

ELVIS

UNEXPECTED & UNFORGETTABLE

CLIENT DISCLOSURE REPORT
FINANCIAL YEAR 2020-2021

INTRODUCTION

THIS IS ELVIS' SECOND CLIENT DISCLOSURE REPORT

In 2019, following the Extinction Rebellion uprising and the leadership shown by Futerra, we committed to sharing our climate conflicts yearly. Our first report covered the financial period 2017-2019 to provide a benchmark for future years.

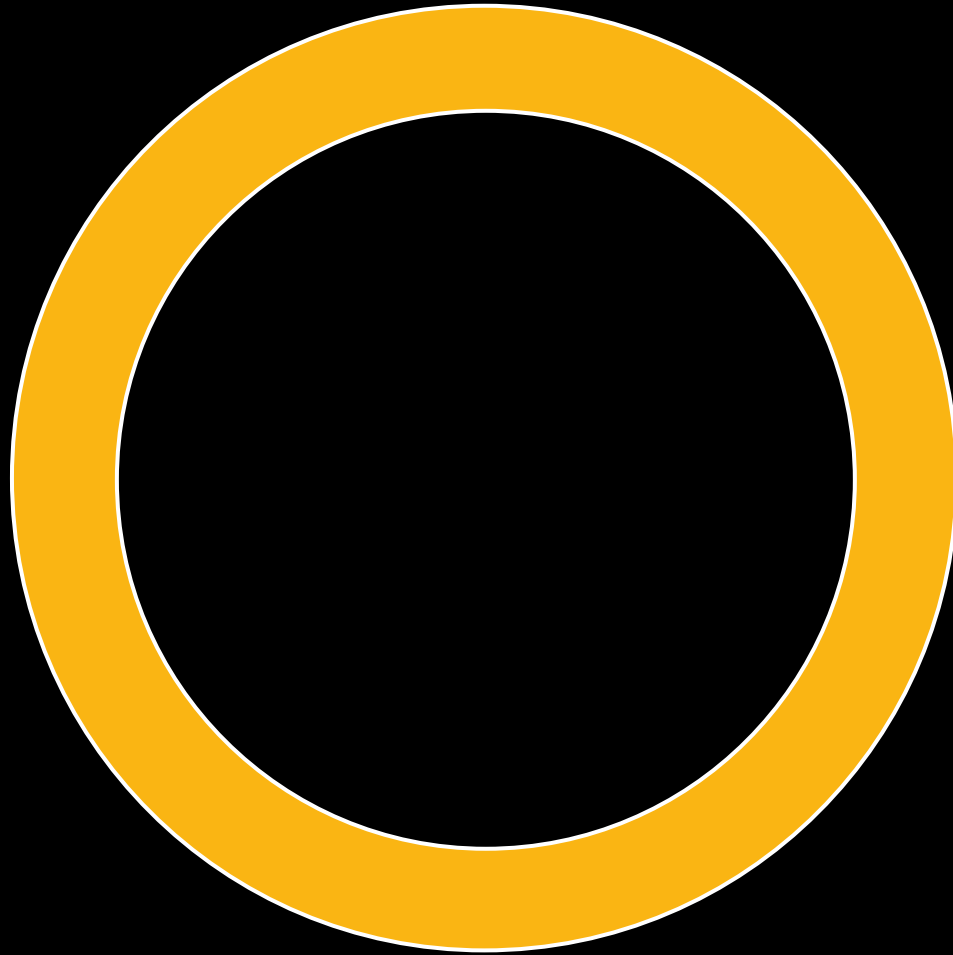
Elvis is not an agency that has its origins in purpose, social change, sustainability or environmental causes. We are a London-based creative agency specialising in FMCG brands, with roots in social, digital and shopper activations. Our direct carbon footprint is small, but, through the power of creativity, 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 2022, 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.


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Disclosure Period: February 2020- January 2021


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OVERALL INCOME



 Business, large – 100%

 Business, small – 0%

 NGO / Charity – 0%

 Foundation – 0%

 Government – 0%

LARGE BUSINESS CLIENT REVENUE BY SECTOR

Food/non-alcoholic beverage 94%

Alcoholic beverage 2.7%

Media & Entertainment 1%

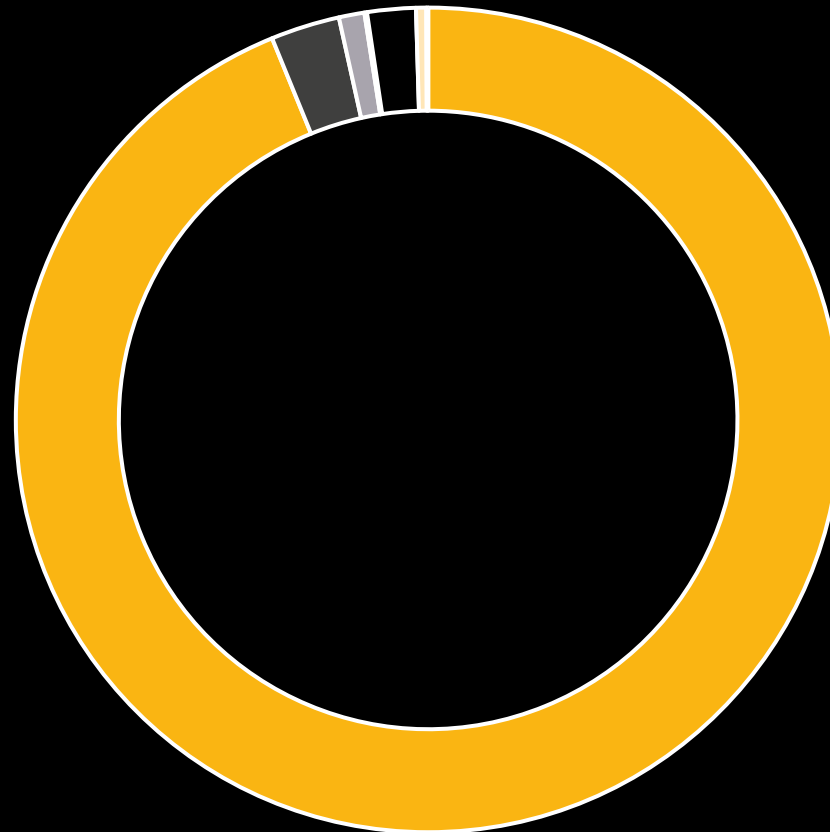
Professional Services 0.1%

Automotive, cruising, motorcycles 1.9%

Fashion, Beauty, Homecare 0.4%

Gambling 0.07%

Slow Moving Consumer Goods 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

1.9%

Private cars

0%

Timber, pulp, paper

0%

Trucking, shipping

* Indirect disclosure: 55% 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

2.7%

Alcohol

0%

Arms

0.07%

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

2.

A sports sponsorship based activation for a FMCG client

3.

Social community management across multiple FMCG brands

4.

A sports sponsorship based activation for a FMCG client

5.

A online promotional campaign for a snack brand

6.

A sports sponsorship based activation for a FMCG client

7.

A sports sponsorship based activation for a FMCG client

8.

A promotional campaign around better breakfast habits for an FMCG client

CHANGES INDEX

	FY 2017-19	FY 2020-21	% change
Overall income			
Business, large	100%	100%	0%
Business, small	0%	0%	0%
NGO / Charity	0%	0%	0%
Foundation	0%	0%	0%
Government	0%	0%	0%

Large Business, Client Revenue By Sector

Food / Non-alcoholic Beverage	63%	94%	31%
Alcoholic beverage	26%	2.7%	-23.3%
Media & entertainment	1%	1%	0%
Professional Services		1%	1%
Automotive, cruising, motorcycles	6%	1.9%	-4%
Fashion, Beauty, Homecare	1%	0.4%	-1%
Gambling	0%	0.07%	+0.07%
Slow Moving Consumer Goods	3%	0%	-3%

	FY 2017-19	FY 2020-21	% change
Climate Conflicts			
Aviation	0%	0%	0%
Chemicals	0%	0%	0%
Coal, Oil, gas	0%	0%	0%
Iron, Alu, Steel	0%	0%	0%
Meat, dairy*	0%	0%	0%
Plastics	0%	0%	0%
Private Cars	6%	2%	-4%
Timber, pulp, paper	0%	0%	0%
Trucking, shipping	0%	0%	0%

Indirect disclosure: revenue from client brand for whom dairy is a significant raw material for their product	40%	55%	+15%
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Potentially Controversial Clients

Alcohol	26%	2.7%	-23.3%
Arms	0%	0%	0%
Gambling	0%	0.07%	+0.07%
Politics	0%	0%	0%
Pornography	0%	0%	0%
Religion	0%	0%	0%
Tobacco	0%	0%	0%

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THANK YOU
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