



GERRY FARRELL ^{ink}

Ideas that make a difference.

Client Disclosure Report

December 2019

When Extinction Rebellion called on advertising agencies earlier in 2019, to declare a climate emergency it really struck a chord with us.

We're a husband and wife duo Gerry and Zsuzsa Farrell, running our own boutique* ad agency. (*It's a posh way of saying that it's just the two of us and we work from home. So we really do have a tiny carbon footprint.)

When we worked at big agencies, we couldn't choose our clients. Zsuzsa used to make ads for multinational giants like Coca-Cola and Nestlé, Gerry created campaigns for Irn Bru and Tennents Lager.

When we moved to Leith, Edinburgh, Scotland and started our own business, we began to notice a whole new side to these brands.

We live and work near The Shore where the Water of Leith meets the North Sea. The oldest building here witnessed the arrival of Mary Queen of Scots from France to the Port of Leith. (Look at the photo on the cover of this document. It's gorgeous, isn't it?) But if you look closer you'll see some not so glamorous things. (Look at this picture on the right.)

So in 2015 we started a volunteer organisation called [Leithers Don't Litter](#). We don't just do community cleanups but run our own litter prevention campaigns to change people's hearts and minds.

So far, over 250 people have signed up to our "Adopt A Street" programme and have adopted more than 160 streets.

In 2016 we organised "Crapitalism", a Rubbish Exhibition to call the big brands to task because they do so little to eliminate the problem they help create. We'd like to think that we contributed to the fact that Coca-Cola made a U-turn in Scotland and decided to support the deposit return scheme they previously violently opposed.

Our first grandchild was born a month ago and we will do everything in our power to make sure our beautiful planet stays liveable by the time he grows up.

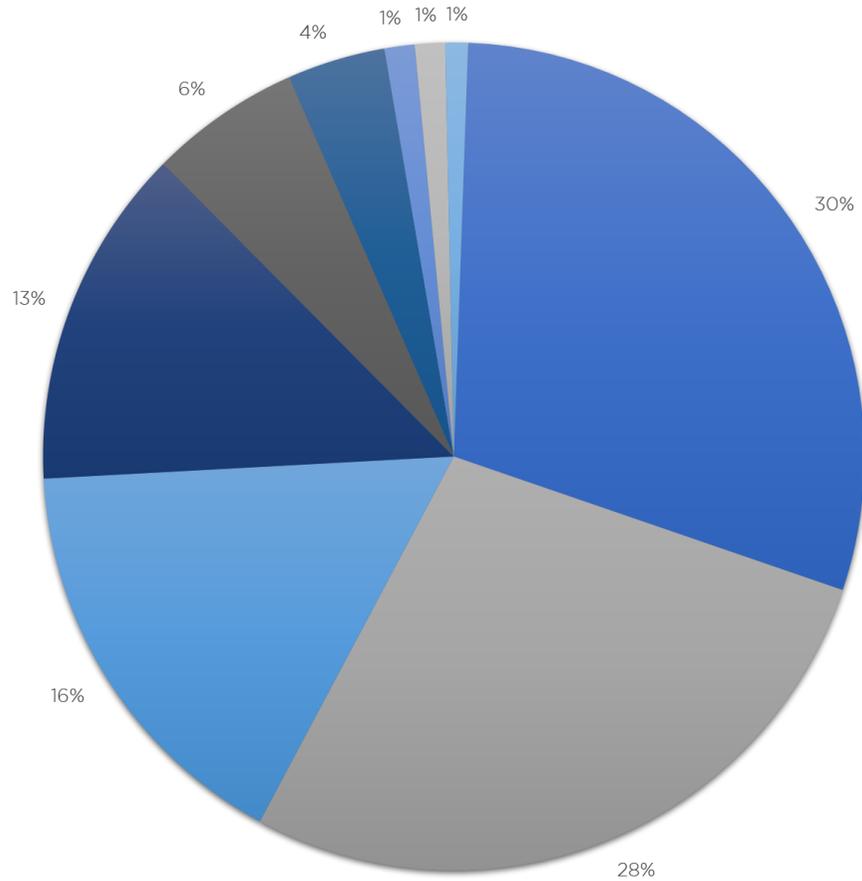
That's why we work with businesses and organisations who put people before profit.

Gerry and Zsuzsa Farrell



Client Revenue by Sector

2016-2019



- Food & Drink (none of which comes in plastic bottles)
- Environmental Services
- Creative Services
- Business Development
- Social Services
- Digital Services
- Banking
- Real Estate
- Fitness & Personal Care

High Carbon Clients

0%
NON-RENEWABLE
(Coal, Oil & Natural
Gas)

0%
PRIVATE CARS

0%
TRUCKING AND
SHIPPING

0%
IRON, ALUMINIUM
AND STEEL
MANUFACTURE

0%
CONCRETE AND
CEMENT

0%
AVIATION

0%
CHEMICALS AND
PETROCHEMICALS

0%
TIMBER, PULP
AND PAPER

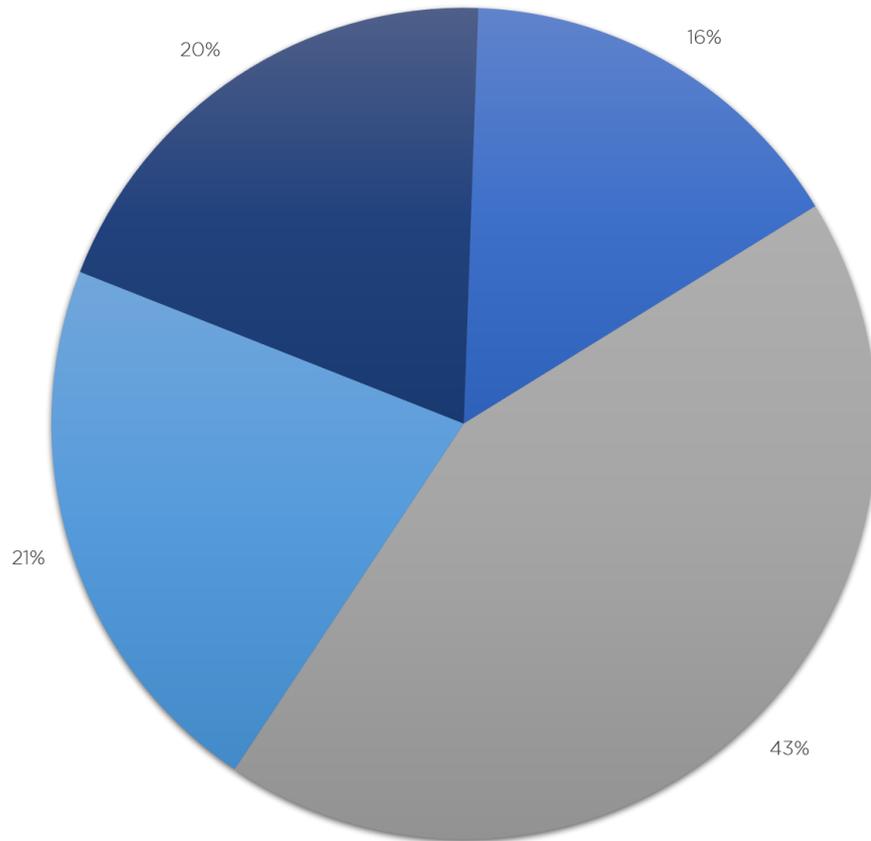
0%
PLASTICS

0%
ARMS

0%
MEAT AND
DAIRY



Overall Income 2016-2019



- Large businesses
- SMEs
- Charities, NGOs
- Government services

Potentially Controversial Clients

0%
ARMS

0%
POLITICS

0%
RELIGION

0%
PORNOGRAPHY

0%
GAMBLING

15%
ALCOHOL

0%
TOBACCO
AND VAPING



This list of potentially controversial sectors is taken from the International Finance Corporation and Ethical investment criteria.

A misty forest landscape with evergreen trees and a blue color palette. The scene is atmospheric, with soft light filtering through the fog. The trees are dark against the lighter mist, creating a sense of depth and tranquility. The overall mood is serene and ethereal.

GERRY FARRELL ink

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