

Pernod Ricard reduces greenhouse gas emissions by 12% on social ads

ENVIRONMENT

AT A GLANCE

- **12% reduction in greenhouse gas (GHG) emissions**
- **27% increase in delivery**
- **No rebound effect on GHG emissions**

Pernod Ricard

"As we oversee campaign strategy and performance, our dual goal is to ensure campaign effectiveness while minimizing environmental impact. That's why we partnered with IMPACT+ through our GroupM France collaboration since 2022, helping us identify and mitigate these impacts, with campaign insights shaping our strategic thinking."

Pierre Vidal
Business Director, KR Wavemaker

OBJECTIVE

In 2022, Pernod Ricard, in close collaboration with KR Wavemaker and IMPACT+, embarked on a mission to reduce greenhouse gas (GHG) emissions generated by their social media advertising campaigns. The primary objective was to identify and implement best practices and guidelines to minimise environmental impact while maintaining campaign performance.

SOLUTION

The collaborative initiative saw IMPACT+ sharing levers for reducing GHG emissions within the social media component of Pernod Ricard's campaigns. These levers included reallocating budgets for specific formats to optimize energy efficiency. KR Wavemaker implemented these recommendations to reduce GHG emissions effectively.

RESULTS

12% Reduction in GHG Emissions

By following IMPACT+'s recommendations, Pernod Ricard significantly reduced GHG emissions in their social media advertising campaigns. This was achieved by reallocating budget on Meta platforms, leading to a 12% reduction in emissions.

Increase in delivery (+27%)

While optimising for environmental KPIs, Pernod Ricard was able to reduce investment in some of the less efficient, high CPM formats which freed up budget to increase delivery by 27% overall.

By optimising towards GHG emissions / €1000 (and not GHG emissions / 1000 impressions), they were able to avoid increasing GHG emissions alongside the increase in delivery and create a win-win scenario of more delivery and less emissions.

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

IMPACT+