

Client disclosure report  
2023 - 2024

# elvis

# Introduction

## This is elvis' fifth 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

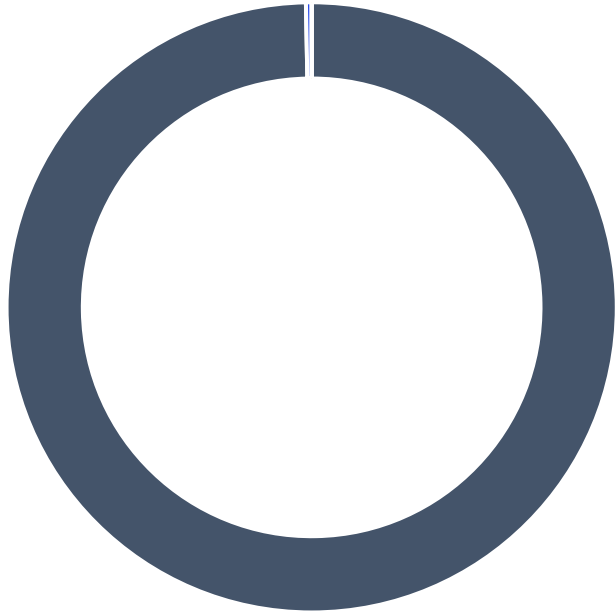
Submission: June 2024

Disclosure Period: February 2023- January 2024

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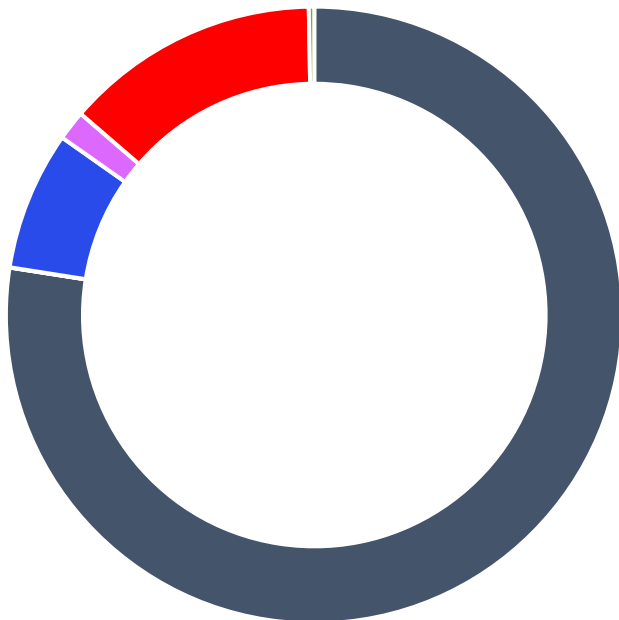
<https://www.linkedin.com/company/elvis/>

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



## Overall income

- Business: 99.7%
- NGO/Charity: 0.3%
- Foundation: 0%
- Government: 0%



## Business client revenue by sector

- Food & Beverage: 77.5%
- Media & Entertainment: 7.3%:
- Homecare: 13.4%
- Automotive: 1.6%
- Charities: 0.3%
- Alcohol: 0%

## 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

1.6%

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%

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.

FMCG  
social consultancy

2.

UK FMCG brand  
promotional campaign

3.

UK FMCG brand  
promotional campaign

4.

FMCG  
social consultancy

5.

UK FMCG brand  
promotional campaign

6.

Entertainment brand  
seasonal campaign

7.

Entertainment brand  
equity project

8.

UK FMCG brand  
promotional campaign

# Changes index

	FY	FY	FY	FY	FY	% change YOY
	2017-19	2020-21	2021-22	2022-23	2023-24	
<b>Overall income</b>						
Business, large	100%	100%	99.79%	99.9%	99.7%	-0.2%
Business, small	0%	0%	0%	0%	0%	0%
NGO / Charity	0%	0%	0.21%	0.10%	0.3%	0.2%
Foundation	0%	0%	0%	0%	0%	0%
Government	0%	0%	0%	0%	0%	0%

## Business, Client Revenue By Sector

Food / Non-alcoholic Beverage	63%	94%	85%	75.6%	77.5%	1.9%
Alcoholic beverage	26%	2.7%	1.0%	0.1%	0%	-0.1%
Media & entertainment	1%	1%	11.6%	17.5%	7.3%	10.2%
Professional Services	0%	1%	0%	0%	0%	0%
Automotive, cruising, motorcycles	6%	1.9%	0.6%	1.1%	1.6%	0.5%
Charities	0%	0%	0%	0.1%	0.3%	0.2%
Fashion, Beauty, Homecare	1%	0.4%	0.9%	5.7%	13.4%	7.7%
Gambling	0%	0.07%	0%	0%	0%	0%
Slow Moving Consumer Goods	3%	0%	0%	0%	0%	0%
Healthcare / Pharma	0	0%	0.4%	0%	0%	0%



## Climate Conflicts

	FY 2017-19	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	% change YOY
Aviation	0%	0%	0%	0%	0%	0%
Chemicals	0%	0%	0%	0%	0%	0%
Coal, Oil, gas	0%	0%	0%	0%	0%	0%
Iron, Alu, Steel	0%	0%	0%	0%	0%	0%
Meat, dairy*	0%	0%	0%	0%	0%	0%
Plastics	0%	0%	0%	0%	0%	0%
Private Cars	6%	1.90%	0.57%	1.10%	1.60%	0.5%
Timber, pulp, paper	0%	0%	0%	0%	0%	0%
Trucking, shipping	0%	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%	>50%	>50%

## Potentially Controversial Clients

Alcohol	26%	2.7%	1.12%	1.10%	0.00%	-1.10%
Arms	0%	0%	0%	0%	0%	0.00%
Gambling	0%	0.07%	0.00%	0.00%	0.00%	0.00%
Politics	0%	0%	0%	0%	0%	0.00%
Pornography	0%	0%	0%	0%	0%	0.00%
Religion	0%	0%	0%	0%	0%	0.00%
Tobacco	0%	0%	0%	0%	0%	0.00%

**Thank you**