

Marketing Sustainability Taskforce



Welcome Taskforce Members!

***November 15, 2010
12:30 – 2:30PM EST***

Marketing Sustainability Taskforce



Agenda

Time – 5 minutes	Welcome	Jennifer Seidel, 4As
Time – 10 minutes	Introductions	Michael Ferguson, ANA
Time – 5 minutes	Task Force Mission & Objective	Kim McMillon, Bank of America
Time – 15 minutes	High Impact Marketing Activities	Chris Grimes, BBDO NY
Time – 15 minutes	Task Force Structure: Deliverables & Recruitment	Eve Magnant, Publicis Groupe
Time – 15 minutes	Timeline/Meeting Frequency	Rosemary Miller, Starcom
Time – 15 minutes	Carbon Footprint Demo	Eve Magnant, Publicis Groupe
Time – 15 minutes	Next Steps & Wrap-up	Kim McMillon, Bank of America

Marketing Sustainability Taskforce



Introductions

Geoffrey Bado
Senior Manager – Advertising Production



Jonathan Lese
Global Events Leader



Chris Schembri
VP, Media Service



Deena Iaconi
Production Services Director



Sue Worth
Sourcing Manager



Tabitha Upshaw
Sustainability Marketing Senior Manager



Kim McMillon
Vice President, Marketing Sourcing Manager



Rosemary Miller
VP, Director of Operations



Eve Magnant
VP Corporate Social Responsibility



Larry Tormey
Senior Vice President, Director of Operations



Chris Grimes
Assoc. Director, Operations



Jennifer Seidel
Senior VP, Agency Relations and Membership



Harold Geller
Senior Vice President, Digital Initiatives



Mike Ferguson
Senior Manager, Committees



Bill Duggan
Group Executive Vice President



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Mission & Objective

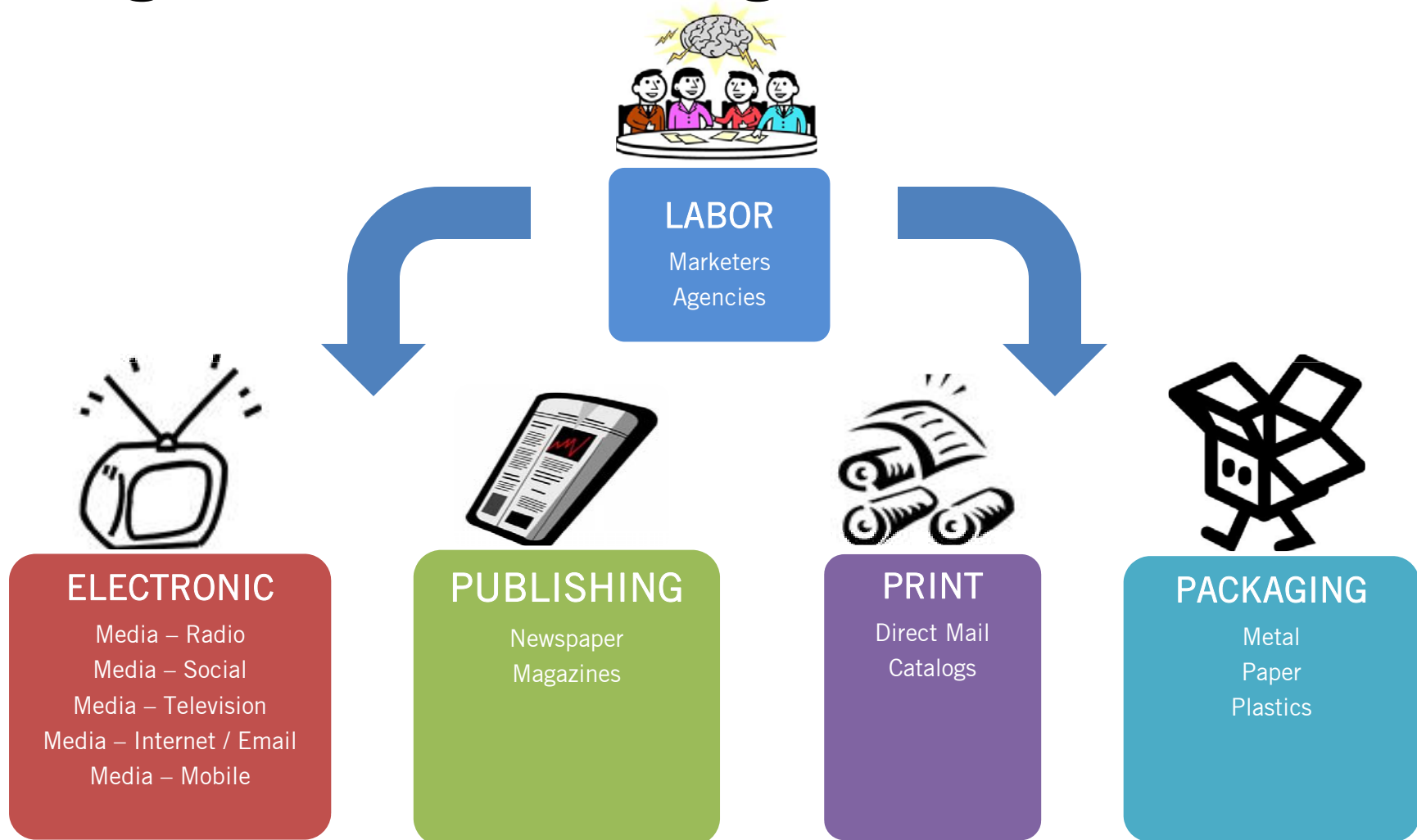
Working Draft

We are a team of advertisers and advertising agencies who have come together to identify the marketing supply chain and the primary upstream and downstream environmental impacts associated with marketing efforts. We seek to reduce the environmental footprint of the marketing industry by developing consistent definitions, metrics, and guidelines for the highest impact marketing activities.

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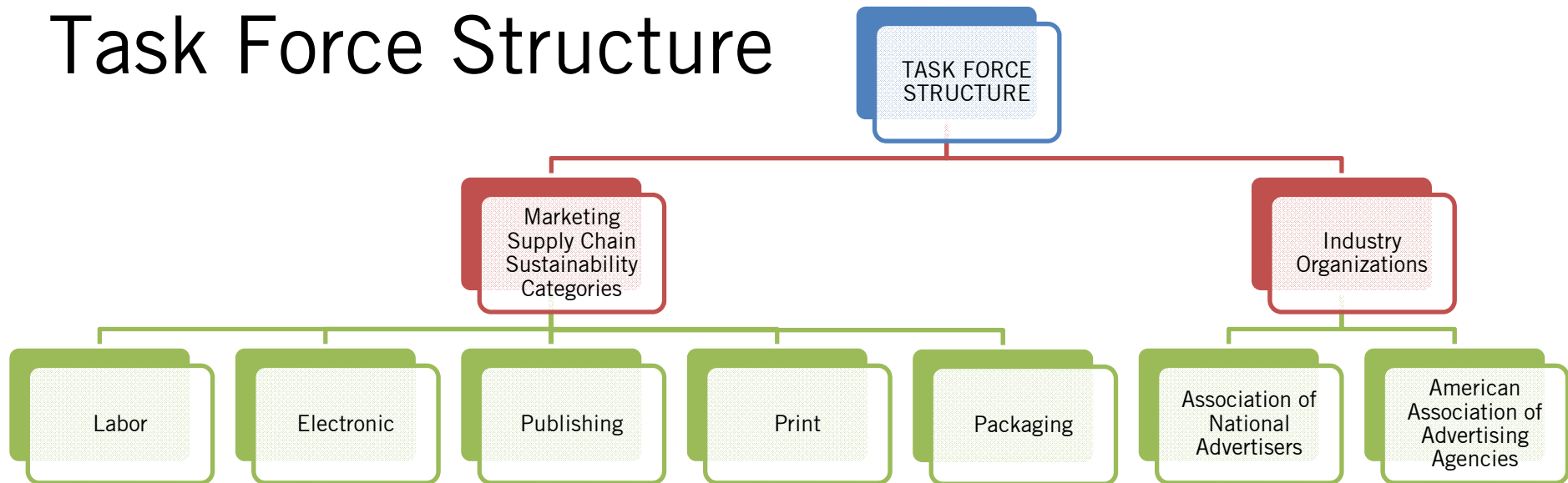
Categories of Marketing Activities



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Task Force Structure



Needed Resources:

- Agency Co-Leader
- Advertiser Co-Leader – **by January 2011**
- Solicit members for each marketing element with sustainability impacts highlighted above – **by February 2011**

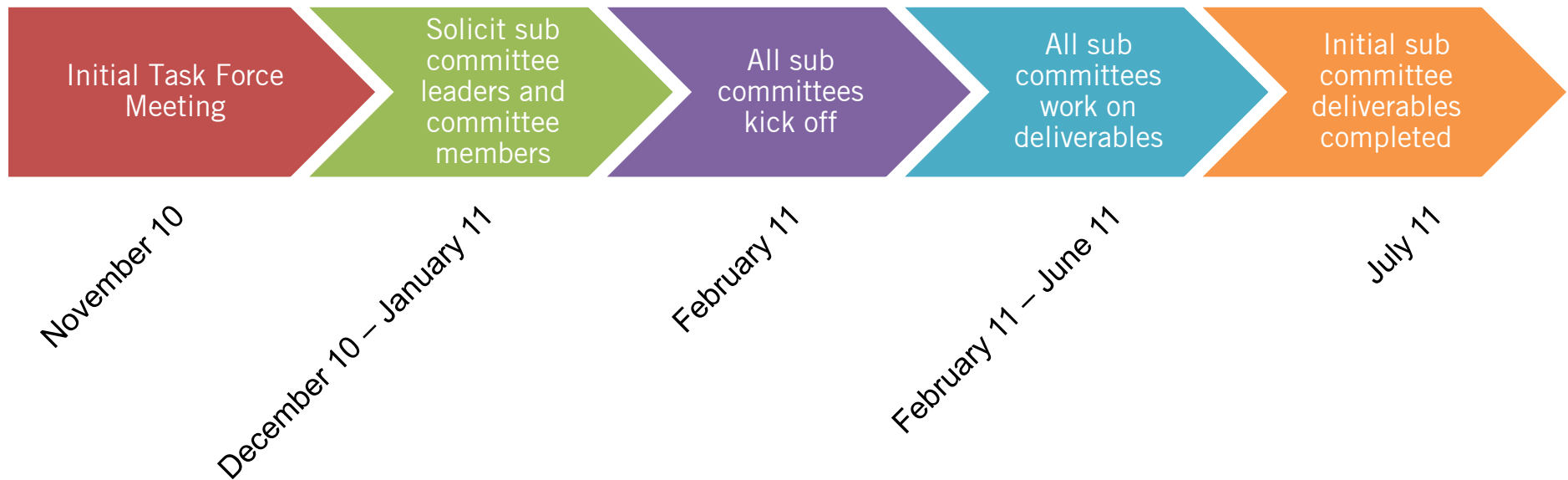
Sub-Committee Deliverables – by July 2011:

- Outline in- and out-of-scope activity
- Identify the category's impact on the environment
- Identify best practices to manage these impacts
- Develop (or leverage existing best practices) measurements or metrics for these impacts
- Define our ability to influence and drive adoption of these best practices
- Identify any opportunities for positive impact

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Timeline



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Next Steps