

# elvis

**B Corp Impact  
Assessment  
FY23**



Caroline Davison, Interim CEO

## 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 first impact assessment since certification. 2022 was the year that the world started to find its feet again after the Covid pandemic. Advertising, like many industries, struggled to attract talent and to find the optimum balance between home and office, individual flexibility and collective culture. That's why I'm extremely proud of the fact that **elvis** and its people continued to thrive and build on our B Corp foundations. As a business we grew 20% in staff numbers, maintained our 9 out of 10

employee satisfaction score and became a more diverse group of people. We shared our B Corp journey with clients and suppliers, and engaged in more community initiatives. Our verified assessment score was a solid 91.5 so I am delighted that we have already improved on it this year (continual improvement year on year will get harder and harder I imagine!).

There is still clear room for improvement - due to an office move scheduled for early 2023 there were limits to the building improvements that could be undertaken and, like others, we are still trying to get to grips with how we can make our carbon reporting as accurate as possible based on the information currently available. The other area we are really going to be leaning in to in the year ahead is mental health at work, something our employees are keen to explore as the pressures of the society in which we live continue to increase.

I want to end by sharing the fact that our B Corp certification was the number 1 reason that potential hires were interested in joining **elvis** last year; it gives me great hope that more and more agencies will choose to follow suit and the industry can become a force for good. Here's hoping this competitive advantage doesn't remain one for long.

**Caroline Davison**

June 2023





## Our mission

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

THE  
ILLEGAL  
BL<sup>0</sup>D  
BANK

#BLOODWITHOUTBIAS

It's currently illegal for all gay or bi men to donate blood - even if their blood is perfectly safe to use - unless they are willing to abstain from sex for three months. We're collecting blood in protest and testing it to prove the Government is ignoring millions of lives of life-saving blood, with a policy based in bias, not science.

UNILAD

♥ FREEDOM

0

Li VES SAVED

VOLUME	475ml
SAFE TO USE	YES
COULD SAVE	3 LIVES
LEGAL TO USE	NO

### SOLUTION

We're calling for a fairer system. One where everyone is treated equally and assessed on their individual behaviour, not their sexual orientation.



LET'S END BLOOD DONATION  
BLOODWITHOUTBIAS

Delivering our **mission**

( Strategic leadership + Creative excellence ) × Better World principles

**= Long term value creation**

Our client portfolio of  
world-class brands





## 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 in to 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 100

### Current verified score breakdown



# **Impact Area plans & progress**

# Governance

**THIS BLOOD IS ON THE GOVERNMENT'S HANDS.**

**THE ILLEGAL BLOOD BANK**  
#BLOODWITHOUTBIAS

## Progress at a glance

B Corp  
Score  
FY22

18.1

B Corp  
Score  
FY23

19.4

### What we said we would do in FY23

- Work closely with our parent company Next 15 to align the overall group governance structures with B Corp philosophy and requirements

### What we did in FY23

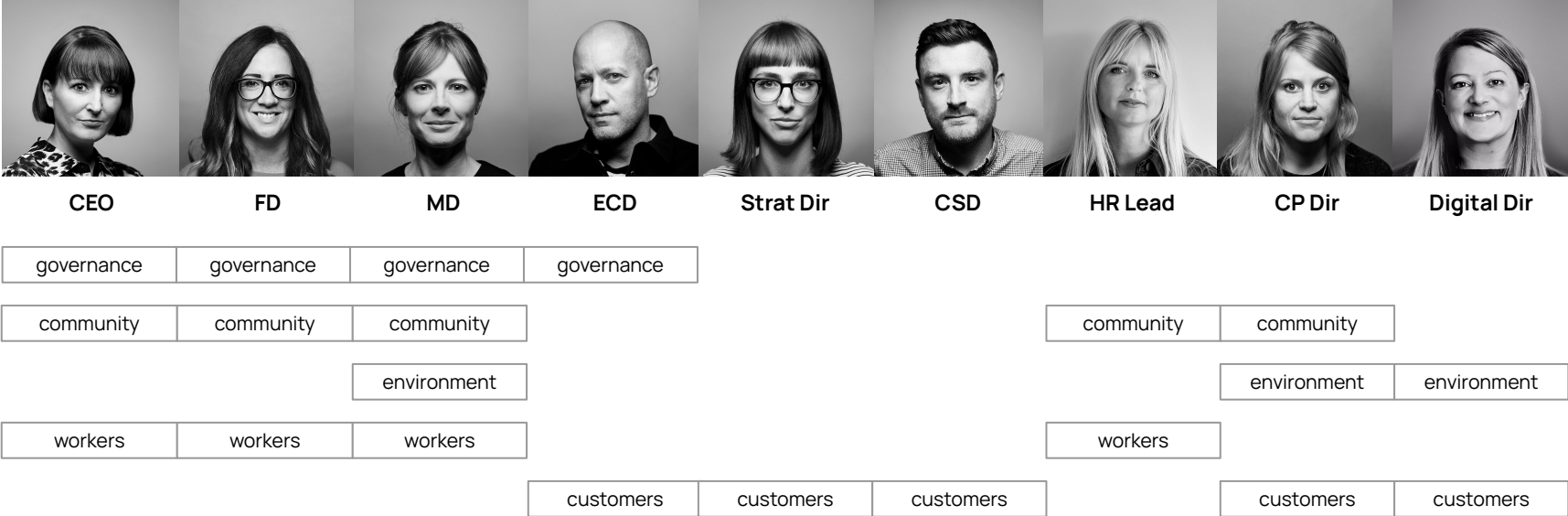
- ✓ Consulted on Next 15's own B Corp journey (submission in progress)- via in person and online meetings, document review, materiality assessment follow ups
- ✓ Implemented a new centralised online learning platform that facilitates the sharing of governance policy updates at both a company and a group level, resulting in the knowledge that 100% of our employees have received and read such important information
- ✓ Ran our first Strategy and Ops Planning Offsites to harmonise our mission-based workstreams

### What we will 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

# Management team structure

## Areas of focus





TASKS	SET FOR	DEADLINE	ASSIGNED AT	SET BY
<input checked="" type="checkbox"/> Cyber Awareness and Data Privacy Training Learnerlist: 1	Caroline Davison Individual	29/7/22	23/6/22	
<input checked="" type="checkbox"/> Next 18 Anti-bribery and Corruption Learnerlist: 1	Caroline Davison Individual	23/9/22	27/7/22	
<input checked="" type="checkbox"/> Next 18 Anti-bribery and Corruption Learnerlist: 1	Caroline Davison Individual	23/9/22	1/8/22	

Keelie Lynch

## Learn Amp Training Platform Testimonial

Previously the management team has used Google Docs to share policies with us, and we then confirmed in a spreadsheet that we had read and understood the content.

The move to hosting this content on the Learn Amp platform has streamlined this process and makes it much easier for me as a team lead to track which of my team members have completed tasks, as the platform automatically captures whether the policy and any related training has been completed or not. It is also helpful for us to have a central repository - we know exactly where to go when we want to check the latest guidance.

As we grow as an agency I can see the benefits that the Learn Amp platform will afford us in overseeing the rollout of governance requirements.



Lottie White

## Ops Planning Day Testimonial

The formalisation of an Annual Ops Planning Day for the year ahead really helped to crystalise where we needed to focus our attention as a senior team. It's not that ops-related conversations didn't happen before, but previously they were more ad hoc and very much part of the day-to-day.

The idea was to create the space for us to deep dive into topics related to our agency mission, to encourage more blue sky thinking and stimulate conversation.

I felt the discussions brought us together as a management team; we seemed able to more easily identify synergies between workstreams, as a result - and within the space of just a day - better-able to share different insights from contrasting departments. This ultimately gave us more well-rounded insight and opinion on what we needed to do next.

We came out of the day with a better understanding of our collective operational business needs; allowing us to proactively identify them as opposed to perhaps having to react as situations played out and therefore come away on the front foot. We each now have a clear idea of the roles and responsibilities for the year ahead, with accountabilities attached. Having that level of detail underpinning the overarching plan also makes the overall goal feel more attainable, which helps drive us forward and motivate us to achieve the collective goal.

# Workers





## Progress at a glance

B Corp  
Score  
FY22

37.3

B Corp  
Score  
FY23

38.1

### What we said we would do in FY23

- Hire an HR Lead to ensure comprehensive in-house support for employees
- Offer a paid for summer internship for underrepresented talent
- Focus on upskilling new line managers in leadership, and team management and heads of departments on new models of leadership for the societal challenges we face today
- Maintain high satisfaction levels by addressing key feedback in the FY22 employee satisfaction survey

### What we did in FY23

- ✓ Hired an HR Lead whose focus has been on improving the HR experience for all staff
- ✓ Participated in the 10,000 Black Interns scheme resulting in offering a permanent role to the successful candidate
- ✓ Invested in internal and external training around line management resulting in a 20% increase in satisfaction levels (95% agree or strongly agree that they are inspired by their line manager)
- ✓ Maintained employee satisfaction NPS score at 9 out of 10

### What we will 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

Sarah Little

## HR Department Development Testimonial



I joined **elvis** in September 2022 as the HR Lead. As part of the management team, my main responsibility is to ensure that we provide a comprehensive in-house level of support to the growing team. I have assisted the Managing Director and CEO with hiring and taken ownership of the onboarding and induction process. Throughout an individual's probation period, I check in with them monthly to ensure they are supported by HR from the outset. Aside from probations, I also play an active role in objective-setting for all employees, whether that's running training sessions with new line managers or leading on our annual appraisal process across the agency.

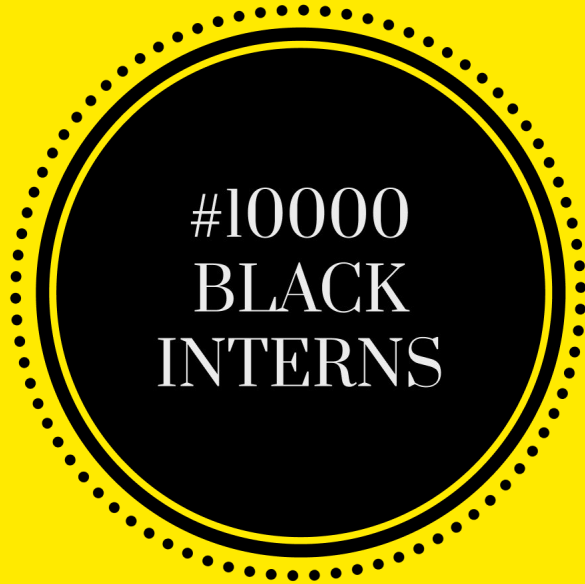
With the existing team, my focus has been on 121s with all elvisians to get to know them and their role, this includes middle line management and monthly catch ups with department heads. I have also run group refreshers on our company benefits; how to use them and how they work, whilst also setting up monthly check-ins with the Next 15 group HR/Ops teams on managing our benefits platform. I have assisted our MD in building a comprehensive training schedule and budget for the year to also include subjects such as DEI and ESG/climate change.

In October 2022, we conducted our yearly employee satisfaction survey. I presented the analysis of these results to the exec team and then to the wider agency in December. Our main takeaways from the survey were requests for training relating to mental health, more information on company benefits and maintaining our culture and social interaction.

As someone whose career has been in-house HR, I am particularly enjoying the people-first strategy here at **elvis**. The management team is extremely committed to everyone receiving authentic training, providing clear direction for career development and investing in new talent.

Imani Goodison

## Internship Programme Testimonial



Whilst on my six-week internship program with **elvis** I spent around one week in every department and during this time I was able to learn about what each department does and how their roles fit into the wider picture of getting exciting projects through the door. I was also set a brief during my internship and was asked to create a campaign from start to finish to find a solution for a brand, using the skills I learnt whilst travelling through each department. This provided me with a great insight into each department and I was able to use one-to-one presentations, sitting in on meetings and heads of departments feeding back on the work I was completing to develop my response to the brief. This ultimately provided me with a unique perspective, as I was able to hear what individuals' job roles entailed and then I could take that knowledge and apply it to every department for a brief. This meant that understanding critically what was required of every department was extremely important, as it affected my ability to enact their roles. It was extremely useful as it gave me an amazing insight into marketing, which has provided me with the knowledge required to gain a passion for and start a role in the sector. Also, as a person with no connections with anyone with a role in marketing and an unrelated degree, it has allowed me to get a chance to break into an industry that otherwise may have been closed off to me.

# Community



## Progress at a glance

B Corp  
Score  
FY22

22.3

B Corp  
Score  
FY23

23.3

### What we said we would do in FY23

- Improve the diversity of our team
- Add new jobs to the business
- Continue to collaborate with other industry players on environmental standard initiatives within our industry
- Improve our understanding of our supply chain and work to improve our shared social and environmental practices

### What we did in FY23

- ✓ Increased our BAME representation from 8% to 13%
- ✓ Increased our headcount by 20% (all paid above living wage)
- ✓ Contributed to the development of the 'Advertised Emissions' industry metric - recognised by the Race To Zero team, at COP24 and in a House of Lords report on climate change and behaviour
- ✓ Contributed to the content of the IPA Ad Net Zero Training course
- ✓ Spoke at public events about diversity in advertising (Cannes Lions Festival of Creativity) and advertised emissions (Ad Week Europe)
- ✓ Joined the IPA Advertising Unlocked industry-wide initiative to bring more diverse talent into the industry
- ✓ Facilitated a UN Future Literacies workshop to which we invited representatives from the wider community

### What we will do in FY24

- The supply chain piece is still very much an area of focus for both FY24 and FY25 as only minimal progress was made this year
- More proactive encouragement for staff to make the most of paid volunteering time after engagement in this initiative dropped YOY

# Community in practice

## Clockwise from the top:

- Breakout session in the Future Literacies workshop day
- Pitch presentation from one of our newest recruits
- House of Lords report featuring Advertised Emissions
- Caroline Davison Ecoeffectiveness module in IPA Ad Net Zero course
- Caroline Davison taking part in an Advertising Week Europe debate
- Camilla Yates working with The UNstereotype Alliance for Cannes Lions Festival of Creativity
- Partnership with Word On The Curb
- Students from the IPA Advertising Unlocked initiative



Environment and Climate Change Committee

1st Report of Session 2022–23

**In our hands:  
behaviour change  
for climate and  
environmental goals**



**AUDI: THE 2018 IPA EFFECTIVENESS AWARDS GRAND PRIX WINNER**

£1.28 billion incremental revenue  
0.25 pence per energy £1 generated  
1.1 million tonnes of CO<sub>2</sub>e  
£344 per £20p

**AD NET ZERO**  
All for none

**ADVERTISINGWEEK**

KNEW | Role of Brands in Creating Social | ACTION

Virtual Studio | Brands & Marketers | Leadership & Building Back

9:00 AM | 9:20 AM | 10:00 AM

Streaming To The Studio - Great Minds Morning Debate: | Debate Deep Dive with Caroline Davison, ELVIS | Stream





Thinesh Durairaj

## Future Literacy Lab Testimonial

Officially recognised by the United Nations as “A critical competency for the 21st Century”, Futures Literacy (FL) is the practice of investigating our perceptions of different futures to better navigate complexity in the present.

It allows people to better-understand the role of the future in what they see and do. The Futures Literacy Lab was run at **elvis** and guided by leading international FL expert and UNESCO Chair Futures Literacy, Loes Damhof, and artist/storyteller, Alex Lambie. It brought together people from diverse backgrounds (within the marketing industry and outside of it, local community groups, brands, artists) and enabled us to collaboratively immerse ourselves in multiple Futures of Creativity.

The Lab was an eye-opening experience for me. The training reversed our normal thinking process when envisioning the future. It made us think about multiple possibilities of the future and of the journey/how we could get there.

The most interesting part of the day for me was envisioning what would be missing in that future from our present if we don't start to take measures now in building strategies towards preserving and adopting a different way of living.

I really enjoyed the social aspect of the training as well; it brought together people from diverse backgrounds and allowed us to collaborate, engage in group discussions and rethink our decisions, assumptions and behaviours. I found it empowering to be part of planning Better World initiatives collectively.



## Camilla Yates UNstereotype Alliance Project Testimonial

In May 2022 I worked with others in the advertising industry to help the UNstereotype Alliance (the UN's equality in advertising body) to create a piece of video content that used our collective learnings from DE&I focused campaigns to inspire others to advance representation in advertising.

The video content was played on the main stage at the Cannes Lions International Festival of Creativity 2022, as part of a keynote address. This gave us an incredible opportunity to take what we had learned and share it with hundreds of people who have the opportunity to bring about faster change through the briefs and projects they choose to take on and the decisions they make during the creative process.



# Environment

Kset  
residents

acorn  
Ground floor  
Office  
To Let  
www.commercial.co.uk  
020 7089 6555

Capitals Council  
By being  
available only

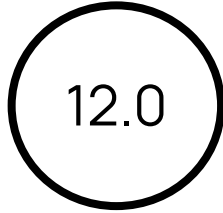


## Progress at a glance

B Corp  
Score  
FY22



B Corp  
Score  
FY23



### What we said we would do in FY23

- Work with our parent company and our external environmental reporting consultants Green Element to set KPI reduction targets
- Broaden what is included in Scope 3 emission reporting

### What we did in FY23

- ✓ Reduction targets set (reduction of 4.2% per year per full time employee)
- ✓ Parent company established a central team to ensure environmental standards at the new premises would be monitored, measured and reduction targets applied (all Next 15 agencies being brought under one roof)
- ✓ Included purchased goods and services into Scope 3 reporting, resulting in a more meaningful metric
- ✓ Over 75% of staff undertook IPA Ad Net Zero training to more fully understand climate crisis challenges

### What we will 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

# Carbon reporting

Scope 1

0

t/CO2e

Scope 2

8.8

t/CO2e

Scope 3

412.34

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

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

# Customers



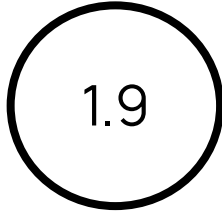
elvis Client Campaign: King's Cross 2022

## Progress at a glance

B Corp  
Score  
FY22



B Corp  
Score  
FY23



### What we said we would do in FY23

- Ensure we were applying the best practice we already had in place

### What we did in FY23

- ✓ Declined invitations to pitch worth c.£1M due to ethical concerns in sectors such as aviation, automotive and FMCG
- ✓ Maintained our customer satisfaction score of above 8 for the 4th year in a row, beating the industry benchmark

### What we will do in FY24

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

David Whitehouse

## Client Satisfaction Survey Process Testimonial

We've partnered with The Client Relationship Consultancy for over nine years in order to objectively monitor the satisfaction levels of our clients.

This year, following input from the account management team, we revisited how to get the most out of the positive and constructive feedback we receive as part of the survey and introduced regular account temperature check-ins with each account lead.

These regular sessions ensure that we put the necessary adjustments in place to address any niggles or to amplify out learnings where we have done particularly well. This has helped the team leads to feel confident and empowered in the subsequent decisions they make.



# 8.12<sub>/10</sub>

overall satisfaction rating

Client feedback examples:

***“Great team, authentic and approachable nature. Passionate about doing what’s right for brands. Happy to challenge the status quo”***

***“Very responsive, thinking ahead and keeping us on track, with a collaborative approach.”***

***“Very responsive and want to do what’s right.”***

***“Highly collaborative bunch of people, very open to feedback and always looking for co-creating solutions together.”***



The Client Relationship Consultancy

elvis

## Summary FY23 progress (unverified)



94.9

elvis unverified  
progress

80

Qualifies for B Corp  
certification

50.9

Median score for  
ordinary businesses

## In FY23 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 94.9 if we were due to verify again this year.

This indicates we are in a good position relative to our ambition to reach a score of 100 in 2025, our re-verification year.

# 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](mailto:hello@elvislondon.com)