The Guardian & Rainforest Alliance
Vital Signs Partnership 2014-15
Meaningful brands have a 46% higher “share of wallet”

The top 25 most meaningful brands outperformed major stock indices by 133%

Source: Havas Meaningful Brands Index 2015
In the US, consumers trust only 22% of brands

And fewer than 3% of brands are perceived as having a positive impact on people’s sense of well-being

Source: Havas Meaningful Brands Index
Awareness to tactics

Niche to mainstream

Growing interest in the role of business in society

Mobile leads the way
ANNUAL GROWTH IN AVERAGE MONTHLY VISITS*

*Compounded annual growth rate from April 2013 - 2015
Empowered Shoppers  
Trust in Brands

Positive Influencers  
Responsible Consumers

ASPIRATIONALS

Pay more for sustainable / eco-friendly products
Self-identify as being brand conscious

1.5x  
1.6x

GUARDIAN READERS

Talk about environmental issues online  
Purchase environmentally friendly products

3.3x  
1.6x

Source: Global Web Index Q1-Q4 2014
Compared with average worldwide online adult
A world-first, multi-brand content partnership designed to foster engagement with a growing population that cares about sustainability
CAMPAIGN OVERVIEW

Highlight the indelible connection between people and the planet

Bring complex environmental stories to life

Employ a range of multimedia tactics to reach readers on an intellectual and emotional level
Weekly independent editorial and branded content
Global temperature

Since 1880, the world has got warmer - particularly at the poles. Hover over the globe for more detail.

Wildfire activity

There are 11 active wildfires in the US as of March 26, 2015.

- Alaska: 234k acres
- Northwest: 1,083k acres
- Northern California: 479k acres
- Southern California: 49k acres
- Northern Rockies: 119k acres
- Eastern Great Basin: 99k acres

Sea level rise

Over the past 20 years, the global average sea level has been rising about 2.9mm per year, leading to increased shoreline erosion and flooding of coastal areas.

Immersive interactives
digital KPIs are outperforming benchmarks

campaign engagements (comments, social shares and video views)

average reputational uplift for all partners

average dwell time on branded content

Results to date

Source: Independent report from Reputation Consultancy
MOVING FORWARD: THE OPPORTUNITY IN 2015

Engage the global community

Drive positive behavioral change

Create greater value for partners
THANK YOU

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