

HAVAS Media

AMMA SUSTAINABLE DEVELOPMENT OF THE YEAR

**ATTENTION x CARBON
INDEX: OPTIMISING FOR
ATTENTION, ACCOUNTING
FOR CARBON
2025**

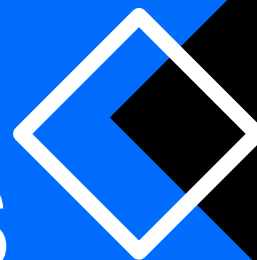


CommPass

EMPOWERING PEOPLE



PARADOXE : SUSTAINABILITY IS EVERYONE'S GOAL - UNTIL IT COMES WITH A COST.



*What if we didn't have to choose between
efficiency and responsibility when advertising?*





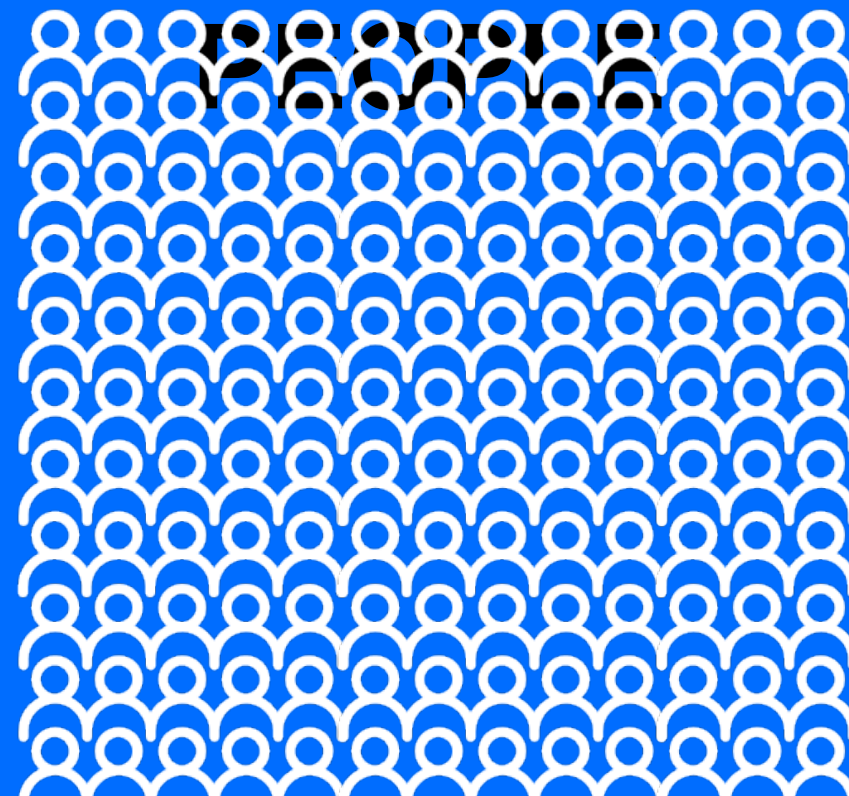
ADVERTISING HAS A CARBON PROBLEM

**215,000 tons
of CO₂ every month**

*From programmatic alone.
(Scope 3 study, 2023)*

THAT'S LIKE FLYING

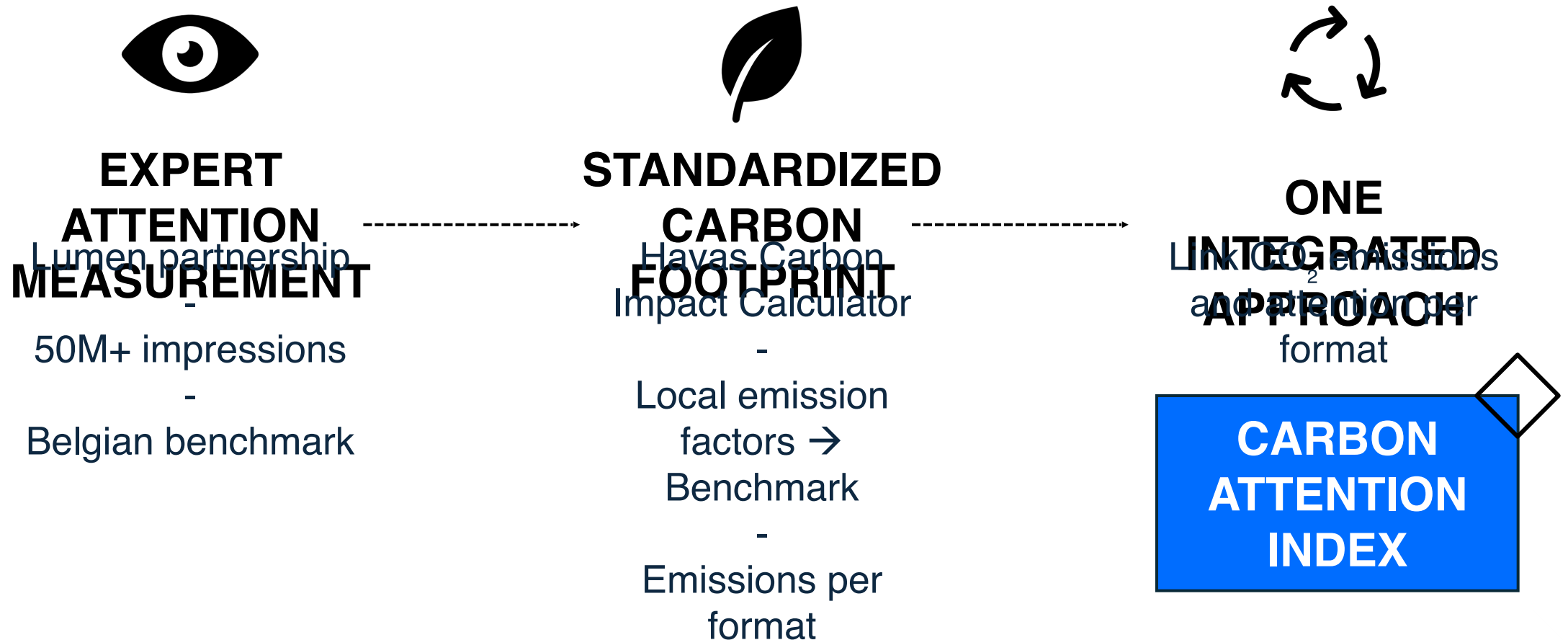
120 000



**BRUSSELS - NYC AND
BACK EVERY MONTH**



A TRIPLE METHODOLOGY TO MAKE ATTENTION/CARBON ACTIONABLE IN BELGIUM



INTRODUCING A NEW KPI THE **CARBON ATTENTION INDEX**



$$\text{CAI} = \text{Attentive Seconds} / \text{KgCO}_2 \text{ per 1,000 impressions}$$

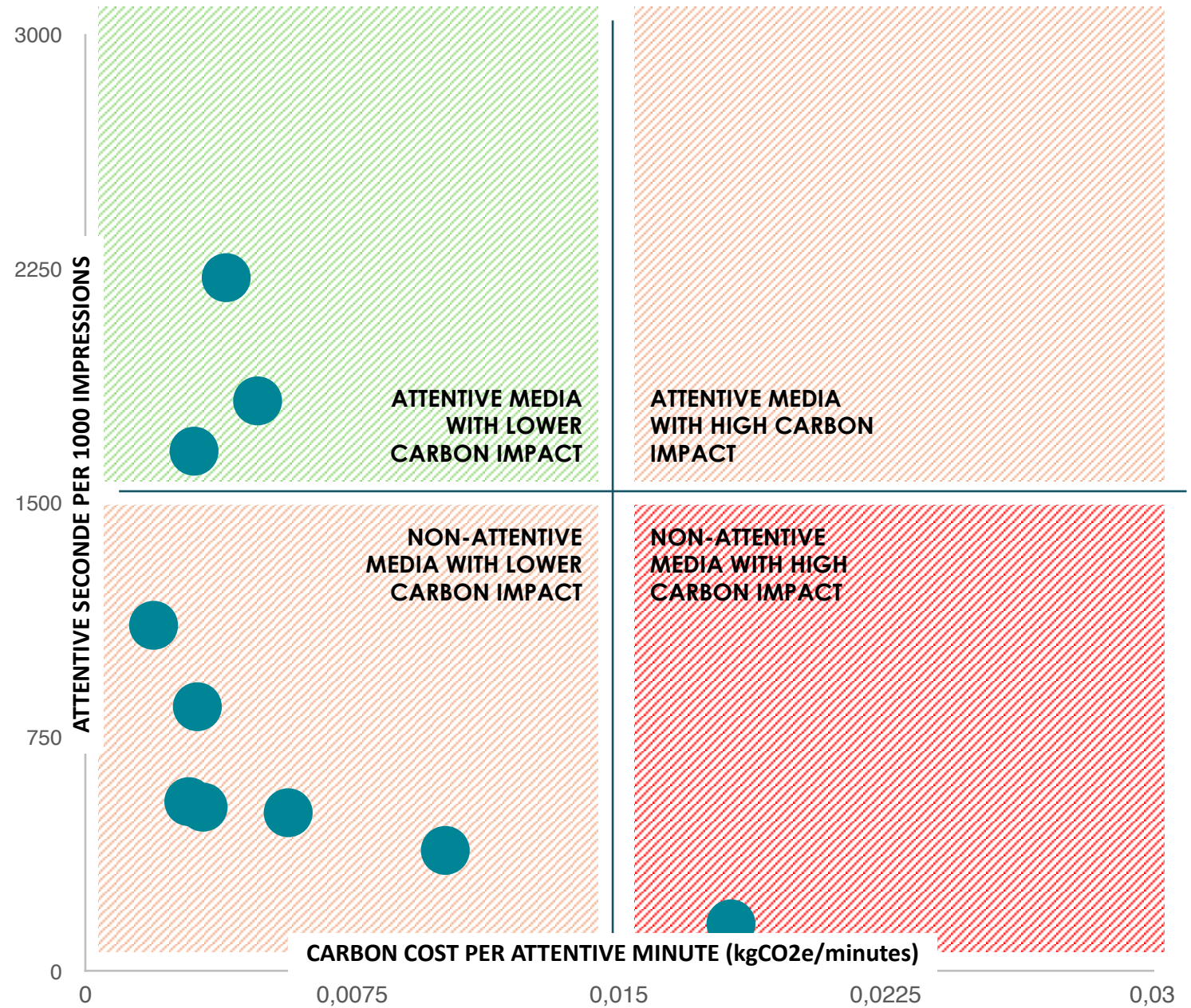
*A simple, radical shift:
we no longer compare just costs... but footprints.*

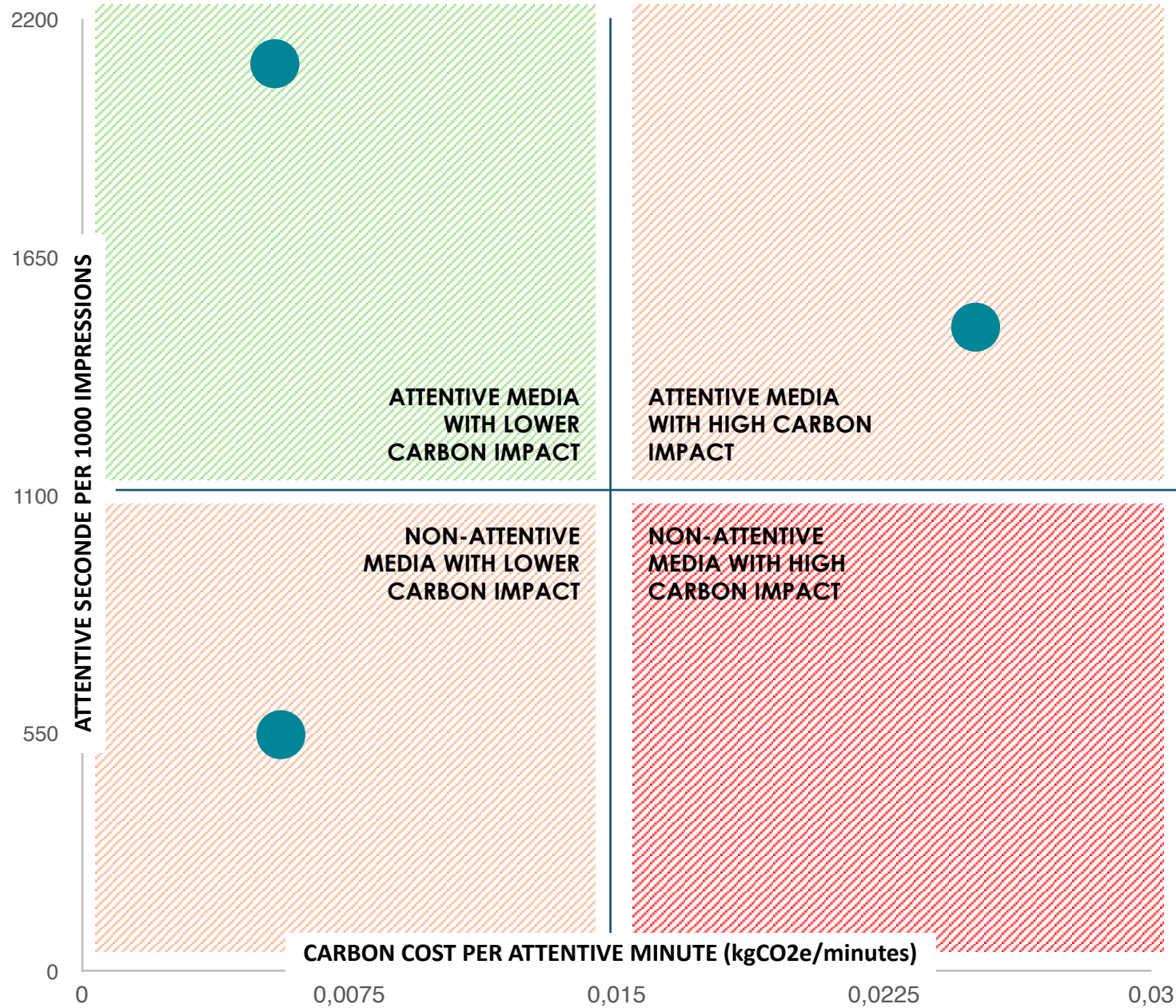
THE PROOF OF THE PUDDING IS IN THE EATING



Let's see the results!

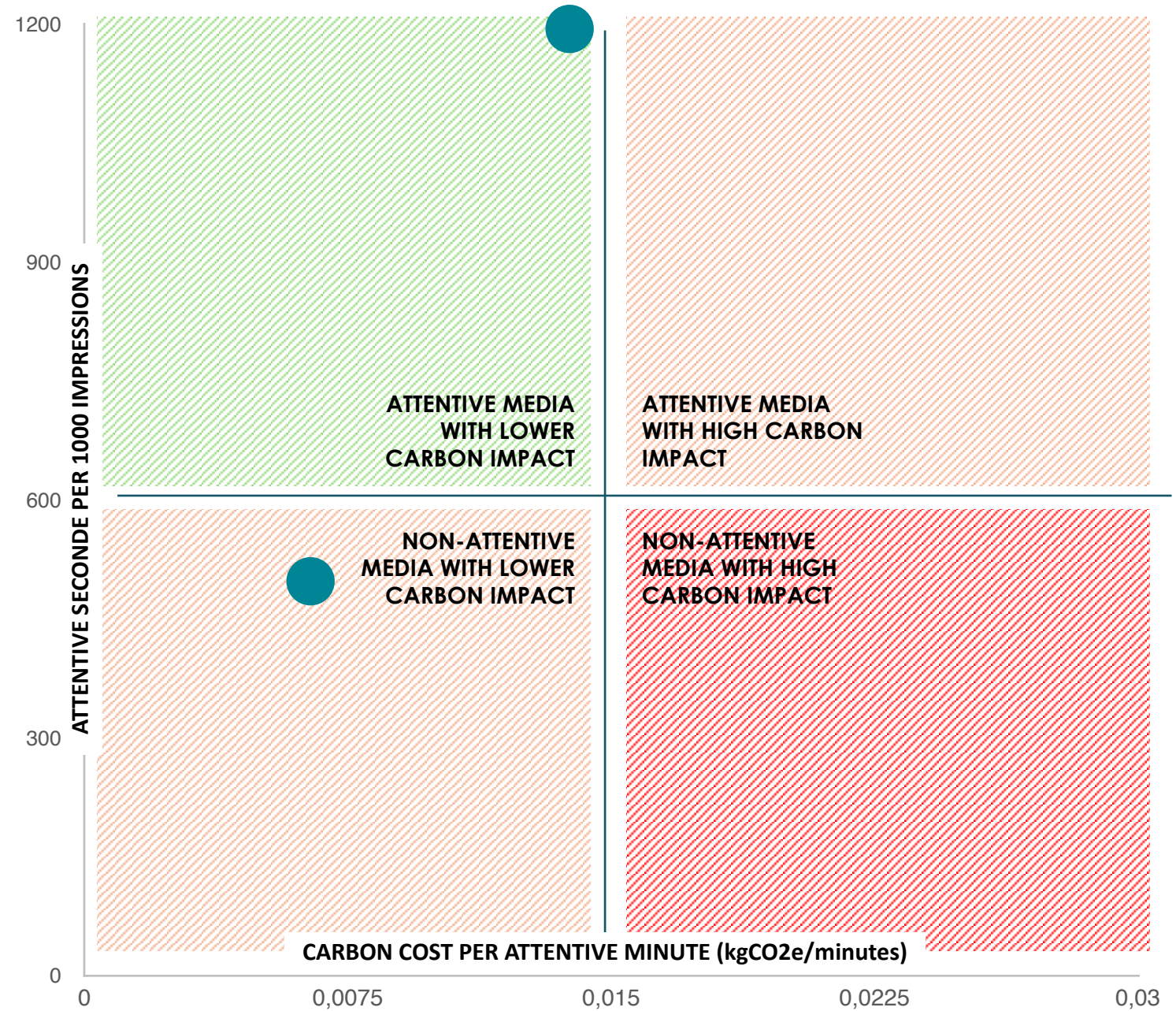
EMPIRICAL VALIDATION AND BENCHMARK PER PUBLISHER

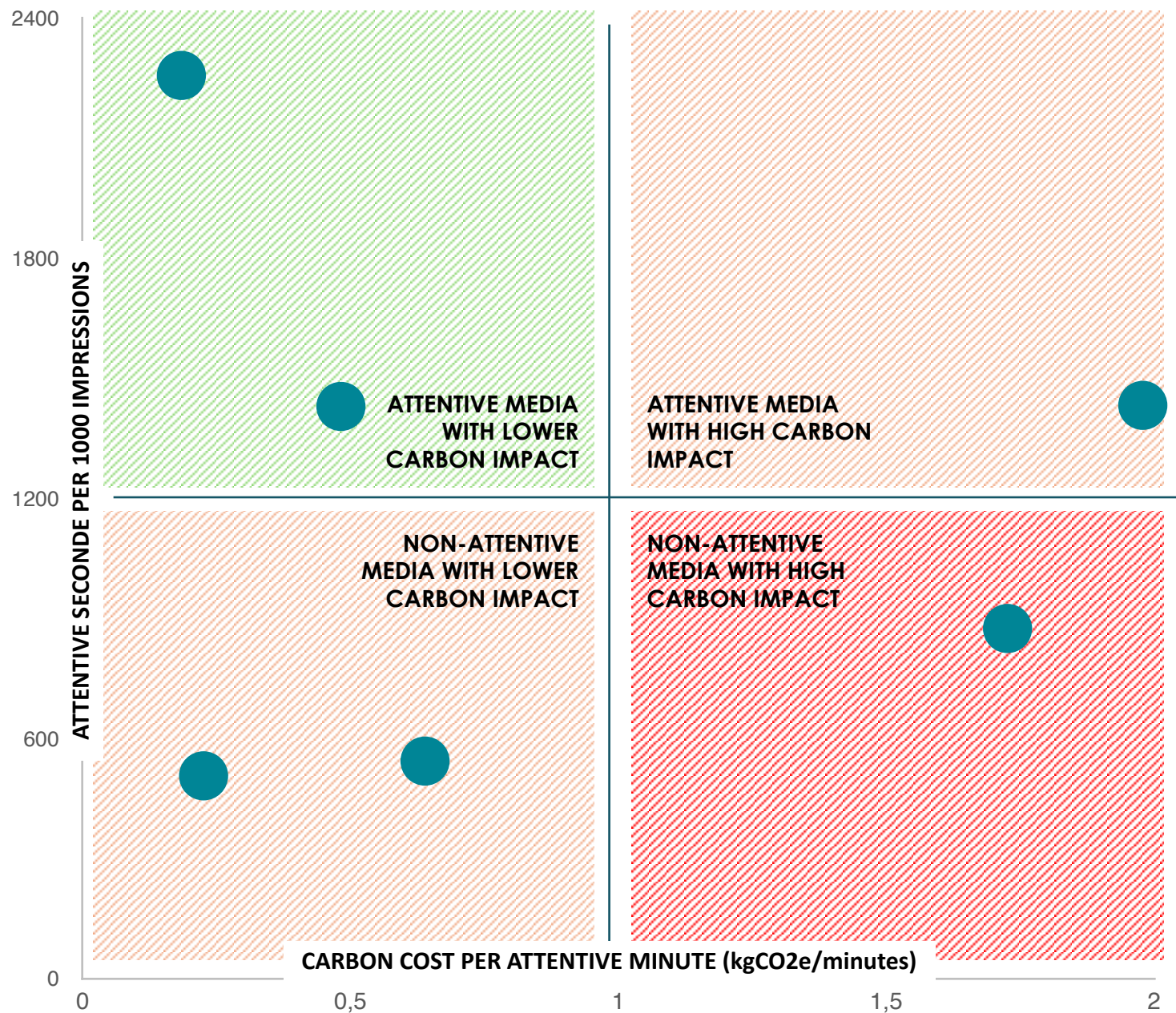




EMPIRICAL VALIDATION AND BENCHMARKING PER MEDIA TYPE

EMPIRICAL VALIDATION AND BENCHMARK PER BUYING METHOD





**EMPIRICAL
VALIDATION
AND
BENCHMARKING
PER
CAMPAIGN**

TRIAL BY FIRE: PROVING ATTENTION x CARBON AT THE BRUSSELS MOTOR SHOW

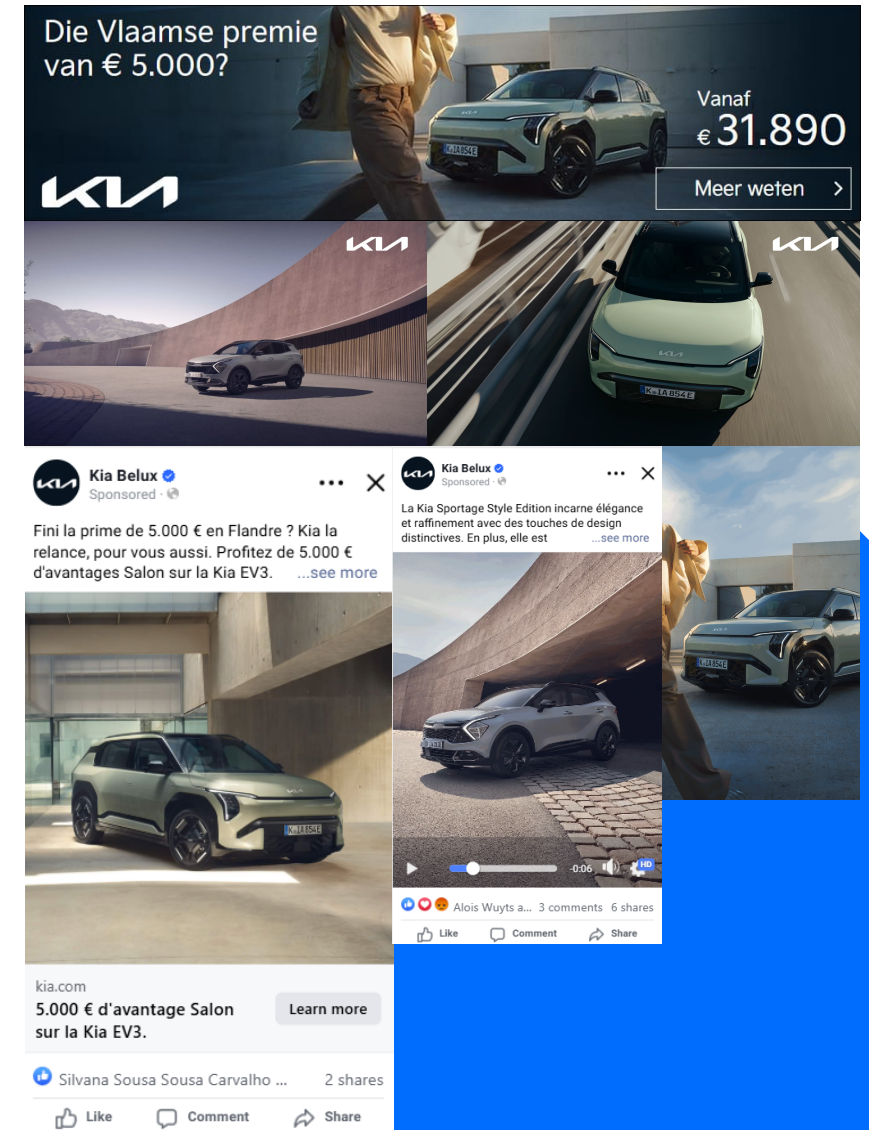
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THE CHALLENGE

- A brutally **competitive** media environment
- The risk: Burning budget and CO₂ in formats that don't deliver

THE GOAL

- Stand out without over-exposing
- Maximize Attentive Seconds per gram of CO₂
- Prove that performance and sustainability can align





YouGov[®]

+45% BRAND RECALL

+24% INCREASE IN BRAND CONSIDERATION

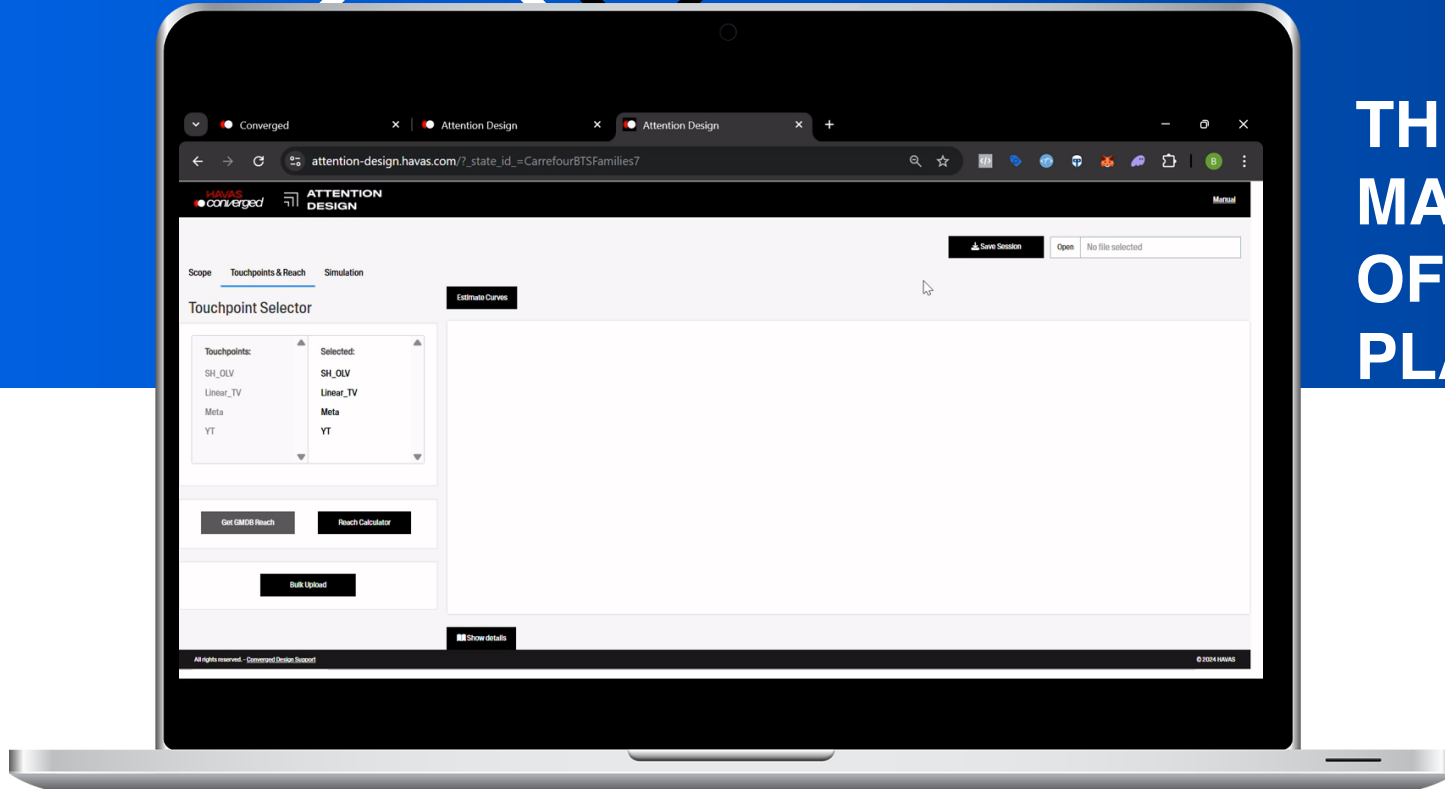
+32% BOOST IN PURCHASE INTENT

-20% CO2 EMISSIONS





THE ATTENTION DESIGN TOOL: MAXIMIZING IMPACT PER GRAM OF CO₂ THROUGH SMARTER PLANNING



DUAL INTELLIGENCE PLANNING

Combine real attention data with carbon footprint modelling, format by format, in the Belgian context.

CARBON X ATTENTION INDEX-DRIVEN SCENARIOS

Compare media plans not just on cost or attention, but on impact per gram of CO₂

SMARTER INVESTMENT DECISIONS

Shift budgets in real time to reduce waste, cut emissions, and maximize true media value.

THE TRIPLE WIN OF ATTENTION: A BENEFIT FOR BRANDS, PEOPLE & PLANET



WIN FOR ADVERTISERS

More impact per euro



WIN FOR CONSUMERS

Less clutter, more
relevance



WIN FOR SOCIETY

Lower carbon footprint

WHY WE DESERVE AN AMMA:

ENVIRONMENTAL
RESPONSIBILITY AND
MEDIA EFFECTIVENESS
DON'T HAVE TO
BE OPPOSING FORCES.

1

CREATED A
DATA-DRIVEN
METHODOLOGY
THAT ANY
BRAND CAN
USE.

2

WE BELIEVE EVERY
GRAM OF CO₂ USED IN
MEDIA SHOULD DELIVER
REAL VALUE – AND
NOW, WE
HAVE THE TOOL TO
PROVE IT.

3



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HAVAS
Media

**THANK YOU FOR
YOUR ATTENTION**

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Geoffrey Hennaut – Coline Ledroit