

**B Corp Impact
Assessment**
FY24

elvis

Leadership Letter



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 world for the better, and that we have a

responsibility to harness this power, starting with honesty and transparency around our own business. Achieving B Corp certification in June 2022 was an incredibly important milestone for us. It was a tangible demonstration of what can be achieved for the greater good in a relatively short space of time, when everyone in a company pulls in the same direction.

This is our second impact assessment since certification. 2023 was a difficult year; the cost-of-living crisis really started to bite in the UK resulting in 12 months of uncertainty for many clients and industries, including advertising. This inevitably had an impact on our plans and growth, but the B Corp ethos and our commitment to it provided a solid framework to base difficult decisions around. I'm extremely proud of the fact that **elvis** and its people continued to thrive in spite of the challenging economy. We maintained high employee and client engagement level, put an emphasis on mental health, supported the wider community and created some incredible impactful ESG centred campaigns for the brilliant brands we work with.

Our 2022 verified assessment score was a solid 91.5 and I am delighted that we are continuing to improve on that, particularly with the complications that came with an office move early in the year.

There is still clear room for improvement - for example building enhancements are ongoing, some of our group wide systems need to be more joined up to provide better visibility (particularly around scope 3 emissions), and diversity amongst employees is still low.

I want to end as I did last year by sharing the fact that our B Corp certification continues to be the number 1 reason that potential hires were interested in joining **elvis**; it gives me great hope that more and more agencies will choose to follow suit and the industry can become a force for good.

Caroline Davison

May 2024

About

elvis is an integrated creative agency
for ambitious brands.

We deliver creative solutions across all media outputs...anything from traditional above the line, to social, digital design & build, activations and beyond.

We work with brands that are open to new forms of creativity, alternative thinking and innovation to help define what they believe in, how they articulate it and ultimately how they develop and grow.

We believe that the world is rapidly changing and to succeed we need to have the ambition and drive to embrace that change.





Our mission

To use unexpected & unforgettable creativity to help people and brands grow in a better way

Delivering our **mission**

$\left(\begin{array}{l} \text{Strategic} \\ \text{leadership} \end{array} + \begin{array}{l} \text{Creative} \\ \text{excellence} \end{array} \right) \times \begin{array}{l} \text{Better} \\ \text{World} \\ \text{principles} \end{array}$

= Long term value creation

Our client portfolio
world-class brands



TREBOR



dairylea



belVita



HALLS



KINGS
CROSS



HONDA
The Power of Dreams

ODEON



Madame Tussauds
LONDON



GREENPEACE

elvis



Our journey to certification

Our commitment to work towards B Corp certification came from internal discussions around the fact that none of us within the business wanted to separate our personal values from our professional decision making, and the realisation that the B Corp assessment gave us the opportunity to look holistically at our agency with this front of mind.

We believed from the start that working towards B Corp certification had to be a decision that we took together rather than one imposed by Management, and so we invited everyone in the business to vote on it.

Our two-year journey to achieve certification involved everyone within the business, and others beyond. B Corp principles are now weaved into the fabric of how we do things and who we are. We are still far from perfect, but we have momentum and we believe that actions such as those we have taken can start to challenge the status quo immediately and help to bring about the shift in business mindset that is so desperately needed.

Overview

B Corp assessment areas

Governance: evaluates our company's overall mission and engagement around our social and environmental impact, our ethics, and our level of transparency, plus our ability to protect our mission and formally consider stakeholders in decision making through our corporate structure.

Community: considers how we've engaged with the communities we work with, use as suppliers, and hire from. The assessment looks at diversity, equity and inclusion, economic impact and civic engagement.

Workers: focuses on whether our company is a good place to work, encompassing financial security, health and safety, wellness, career development, and engagement and satisfaction.

Customers: reviews our stewardship of our customers through the quality of our products and services, ethical marketing, data privacy and security, and feedback channels. It also assesses how we support other businesses and organisations to improve their own social impact.

Environment: measures our overall environmental management practices as well as our impact on air, climate, water, land and biodiversity.



Current verified B Impact Score



91.5
elvis overall
B Impact Score

80
Qualifies for B Corp
certification

50.9
Median score for
ordinary businesses

**Our aim is a
recertification
score of 97-100**

Current verified score breakdown

Governance	18.1
Workers	37.3
Community	22.3
Environment	1.8
Customers	1.9

Impact Area plans & progress

Governance



FY24 Elvis Leadership Team & Next15 Board

Progress at a glance



B Corp
Score
FY22



B Corp
Score
FY23



B Corp
Score
FY24

What we said we would do in FY24

- Work with our parent company Next 15 to optimise the online training platform to further improve governance transparency and communications in particular
- Formalise our internal education programme around shared financials
- Continue to identify better ways to engage with our stakeholders, clients and partners

What we did in FY24

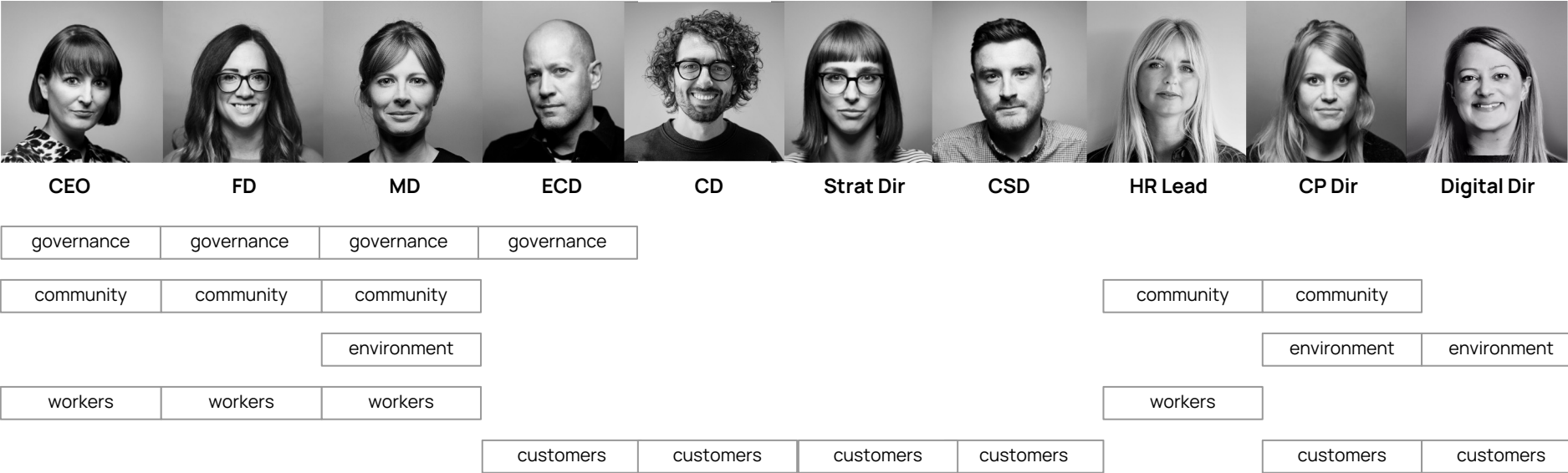
- ✓ Optimised our Learn Amp online training platform to allow us to track policy sharing and understanding of process updates
- ✓ Formalised sharing financials in weekly leadership meetings, with half year and full year updates to the whole agency
- ✓ Regular correspondence with the new Risk & Compliance team at N15

What we will do in FY25

- Put an intentional education programme around shared financials in place
- Continue to identify better ways to engage with our stakeholders, clients and partners

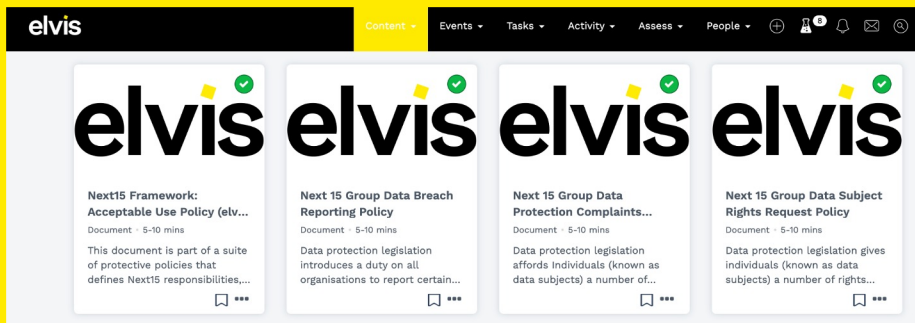
Management team structure

Areas of focus



Sarah Little (HR Lead)

Learn Amp Training Platform Testimonial



“This year we completed the transition over to the Learn Amp platform and now host our agency handbook and all related governance policies on it. The portal makes it much easier for me as the HR lead to track completed tasks, as the platform automatically captures whether the policy and any related training has been completed or not. It also acts as a central repository, so all employees know exactly where to go to check the latest guidance.

I can run reports to see which employees have confirmed receiving and reading the policies, allowing me to follow up as necessary with outstanding actions.

As this is a group wide tool our company level data is also reviewed at a Group level, ensuring clear governance sightlines.”

Tanya Whitehouse (CEO)
Agency direction workshop
Testimonial



"The agency direction workshops that we ran in Q4 2023 were extremely significant for my team and I. We were all able to set aside the day-to-day and actively focus on our hopes and aspirations for elvis itself. We openly discussed the strengths and weaknesses of the business, alongside our own successes and failures, and then worked together to co-create a blueprint for the future that we all felt motivated by, and confident in, using our current mission as a jumping off point. We've never done anything like this before, but I wish we had - the impact will be great and I'm hopeful the results will be too."

Workers



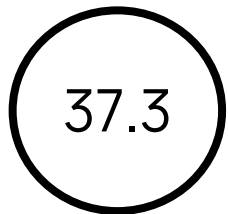
Progress at a glance



B Corp
Score
FY22



B Corp
Score
FY23



B Corp
Score
FY24

What we said we would do in FY24

- Collectively explore the theme of mental health at work to address FY23 employee survey feedback
- Invest in external training around communication tools to facilitate team interactions and build confidence / conflict resolution

What we did in FY24

- ✓ Focused training around mental health in the workplace, with external experts delivering high quality sessions across the year (employee preference over conflict resolution this year)
- ✓ Increased the number of internships we offered during the year to two, both places advertised and offered to demographics underrepresented in the industry
- ✓ Invested in apprenticeship for an existing employee to further their career
- ✓ Maintained employee satisfaction NPS score at 9 out of 10
- ✓ Achieved Gold CPD certification for the 7th year in a row

What we will do in FY25

- Invest in external training around communication tools to facilitate team interactions and build confidence / conflict resolution
- FY24 was a difficult year for many agency financially and we were unable to pay a bonus to employees, something we hope to be able to return to doing in FY25

Elli Stone (Creative)

Psychological capital: Maintaining a positive mindset Testimonial



LEADERSHIP & WELLBEING CONSULTANTS



Applying over 35 years of positive psychology research and practice to help leaders, teams and organisations perform at their best.



LEADERSHIP DEVELOPMENT
Development programmes, coaching and retreats for leaders



MENTAL HEALTH SUPPORT
Training and resources for mental health first aid and crisis support



ORGANISATIONAL CONSULTANCY
Transformational and culture change to improve employee engagement, motivation and performance



CORPORATE WELLNESS
Design and support of programmes to promote corporate wellness

EXPERTS AT HELPING PEOPLE THINK, FEEL AND PERFORM AT THEIR BEST

23,600+
Training, development & coaching interventions delivered to 23,600+ people

100%
100% of our team have a Masters degree, PhD or specialist qualification

35+
Training programmes developed with over 35 years of empirical research

29
Worked with and consulted for clients in 29 different countries



"I found this training to be an incredibly effective session. The context and information that was presented up front was explained in a way that was super easy to understand, and by filling in the worksheet and applying our learnings to our own situations throughout made it feel very relevant and ultimately much more memorable and meaningful.

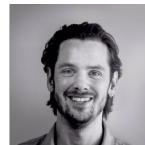
In this session we were encouraged to think about challenges we have experienced not only in the workplace but also in our personal lives and how we often approach them. This session gave us the tools to identify and change unhelpful patterns and behaviours we engage with when tackling something particularly challenging, intimidating or overwhelming.

One of my main takeaways was how I could use journaling as a tool at work to help me build confidence and keep a positive mindset, by regularly reminding myself of my 'wins' (big and small). Thanks to the training session this has now become a habit."

Tom Gudgeon (Head of Design)

Psychological capital: Making stress your friend

Testimonial



UNDERSTANDING YOUR STRESS

WHAT 3 THINGS ARE MOST LIKELY TO CAUSE YOU TO OVERFLOW?


TOO MUCH

TOO LITTLE

TOO SOON

TOO LATE

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“The session helped identify that the idea of stress can often be more intimidating than the thing itself, such as something being ‘too much work to handle’ or the thought that you won’t complete your task in time. Approaching a stressful situation with a positive mindset gives you more control to clearly ‘divide and conquer’.

The part in the training that really resonated with me was accepting that we don’t have control over the things that can go wrong or cause us stress, but we *can* control how we manage it.

The element of slowing down to speed up can be very effective. If you speed up without assessing things properly, so in a stressed headspace, then you’ll inevitably move in the wrong direction. Taking a step back and thinking things through rationally with confidence often proves much more helpful in seeing what can be achieved within the time.

It’s personally helped me to focus on what I have learnt from previous experiences rather than stressing about what could have been, which is a much healthier approach to my progress and mental wellbeing.”

Camilla Yates (Strategy Director)

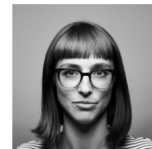
Climate crisis & mental health: Facing change talk Testimonial



FACING CHANGE with
PADDY LOUGHMAN

Tuesday 9th May 2023
16:00 BST virtual only

This talk will discuss the change that is coming as a result of the climate and ecological crisis, and how tackling it is within our grasp.



"Paddy Loughman gave an inspiring talk called 'Facing Change'. He explained the scale of the climate problem and then laid out three different future scenarios that could emerge out of our current situation.

As a Strategy Director and member of the leadership team at elvis, I found this incredibly useful, as it gave me a clear and actionable direction that I could use to influence client work.

Following the talk I also reached out to Paddy to continue the conversation in an ad hoc manner, because his ideas and point of view resonated with me and were evidently coming from similar places in terms of literary references. This has enabled me to expand my network and benefit from his well-informed point of view on a one-on-one basis."

Summayah Murtza & Tobi Ayinde

Internship Programme Testimonial



"I really enjoyed my time at elvis, I was welcomed into all the teams very quickly, and was treated with respect and valued as an employee. Furthermore, I learned about the agency and its methods in a thorough and proper manner and was given my own project to learn and grow from."

"A wonderful and valuable experience. It has helped me with my career path a lot. Everyone was extremely helpful, welcoming and trusting...the values of elvis are great too! I most enjoyed speaking with professionals, working on a live brief, having creative freedom and being supported throughout."

Lee Scott (Management Accountant)

Accountancy & taxation professional apprenticeship



Lee is currently completing his Level 7 Accountancy & Taxation Professional Apprenticeship via the government apprenticeship scheme. This level comprises of 13 exams and several assessments over a period of 3-4 years, and once the course is completed, Lee will become an ACCA-certified member.

Lee has just completed year one with exams on performance management, law and tax over the course of 2023. He passed all three exams in the first sitting.

elvis is supporting Lee in his development by ensuring 20% of his time is dedicated to study.

Community



Progress at a glance

22.3

B Corp
Score
FY22

23.3

B Corp
Score
FY23

22.5

B Corp
Score
FY24

What we said we would do in FY24

- Focus on supply chain management
- More proactive encouragement for staff to make the most of paid volunteering time after engagement in this initiative dropped YOY

What we did in FY24

- ✓ Scoped and started to build a supplier management system to facilitate our understanding of who we work with - moving from a manual data collection system to a more automated process to increase quality of data capture
- ✓ Organised group volunteering opportunities for employees throughout the year
- ✓ Continued to work with Word On The Curb, a local youth agency to increase our understanding of the work they do, and partnered with them to offer 2 of their community internships
- ✓ Continued to support industry wide initiatives around the carbon emissions of our work, with our MD part of the Advertised emissions working group established by Purpose Disruptors; plus, speaker support at PD events
- ✓ Continued to support the IPA Advertising Unlocked industry-wide initiative to bring more diverse talent into the industry at school leaver level
- ✓ Actively supported the upholding of B Corp standards within the industry, supporting the motion for a detailed investigation into whether it is appropriate for B Corps to work with fossil fuel clients Advised and supported other agencies within the N15 group on the B Corp certification journey

What we will do in FY25

- Launch the supplier management system
- Continue to drive volunteering engagement
- We hope to further improve our diversity stats within the business

Community in practice

From the top:

- Word on the Curb all agency engagement session
- Food bank group volunteering
- Caroline Davison speaking at Purpose Disruptors industry event on B Corp and other climate positive initiatives
- Ruby cooking up a storm at a food bank session
- Announcement of B Labs Havas x Shell case in as made on Sustainability-beat.co.uk
- Hammersmith Academy students taking part in our Advertising Unlocked day
- Agency AGM





Anna Sanders (Account Manager)

Food bank volunteering Testimonial



"In November I went with my elvis colleagues to volunteer at Euston food bank with Food for All. We began the day chopping vegetables (the centre had received a large donation of pumpkins from Halloween that we worked our way through!). We then moved on to portioning up the soup, and packaging up food, ready for the volunteers to serve to those in need.

It was a hugely rewarding morning that gave us an insight into some of the challenges faced by those in the community, and by the community volunteers. I am very grateful for the opportunity to give back, and I was truly inspired by the likes of Lynette, who volunteers there 6 days a week."



George Stovell (Creative Producer)

Advertising Unlocked testimonial

"Last November, I participated in a collaborative session with students from Hammersmith Academy for the 'Advertising Unlocked' program.

We began the session by explaining the workings of an Ad Agency and the various roles within the company. We then broke into smaller groups, and I spent dedicated time with each group discussing the role of Production and the various branches of Production within the Creative Industries. This was an opportunity for each student to ask any questions they had regarding what they'd learned so far and opened up some fun interactions with participants. The main task of the session was to then go through a dummy pitch. Each group was guided through how to react to a client brief, and then we helped them create the final presentation to present to the full team.

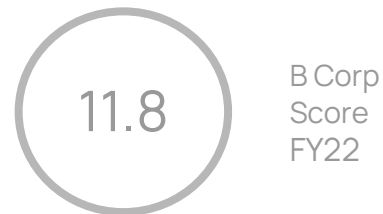
Overall, the day was a huge success, and it was incredibly fulfilling to discuss my job with like-minded young people, who really benefited from the answers and guidance we could offer. It's very inspiring to discuss this with students who are just beginning the process of entering their careers, and personally I really enjoyed being able to help them with any insights or clarity to make a decision on how to tackle life after school."

Environment

60 Great Portland Street



Progress at a glance



B Corp
Score
FY22



B Corp
Score
FY23



B Corp
Score
FY24

What we said we would do in FY24

- Due to an office move in early 2023 our focus will be on the environmental management systems within the new premises as there is a risk that the new building is not up to the standards of the one we are vacating
- Support Next 15 in achieving additional environmental certifications related to the new office space, e.g. ISO 14001

What we did in FY24

- ✓ ISO 14001 achieved for the new office space
- ✓ Bronze EcoVadis sustainability level achieved by N15 Group, and B- in CDP scorecard
- ✓ Energy efficiency upgrades in the form of boiler, lighting, chillers
- ✓ Our office joined the Mayor of London's Business Climate Challenge (BCC) a voluntary energy efficiency programme in which we pledge to reduce our office energy consumption by 10% each year
- ✓ Continued to evolve our Scope 3 emissions measurement accuracy e.g. with the continued education of the team in using the Ad Green carbon calculator

What we will do in FY25

- Look to improve our understanding and measurement of Scope 3 purchased goods & services
- Work with N15 to make energy efficient improvements to our office building

Carbon reporting

Scope 1

1.12

t/CO₂e

Scope 2

3.7

t/CO₂e

Scope 3

480.6

t/CO₂e

Definitions:

Scope 1: Direct emissions from owned or controlled sources (e.g. building gas usage or fuel usage from company cars, or fugitive emissions from air conditioning and refrigeration).

Scope 2: Indirect emissions from the generation of purchased electricity, heat or steam (e.g. electricity purchased and used by the reporting organisation).

Scope 3: All indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including upstream and downstream emissions. There are 15 possible categories and include employee commute, business travel (air, rail or employee-owned cars), water usage, waste, paper etc.

Included within current reporting boundary:

Scope 1: Company facilities including purchased gas, company owned vehicles

Scope 2: Purchased electricity

Scope 3: Energy transmission and distribution, waste, water, business travel, commuting, working from home, purchased goods and services (wider PGS included this year vs previous years)

Not currently measured as part of scope 3 due to data collection challenges: Full shoot production, emissions resulting from the growth of our clients

Liv Musto (Creative Producer)

Carbon calculator training Testimonial

A graphic with a green and blue geometric background. The text 'AdGreen Calculator Walkthrough' is prominently displayed in white. Below it, a smaller line of text invites an interactive session. At the bottom, logos for 'AdGreen Event Partners' (getsethire, good energy, TRAVLRR, CLICKON) and the 'ADGREEN' logo are shown.

AdGreen Calculator Walkthrough

Join us for an interactive session on the AdGreen Carbon Calculator.
We'll walk you through the tool and answer questions along the way.

AdGreen Event Partners     



“I completed the Albert sustainable production training when I first joined elvis. Being new to a production role that included shoots, it was really helpful to kickstart my understanding of particular aspects of production that could be improved with planet and people in mind. elvis had already incorporated processes that matched what I learned in the training, for example, favouring and reaching out to production companies and suppliers that also had these values. Albert also highlighted the AdGreen Carbon Calculator, a tool for production companies and agencies to track the carbon emissions of their productions - which not only includes the shoot emissions but also the emissions produced by post-production work.

Once I completed the training, I got stuck into using the AdGreen Carbon Calculator on the next shoot I worked on, which was the Christmas 2023 campaign for Dobbies Garden Centres. We worked with a production company who are part of '1% for the Planet', where members contribute at least 1% of their annual revenue to environmental causes, plus used the AdGreen Carbon Calculator to offset the emissions produced by the campaign. As the carbon calculator was reasonably new to elvis when I joined, I was able to share my learnings with the rest of the production team for future campaigns.”

Customers



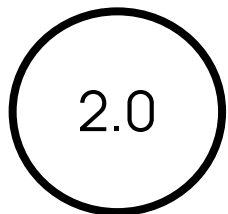
Progress at a glance



B Corp
Score
FY22



B Corp
Score
FY23



B Corp
Score
FY24

What we said we would do in FY24

- Look to promote more social and environmental causes through our advertising

What we did in FY24

- ✓ Declined invitations to pitch worth c.£250k due to ethical concerns
- ✓ Maintained our customer satisfaction score of above 8 for the 5th year in a row, beating the industry benchmark
- ✓ Created an award-winning deep sea mining sustainability campaigns for Greenpeace & gave strategic support to Water Aid on a pro bono basis
- ✓ Focused paid for client client campaigns on ESG issues such as inclusivity and charity support with Trebor, Belvita and Cadbury

What we will do in FY25

- Continue to support social and environmental causes through pro bono and paid for work
- Simulated hacks on data security in partnership with N15
- Deepen our understanding of customer satisfaction scores through more active reviews and planning

Keelie Lynch (Interim Client Service Director)

Client Satisfaction Survey Process Testimonial

"We've partnered with The Client Relationship Consultancy for over ten years, to objectively monitor the satisfaction levels of our clients.

This year we have focused on the key ingredients of long-term partnership planning (vs short term tactical actions).

I hold regular sessions with senior account handlers to ensure that we actively develop our client relationships in a way that helps both our clients and ourselves to better realise our respective ambitions."



8.05_{/10}

overall satisfaction rating

Client feedback examples:

"Really feels like a one team mentality - we are working together towards common goals and can openly challenge one another for the best results."

"Great partnership approach"

"Very responsive and want to do what's right."

"Great team who feel passionate about growing our brands sustainably"



The Client Relationship Consultancy

elvis

ESG related campaigns for clients

Clockwise from the top:

- Greenpeace: Stop Deep Sea Mining
- Water Aid South Bank exhibition Carrying Life - Motherhood & water in Malawi
- Cadbury FC Women's World Cup World Class Wins
- Belvita: Give a smile
- Cadbury FC: Grenville United
- Trebor: Be proud of how you sound



Deforestation is a catastrophe. Deep Sea Mining doesn't have to be another. Our government can help stop it before it starts.

#StopDeepSeaMining



Summary

FY24 progress (unverified)



95.1

elvis unverified
progress

80

Qualifies for B Corp
certification

50.9

Median score for
ordinary businesses

In FY24 we believe we improved on our current verified score

Elvis' verified score as of June 2022 is 91.5.

We believe our progress this year would bring us closer to a score of 95.1 if we were due to verify again this year, up slightly from 94.9 in FY23.

This indicates our initial ambition to reach a score of 100 in 2025 (our re-verification year) is probably more of a stretch target, but we're up for the challenge!

Thank you

To all of the **elvis** team, our clients and our partners for supporting us on our B Corp journey.

If you would like to hear more, please get in touch
hello@elvislondon.com

Certified



Corporation

Certified in 2022

We are proud to meet
high standards of
environmental and social
performance

Find out how we are reinventing business at bcorporation.uk

