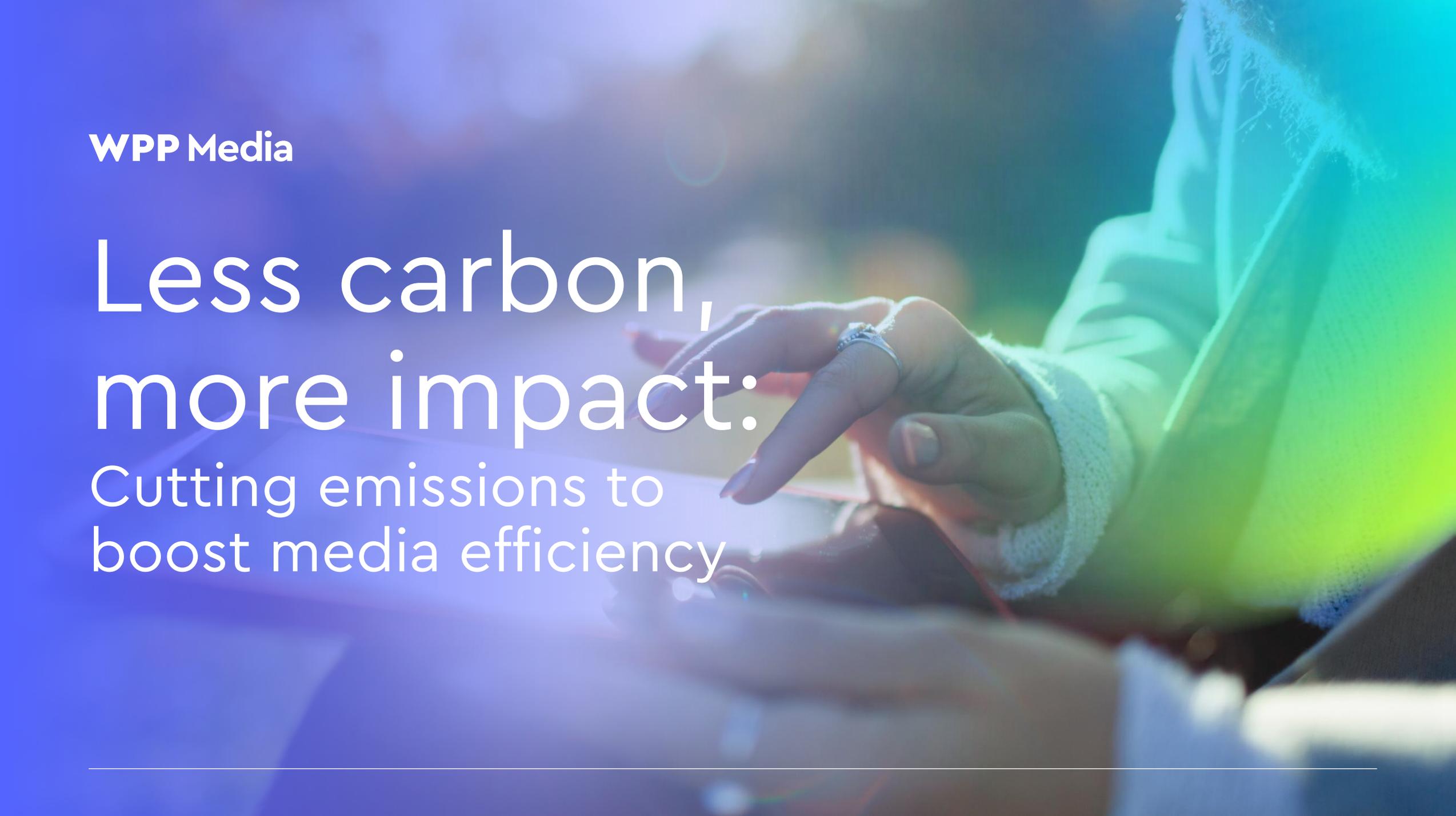


**arum nixon**

australia chapter lead,  
ad net zero  
*moderator*

**xue ying chen**

market lead product enablement,  
wpp media



**WPP Media**

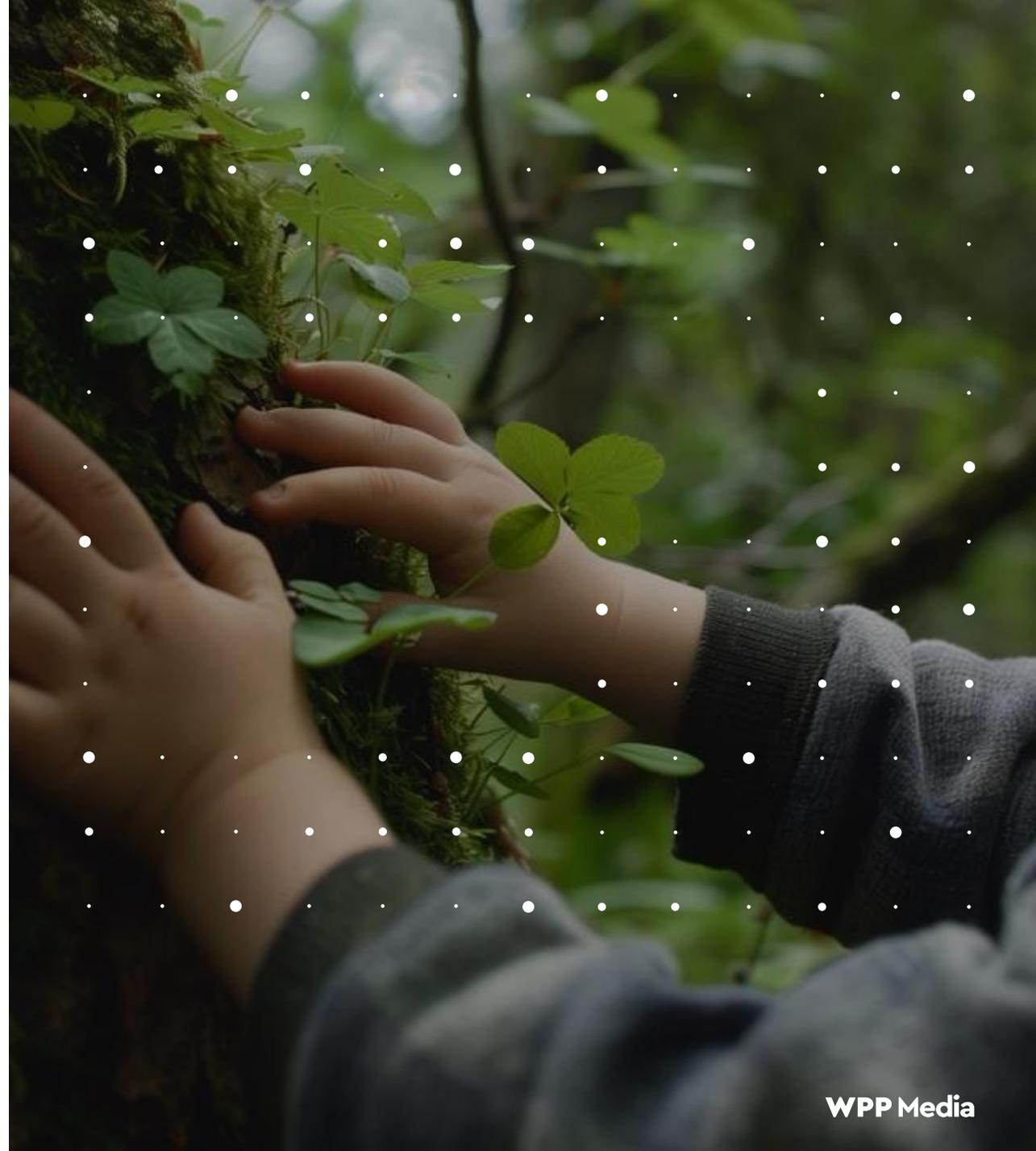
# Less carbon, more impact:

Cutting emissions to  
boost media efficiency

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When you think about the words 'sustainable media,' how many of you immediately think of words like

- Compromise
- A trade-off
- More expensive
- Lower performance

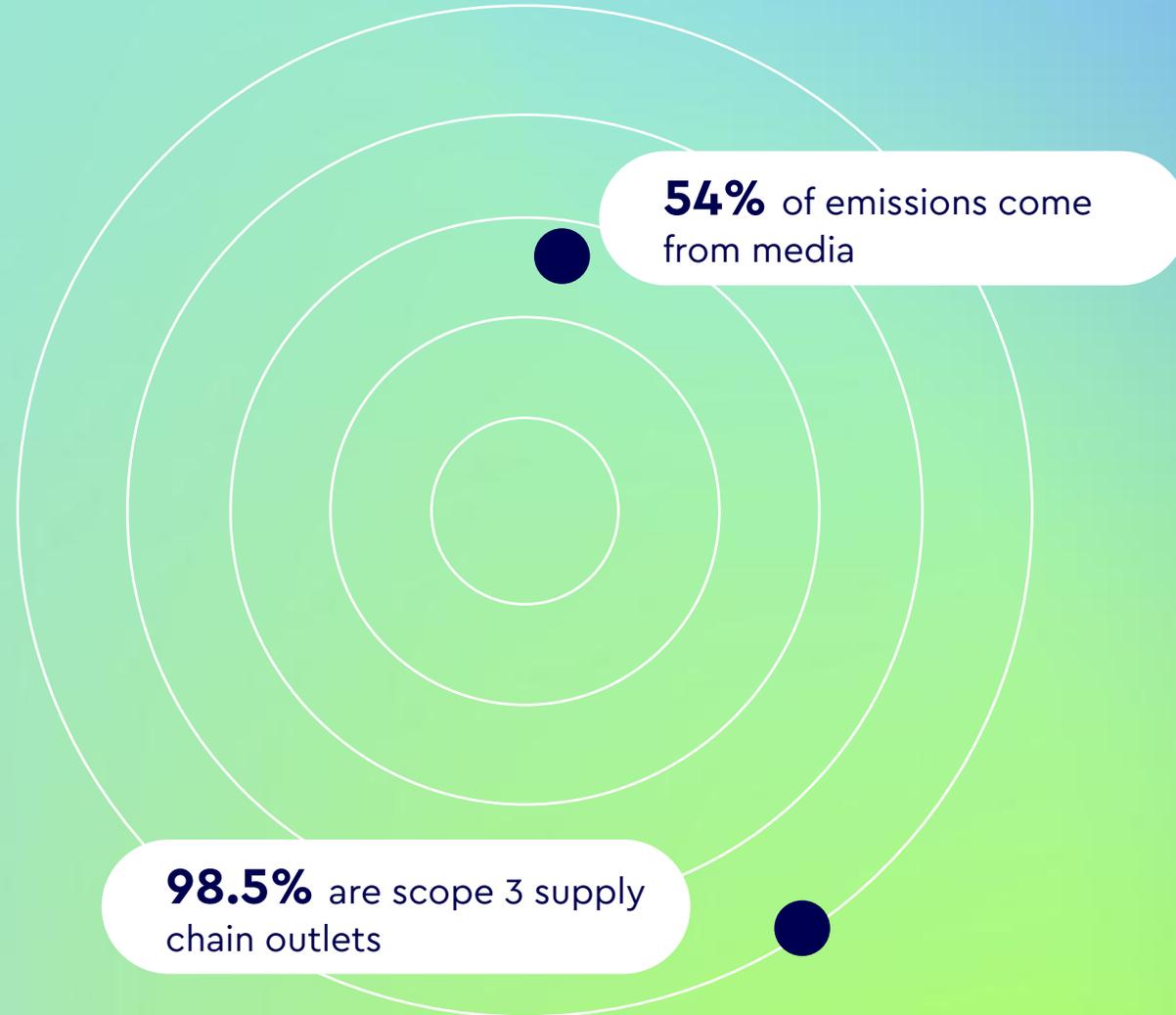


- Compromise
- A trade-off
- More expensive
- Lower performance

- **Efficient**
- **Optimised**
- **Higher performance**

# Our Carbon Footprint Revealed: Media's Major Role in WPP's Emissions

At WPP, the majority of our carbon footprint is primarily influenced by Scope 3 emissions. Media activities represent half of these Scope 3 emissions.





**Aimee Buchanan**  
CEO, WPP Media

Project Alpha & Digital Sustainability Initiative

*Helping to make digital advertising better for the planet & future generations.*

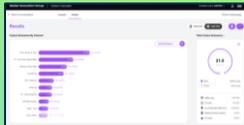
# Our Journey to date: *Measure, Then Reduce*

## Measure

*Reducing our clients media footprint without affecting campaign performance*

2023

2025

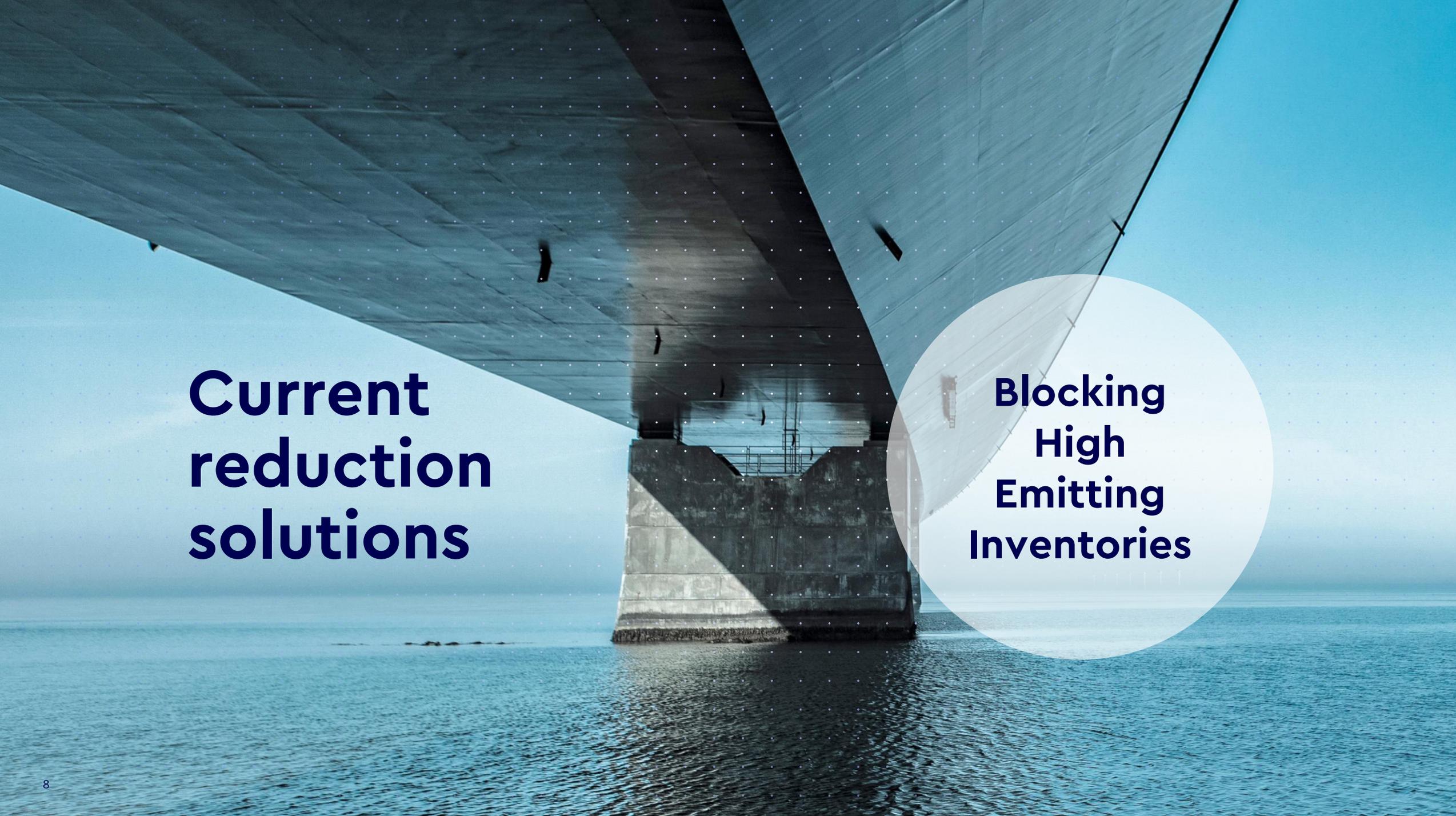


*Planning  
Carbon Calculator*



*Activation  
DSI Dashboard* 

## Measure & Reduce

The background image shows a close-up, low-angle view of a bridge's underside, with concrete beams and a support pier visible over a body of water. A semi-transparent circular graphic is overlaid on the right side of the image.

**Current  
reduction  
solutions**

**Blocking  
High  
Emitting  
Inventories**

# Smart Media, Lower Carbon: Our Proprietary Optimisation

KPI metrics

Emissions  
(gCO<sub>2</sub>ePM)

 Scope3

Weighted bidding score for  
DSP to prioritise low emitting  
and high performance  
domains in real time

Climate Action:  
Proving  
Sustainability Drives  
Performance

**5.5** t CO2e

*Avoided*



11

Pilot Clients

31

Campaigns

3

Ad Formats tested

~15%

Ave. Improvement  
in Campaign KPI

*Scaling our Impact*

600M

Impressions

*and beyond*

*Sustainability is  
not a new  
metric; it's the  
new advantage.*



**what impact will you  
choose to make?**

*Thank you*