

Positive impact

Positive impact barometer

A photograph of an industrial facility, likely a power plant or refinery, with several tall smokestacks. Thick, dark smoke is being emitted from the stacks, rising into the sky. The sky is a gradient of orange and red, suggesting a sunset or sunrise. The foreground shows a body of water, possibly a river or bay, with a dark silhouette of the industrial complex and other structures along the shore.

**WITH CONTINUING GREENHOUSE
GAS EMISSIONS**

IT WILL GET WARMER

A wide-angle photograph of a vast, flat, cracked earth landscape, likely a salt flat or a dry lake bed. The ground is covered in a dense pattern of irregular, polygonal cracks, creating a textured, mosaic-like appearance. The horizon is a straight line in the distance. The sky is a clear, deep blue, with a bright sun in the upper left corner, creating a lens flare effect. The overall scene conveys a sense of extreme heat and drought.

**WE ARE NOT ON TRACK TO
LIMIT WARMING TO 1.5°C
OR EVEN 2.0°C**



**EVERY FRACTION OF
WARMING INCREASES THE
RISKS TO NATURE AND PEOPLE**

**WE HAVE FEASIBLE,
EFFECTIVE OPTIONS
AVAILABLE NOW**





IN GOD WE TRUST
ALL OTHERS MUST BRING
DATA

W. Edwards Deming

**OUR
“INCONVENIENT
TRUTH”**

ONLY
1 OUT OF 10
CAMPAIGNS WITH A SUSTAINABILITY
MESSAGE IS PERCEIVED AS
CREDIBLE

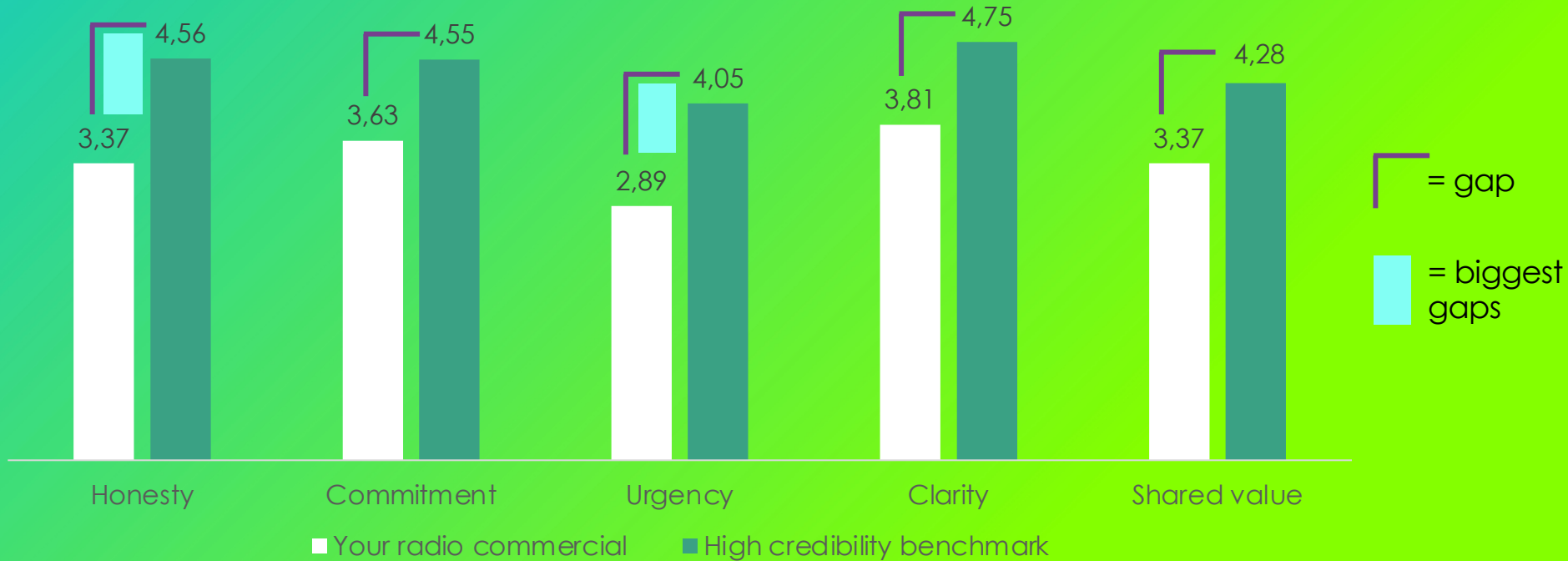
BUILDING BLOCKS OF CREDIBILITY



(70% of variance in scores is explained)

Standardized regression coefficient

DETECTING THE BIGGEST GAPS = YOUR POTENTIAL FOR GROWTH



An aerial photograph of a dense, lush green forest, likely a coniferous forest, with sunlight filtering through the canopy, creating a vibrant and textured appearance. The text is overlaid in white, bold, sans-serif font.

Var empowers advertisers to
communicate sustainability
effectively using the **Positive Impact**
Barometer for a brighter future.

**WHY THIS
CASE IS
WORTH
AN AMMA
AWARD**

... NOTHING ELSE MATTERS

