

Video asset optimisation helps reduce Guerlain's digital ad emissions by 32%

ASSETS

AT A GLANCE

- **Video ads: 32% reduction in GHG emissions per € spent**
- **24% reduction in GHG emissions overall**
- **No negative impact on performance (Cost per View)**
- **VTR slightly increased**

GUERLAIN

"As a pioneer in environmental issues, we had a duty to measure and seek to reduce the GHG emissions associated with our media campaigns. Calling on IMPACT+ to limit the environmental impact of our advertising was a prerequisite."

Jerôme Grange
Media Director at Guerlain

OBJECTIVE

In their commitment to environmental responsibility, Guerlain, in partnership with Publicis Media Luxe, initiated a collaborative effort with IMPACT+ to reduce greenhouse gas (GHG) emissions associated with their digital media campaigns. The primary objective was to identify strategies to minimise the environmental impact while preserving campaign effectiveness.

SOLUTION

The collaboration involved sharing levers for GHG emissions reduction in digital media campaigns. These levers included both reallocating budgets for specific formats and compressing the size of video files used in ads. IMPACT+ played a crucial role in evaluating the positive effects of these actions and providing recommendations to fine-tune campaign strategies.

RESULTS

Video Optimisation Leads to 32% Reduction in GHG Emissions per € spent on Video ads

By implementing IMPACT+'s recommendations, Guerlain significantly reduced GHG emissions in their digital media campaigns. This was achieved by cutting the most energy-intensive videos in favor of more efficient formats. This reduction contributed to a 24% reduction in overall GHG emissions for the campaign.

No Impact on Media Performance

Despite the emission reduction efforts, there was no adverse impact on performance. The average cost per thousand (CPM) remained consistent, as did the average cost per view (CPV). Additionally, there was an increase in the average View-Through Rate (VTR).

Evaluation & reduction analysis based on IMPACT+ methodology. Learn more here.

IMPACT+