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ACT Responsible and Nielsen reveal findings from their first survey on Corporate Responsibility in the global advertising industry

Cannes, France– June 21, 2022 – ACT Responsible, an international non-profit organisation and Nielsen, a global leader in audience measurement, announced the results of their global survey on corporate responsibility in the advertising industry. The survey aimed to showcase how advertising agencies across the globe embrace corporate responsibility and economic, social, and environmental factors.

Overall, 43% of respondents stated their agency is doing a good or great job and another 37% report that their agency is more “average” totalling 79% of agencies that rated their work at three out of five stars or above. Meanwhile, 21% responded that their agency is below average or doing poorly. Fewer than half of all agencies (48%) actively track progress of their corporate responsibility progress and just over one-third (36%) have a team dedicated to corporate responsibility.

Overall findings show that:

- **35%** say **corporate responsibility** has only become a concern in the last three years
- **17%** say **corporate responsibility** has been an agency focus for 10 or more years
- **80%** identify **diversity and inclusion** as a key theme in their agency
- **66%** identify the **environment** as a key theme in their agency
- **76%** of EU respondents say the environment is priority, compared to **63%** in the US and 29% in South America
- **90%** of US respondents say diversity & inclusion is a priority, compared to 70% of EU respondents
- **58%** identify **employee management** as a key theme in their agency
- **44%** identify **supporting charities** as a key theme in their agency
- **14%** identify **responsible supply chain management** as a priority

“We believe ad agencies are key players in driving the Corporate Responsibility agenda and getting the industry to walk the talk in sustainability is essential. The findings show that while the topic is important to agencies, it’s critical that they measure their progress to showcase the excellent work they’re doing,” says Isa Kurata, Co-Founder of ACT Responsible. *“Working together to track core KPIs will allow us to take our actions to the next level. We are grateful to the Nielsen team for its commitment to this important project and hope will be the start of a long collaboration.”*

“This research is intended to help agencies and advertisers recognise and engage with the world in a positive, responsible way,” said Cathy Heeley, International Media Analytics Lead, Nielsen. *“These insights are important for those seeking to improve their corporate social responsibility, or further continue their already strong efforts.”*

Full information and infographics: act-responsible.link/NielsenSurvey22

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About this survey:

The survey was distributed to senior leadership teams around the world by ACT Responsible Advisory Board members*. It contained 45 questions divided in 6 sections covering Corporate Responsibility with regards to environmental, social, company and product policies. It collected responses from 212 senior management for 110 agencies in 40 countries. It ran from March to May 2022.

*Advisory Board including the International Advertising Association (IAA), AdForum, Havas Group, Interpublic Group (IPG), Publicis Groupe, WPP Group, Anomaly, FCB, Grey Group, McCann Worldgroup, TBWA Worldwide, and Wunderman Thompson, with the support of the American Association of Advertising Agencies (4A's) and the French Association of Communication Agencies (AACC).

About ACT Responsible:

ACT – Advertising Community Together – is an international non-profit association. Since 2001, its mission is to inspire, promote and unite the advertising industry around social responsibility, sustainable development, and best practices. To achieve its goal, ACT Responsible developed various initiatives in partnership with a network of committed players in advertising, media and education. act-responsible.org

About Nielsen:

Nielsen shapes the world's media and content as a global leader in audience measurement, data, and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future.

An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at www.nielsen.com or www.nielsen.com/investors and connect with us on social media.