

# We Declare a Climate Emergency

Client Disclosure Report 2019

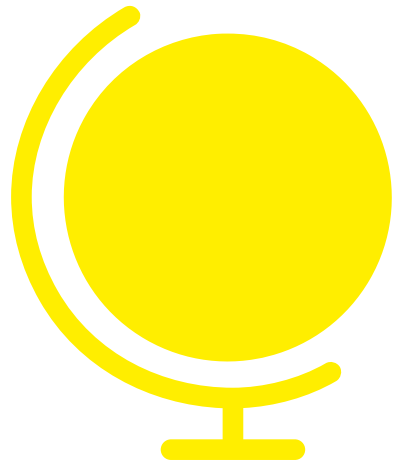


**Nice  
and  
Serious**

# We make creative work the world needs

## We are a Real World Agency

We live in the real world and we're not going to hide from the problems we face. We always put the needs of the world first and only focus on what's happening down here, right in front of us.



2. Our Income

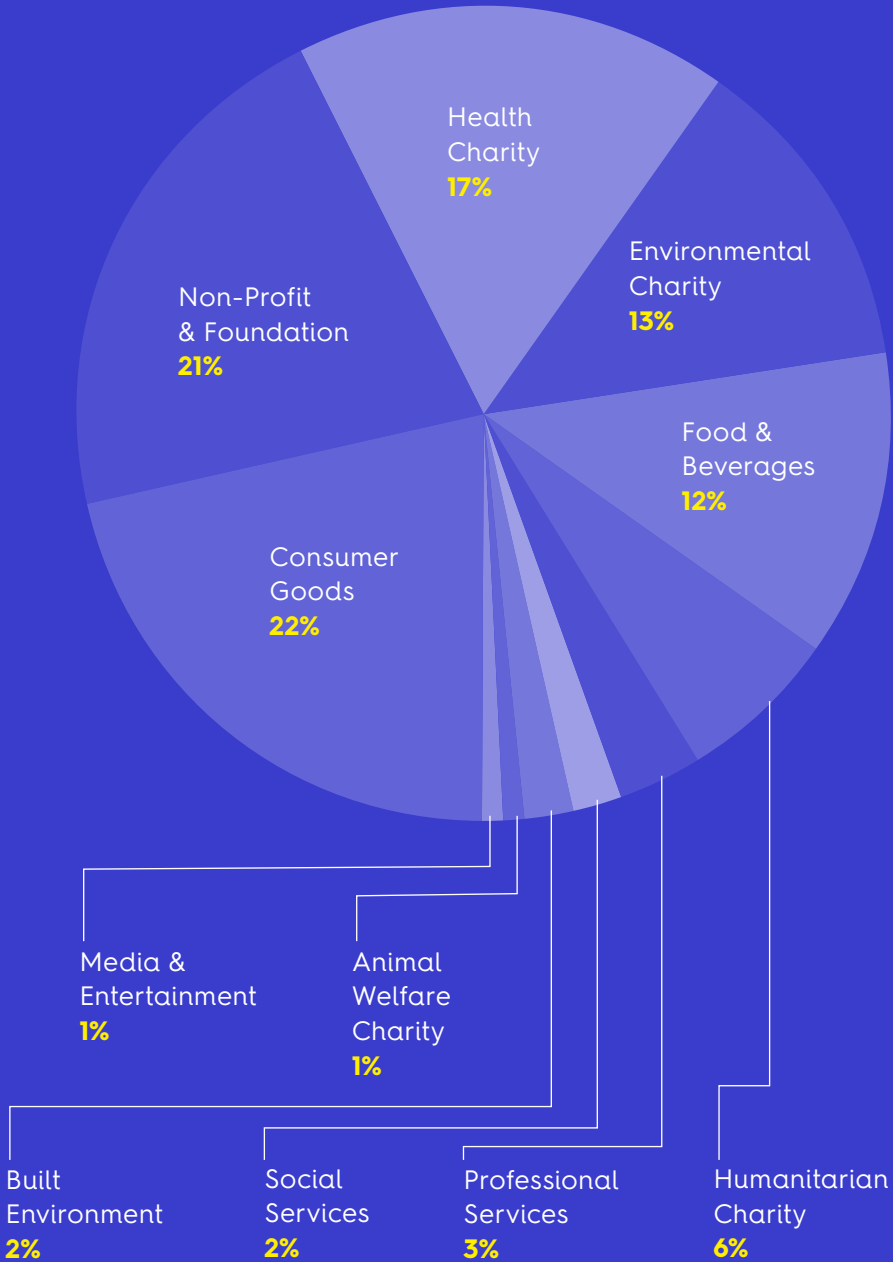
60%

Charity, Foundation & NGO

40%

Corporate

# Client revenue by sector:



## Percentage of revenue from clients predominantly involved in:

0%

Arms

0%

Coal , Oil & Gas

0%

Tobacco

0%

Religion

0%

Gambling

0%

Alcohol

0%

Politics

0%

Pornography

## These are the 10 largest contracts by income in the past year at Nice and Serious

1.

Creating an international safety campaign for a global house of brands.

2.

Creating a new brand identity for an international NGO.

3.

Creating an out of home brand campaign for a leading health charity.

4.

Producing creative content about sustainable lifestyles for a global retailer.

5.

Developing an innovative fundraising campaign for a pioneering health charity.

6.

Supporting a global food and beverage brand to communicate more confidently about sustainability.

**7.**

Producing a series of films about sustainability for an international retail property business.

**8.**

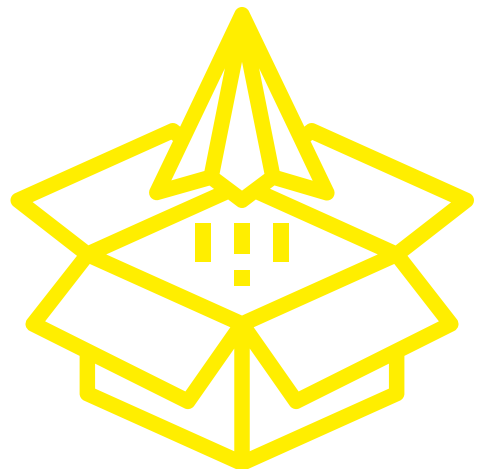
Creating a new brand identity for a progressive family support charity.

**9.**

Creating a new brand identity for an innovative humanitarian NGO.

**10.**

Designing and developing a digital tool to help an ethical retailer communicate climate action.



Nice and Serious will continue reporting in this way as part of our commitment to Climate Emergency and Creative Conflicts partnership.

To find out more, please contact **[hello@niceandserious.com](mailto:hello@niceandserious.com)**

**Nice  
and  
Serious**

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