



**Sounds
of change**

best sustainable audio campaign



**TURNING UP THE VOLUME
ON CHANGE – NATIONWIDE**

SOUNDS OF CHANGE

Is a nation-wide initiative that rewards radio ads driving positive social & environmental impact



Unique collaboration – There's no market without a future, let's build it together!

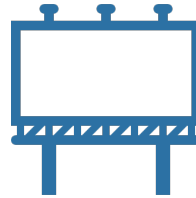
United across language & media

Sector-wide, not one-shot

URGENCY



Climate crisis &
inequality demand
change



Advertising must
be part of the
solution



Sector lacks
coordinated action

CLEAR PURPOSE



Empower
sustainable radio
ads



Reward honesty,
clarity &
creativity

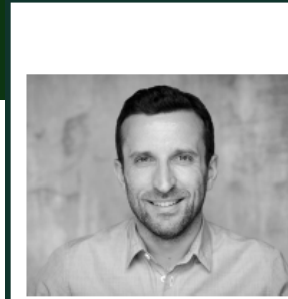


Inspire brands to
act meaningfully

CREDIBLE FRAMEWORK



6 criteria from academic model (NCS): Honesty, Engagement, Urgency, Clarity, Shared Value, Creativity



Fred Dorsimont
Behaven



An Rietjens
Serviceplan



Lionel Lammens
Independent



Marine Dehossay
Pub



Wim Vermeulen
Bubka



Evy Van Ruyskensvelde
Pub

Assessed by an
independent jury

RECOGNITION & REACH



Avoids
greenwashing



Promotes trust &
transparency



Encourages
innovation in
media

EFFECTIVE RESULTS

Brands gain visibility & PR
in the advertising sector

Consumers more motivated
to act

59% uplift for tested brands
vs 30% average
benchmark!



TANGIBLE
DOUBLE
IMPACT

**WHY THIS
CASE
DESERVES
AN AMMA?**

**WE EMPOWER
ADVERTISING
WITH PURPOSE**

- 1.Unique alliance with sector-wide effect
- 2.Real answer to societal urgency
- 3.Proven impact

**So ... be the voice of
change. Start now.**



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