

ELVIS

UNEXPECTED & UNFORGETTABLE

CLIENT DISCLOSURE REPORT
2017-2019

INTRODUCTION

THIS IS ELVIS' FIRST CLIENT DISCLOSURE REPORT.

In 2019, following the Extinction Rebellion uprising, we committed to sharing our climate conflicts.

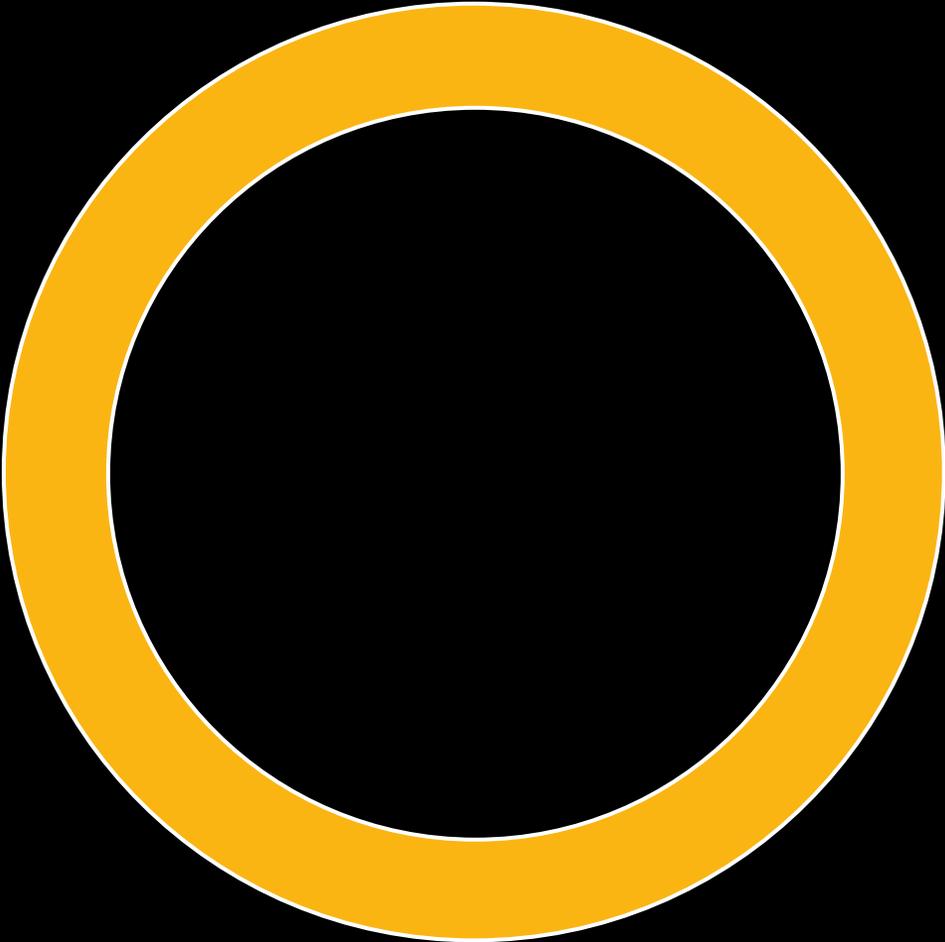
Unlike the majority of the agencies that have already submitted a disclosure report, Elvis is not an agency that has its origins in purpose, social change, sustainability or environmental causes. We are a London-based creative agency specialising in FMCG brands, with roots in social, digital and shopper activations. Our direct carbon footprint is small, but, through the power of creativity, the impact our work can have is substantial. Whilst we are unable to change our business overnight, we believe that awareness and honesty are key in solving the social and environmental challenges we're collectively facing, and that carbon disclosure is the first important step on the journey towards net zero carbon emissions.

Sharing our client disclosure report is one of two immediate climate crisis decisions we have taken. The other is to work towards becoming a B Corp, in order to balance profit with people and planet and legally ensure we consider our social and environmental impact as much as our financial returns. We know that it will take much, much more than this to pull humankind back from the brink, but we believe that actions such as these can start to challenge the status quo immediately and bring about the change in mindset in our industry that is so desperately needed.

We encourage other agencies who, like us, are not social, environmental or sustainability specialists to do likewise. To become part of the dialogue and part of the solution.

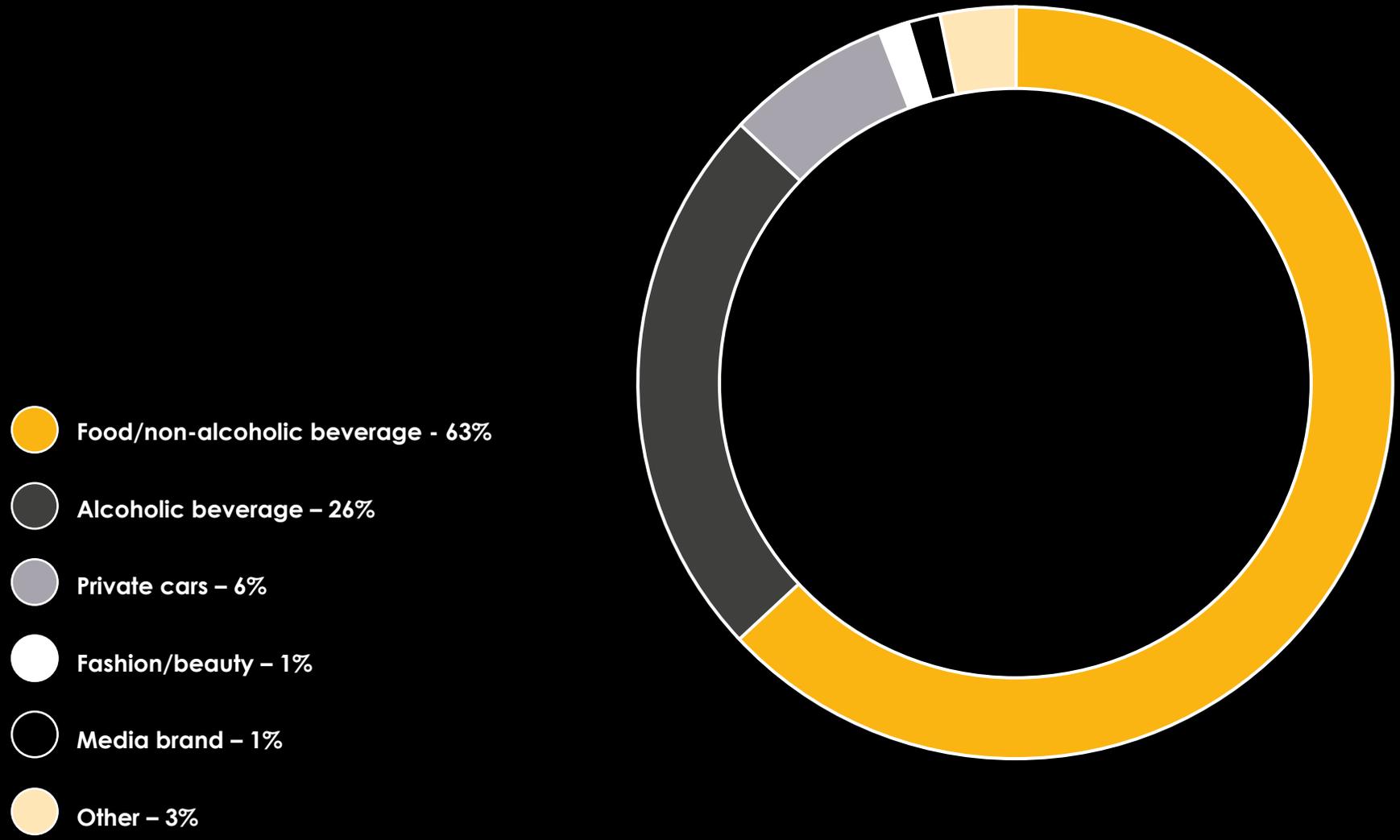
Caroline Davison
Managing Partner, Elvis London
Submission: April 2019
Disclosure Period: February 2017- January 2020

OVERALL INCOME



-  Business, large – 100%
-  Business, small – 0%
-  NGO / Charity – 0%
-  Foundation – 0%
-  Government – 0%

LARGE BUSINESS CLIENT REVENUE BY SECTOR



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

6%

Private cars

0%

Timber, pulp, paper

0%

Trucking, shipping

* Indirect disclosure: 40% revenue from client brand for whom dairy is a significant raw material for their product

POTENTIALLY CONTROVERSIAL CLIENTS

PERCENTAGE OF REVENUE FROM POTENTIALLY CONTROVERSIAL SECTORS

26%

Alcohol

0%

Arms

0%

Gambling

0%

Politics

0%

Pornography

0%

Religion

0%

Tobacco

Sectors taken from the International Finance Corporation and Ethical Investment Criteria

ELVIS

LARGEST PROJECTS DEFINED BY INCOME & TIME SPENT

1.

An award-winning creative campaign for one of the UK's favourite chocolate brands (2017, 2018, 2019)

2.

A London-based experiential and influencer event for a European fashion brand

3.

A pan-European on-pack promotion for a global snack brand that encouraged social interaction and engagement

4.

A pan-European on-pack promotion that cemented the iconic nature of a global snack brand

5.

An immersive UK B2B portfolio sales event for a global beverage company

6.

An on-pack promotion to leverage a confectionery sponsorship deal

7.

A seasonal social and digital campaign for a UK chocolate brand

8.

A pro-bono project that challenged bias in blood donations



CONTACT DETAILS

Caroline.Davison@ElvisLondon.com

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

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THANK YOU
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