

Client disclosure report  
2022 - 2023

# elvis

# Introduction

This is elvis' fourth client disclosure report

In 2019, following the Extinction Rebellion uprising and the leadership shown by Futerra, we committed to sharing our climate conflicts yearly.

Elvis is not an agency that has its origins in purpose, social change, sustainability or environmental causes. We are a London-based creative agency specialising in FMCG and entertainment brands, with roots in social, digital and shopper activations. However, we do believe that the power of creativity and storytelling can change the course of climate change, and that we have a responsibility to harness this power, starting with honesty and transparency around our own business.

Sharing our client disclosure report was one of two immediate climate crisis related decisions we took back in 2019. The other was to work towards becoming a B Corp, an accreditation that we were awarded in June 2022. B Corp companies must demonstrate a balance between profit, people & planet, and are legally obliged to consider their social and environmental impact as much as their financial returns.

We know that widespread change in all areas of society is required to bring us and our planet back from the brink, but we believe that actions such as these can start to challenge the status quo immediately and help to bring about the shift in mindset our industry desperately needs.

Caroline Davison, Managing Director & Sustainability Lead, Elvis London

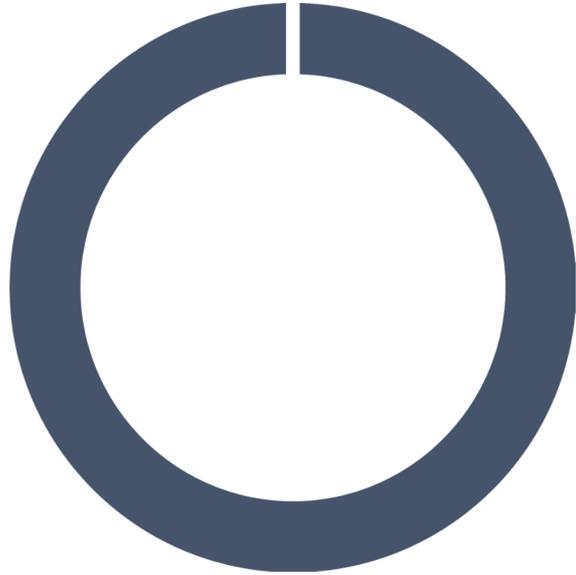
Submission: October 2023

Disclosure Period: February 2022- January 2023

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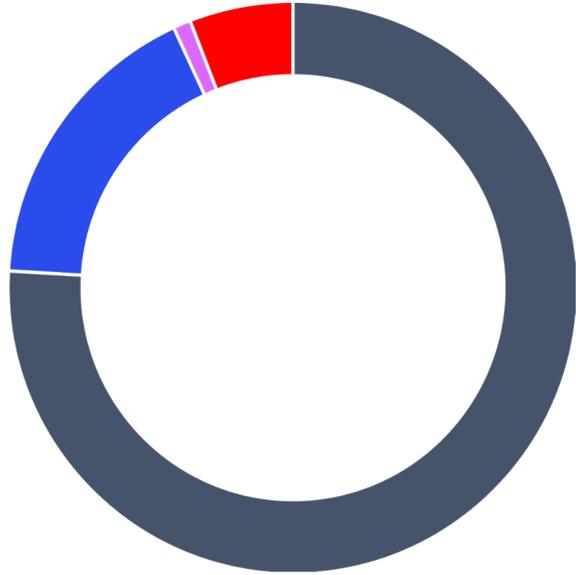
<https://www.linkedin.com/company/elvis/>

<https://www.bcorporation.net/en-us/find-a-b-corp/company/elvis/>



## Overall income

- Business: 99.9%
- NGO/Charity: 0.1%
- Foundation: 0%
- Government: 0%



## Business client revenue by sector

- Food & Beverage: 75.6%
- Media & Entertainment: 17.5%
- Homecare: 5.7%
- Automotive: 1.1%
- Charities: 0.1%
- Alcohol: 0.1%

## Our climate conflicts

Percentage of direct revenue from carbon critical industries

0%

Aviation

0%

Chemicals

0%

Coal, oil, gas

0%

Iron, alu, steel

0%

Meat, dairy\*

0%

Plastics

1.1%

Private cars

0%

Timber, pulp, paper

0%

Trucking, shipping

\* Indirect disclosure: >50% revenue from client brands for whom dairy is a significant raw material in part of their business

## Potentially controversial clients

Percentage of revenue from potentially controversial sectors

0.1%

Alcohol

0%

Arms

0%

Gambling

0%

Politics

0%

Pornography

0%

Religion

0%

Tobacco

Sectors taken from the International Finance Corporation and Ethical Investment Criteria

# Largest projects defined by income

1.

European FMCG brand partnership campaign

2.

European FMCG brand promotional campaign

3.

UK FMCG brand promotional campaign

4.

UK FMCG brand promotional campaign

5.

FMCG brand social consultancy

6.

FMCG brand social consultancy

7.

Entertainment brand equity refresh project

8.

UK FMCG brand promotional campaign

# Changes index

	FY	FY	FY	FY	% change YOY
	2017-19	2020-21	2021-22	2022-23	
<b>Overall income</b>					
Business, large	100%	100%	99.79%	99.90%	0.11%
Business, small	0%	0%	0.00%	0.00%	0.00%
NGO / Charity	0%	0%	0.21%	0.10%	-0.11%
Foundation	0%	0%	0.00%	0.00%	0.00%
Government	0%	0%	0.00%	0.00%	0.00%

## Business, Client Revenue By Sector

Food / Non-alcoholic Beverage	63%	94%	85%	75.6%	-9.7%
Alcoholic beverage	26%	2.7%	1.0%	0.1%	-0.9%
Media & entertainment	1%	1%	11.6%	17.5%	5.9%
Professional Services	0%	1%	0%	0%	0.0%
Automotive, cruising, motorcycles	6%	1.9%	0.6%	1.1%	0.5%
Charities	0%	0.0%	0.0%	0%	0.1%
Fashion, Beauty, Homecare	1%	0.4%	0.9%	5.7%	4.8%
Gambling	0%	0.07%	0.00%	0%	0.0%
Slow Moving Consumer Goods	3%	0%	0%	0%	0.0%
Healthcare / Pharma	0	0%	0.4%	0%	-0.4%

	FY	FY	FY	FY	% change YOY
<b>Climate Conflicts</b>	<b>2017-19</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	
Aviation	0%	0%	0%	0%	0%
Chemicals	0%	0%	0%	0%	0%
Coal, Oil, gas	0%	0%	0%	0%	0%
Iron, Alu, Steel	0%	0%	0%	0%	0%
Meat, dairy*	0%	0%	0%	0%	0%
Plastics	0%	0%	0%	0%	0%
Private Cars	6%	1.90%	0.57%	1.10%	0.53%
Timber, pulp, paper	0%	0%	0%	0%	0%
Trucking, shipping	0%	0%	0%	0%	0%

Indirect disclosure: revenue from client brand for whom dairy is a significant raw material for their product

40%	55%	>50%	>50%
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### **Potentially Controversial Client**

Alcohol	26%	2.7%	1.12%	1.1%	-0.02%
Arms	0%	0%	0%	0%	0%
Gambling	0%	0.07%	0%	0%	0%
Politics	0%	0%	0%	0%	0%
Pornography	0%	0%	0%	0%	0%
Religion	0%	0%	0%	0%	0%
Tobacco	0%	0%	0%	0%	0%

**Thank you**