

THE MEANING OF BEING GREEN.

ENGAGING AUDIENCES
ON SUSTAINABILITY



IT'S IMPORTANT

*BUT HOW DO WE
MOVE FORWARD?*

HERE'S HOW

UNDERSTAND OUR AUDIENCE

*PROVIDE THE BUSINESS
WITH DIRECTION*

INFORM EDITORIAL DIRECTION

BETTER MARKETING TO AUDIENCES

*ENHANCE SUSTAINABILITY
(CREDENTIALS)*



360° VIEW COMPLETE

STAGE 1

EXPLORE

STAGE 2

EVALUATE

A close-up photograph of a giant panda eating bamboo. The panda's face is the central focus, showing its black and white fur, black eye patches, and its mouth as it chews on a piece of bamboo. The background is a soft-focus green, suggesting a bamboo forest. The entire image is framed by a bright green border.

**WHY
SHOULD
WE
BOTHER?**

YES
YES
YES
YES
YES

50%
GREATER PRIORITY
GIVEN TO THE TOPIC
IN THE MEDIA

59%
MORE NEEDS TO BE
DONE TO TACKLE
GLOBAL WARMING

52%
HAVE BECOME MORE
ENGAGED WITH
SUSTAINABILITY





THERE'S AN OPPORTUNITY TO ENGAGE

WEB

49%

TV

45%

PRESS

36%

SOCIAL

30%

RADIO

24%

The image is a vertical collage of three panels. The left panel shows a vast, icy sea with two people standing on a large ice floe. The middle panel shows several industrial smokestacks emitting thick, dark smoke against a bright orange and red sky. The right panel shows an aquarium tank with a large amount of plastic waste floating on the surface and fish swimming below. The text is overlaid on the collage.

THEMES

GLOBAL WARMING
AIR POLLUTION
PLASTIC POLLUTION

BETTER BEHAVIOURS

REDUCING WASTE / RECYCLING /
ECO FRIENDLY PRODUCTS

MUTUAL BENEFITS

SAVE MONEY / SAVE PLANET / GREEN TEAM /
FOOD WASTE / INSULATE HOME

AVOID
BUZZWORDS

PUSH
POSITIVITY
OVER FEAR

BE WARY OF
HYPOCRISY

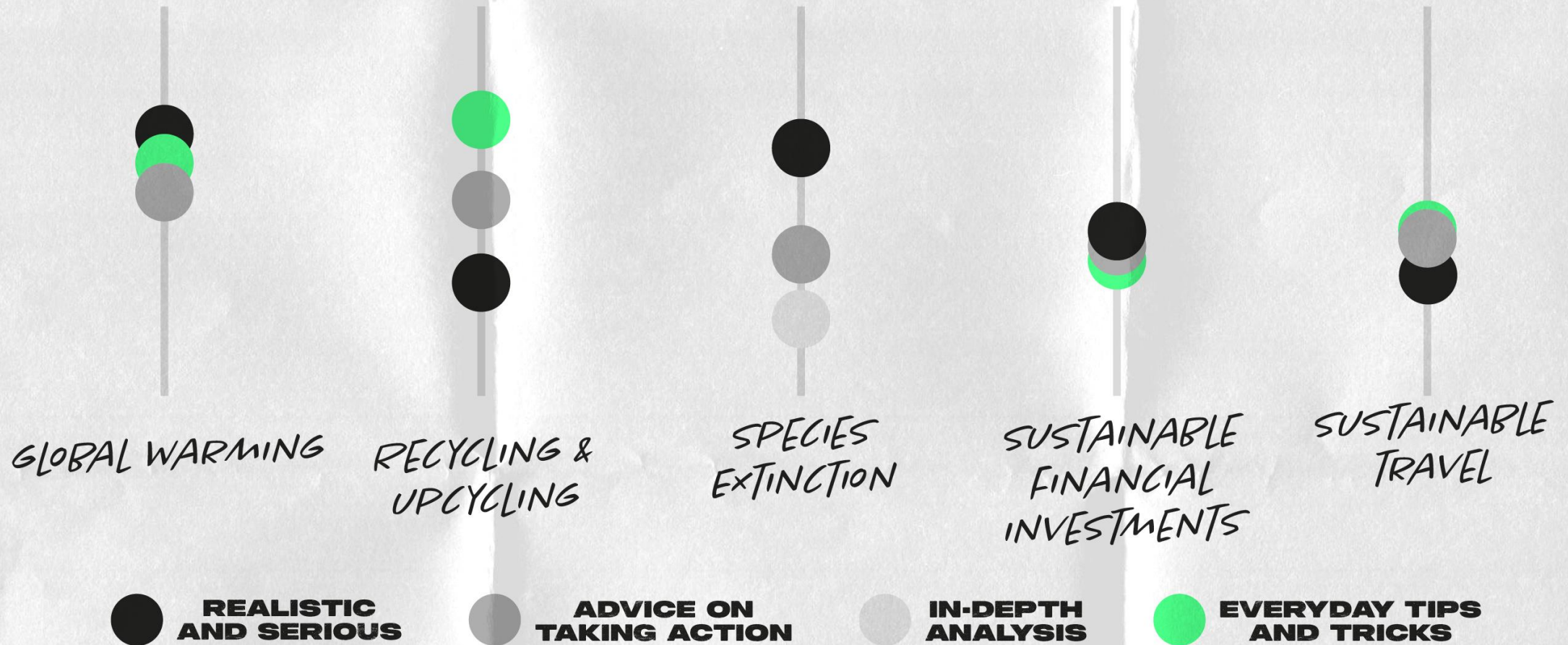
ALWAYS
INFORM -
HOW CAN
THEY HELP

BREAKDOWN
THE ISSUES

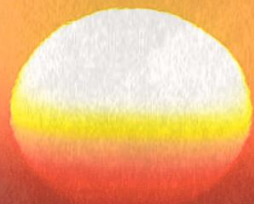
MAKE IT
ACCESSIBLE &
RELEVANT TO
EVERYDAY
NEEDS

SHOWCASE
INNOVATION
AROUND
SUSTAINABILITY

WE NEED TO ADAPT



**IT'S
NOT
A ONE
SIZE
FITS
ALL
JOB**



*WE NEED TO GET
THE BALANCE
RIGHT*

LET'S PLAY

WOULD YOU RATHER

Menti.com

Use the code 25117606

NEVER TRAVEL ON A
PLANE AGAIN



OR



ONLY USE
'SUSTAINABLE'
TRAVEL

COMMIT TO A
VEGAN DIET

GO
VEGAN

OR



ONLY BUY SECOND
HAND/RECYCLED
CLOTHING

**ONLY USE POWER
GENERATED AT HOME**



OR



**ONLY USE
'SUSTAINABLE'
TRAVEL**

DON'T GO
BREAKING
MY



LET'S
PUSH ON.

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THANKS.

News UK

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