



TotalMedia
The Behavioural Planning Agency

Impact Report

2023

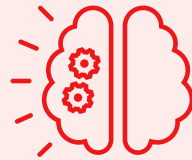
Certified



Corporation

Introduction.

Total Media is the only media agency built on the principles of Behavioural Science; from our people to our methodology to our use of technology.



Today's business environment is becoming increasingly challenging and disrupted and we can no longer rely on the traditional demographics to understand, identify and target people. It is through our understanding of consumers; how they think, feel and act, that we are able to plan around people's behaviours and influence them for the benefit of our clients. All of which enables us to help resolve the enormous array of business challenges that our clients face as a consequence of such disruption.



ADVENTUROUS

WE VALUE INDEPENDENCE & Individuality

TEAM

Our company values, which quite literally hold our ceiling up!

A message from Pedro Martins

As the **first independent media agency to achieve B Corp certification in the UK**, we have always prided ourselves on delivering to the highest standards across all areas we operate in, and in the most responsible, ethical, and sustainable way possible. We are pleased that we continue to be **committed to creating positive social and environmental impact in everything we do**. We are proud to share our progress in fulfilling this ambition over the past year.

Despite the unprecedented challenges posed in the aftermath of the global pandemic, we remained resilient in our commitment to putting people and sustainability at the heart of our organisation. Our overall ambition is to **deliver a happy and purposeful company** and deliver on B Corp objectives to “improve every single aspect of our business operations covering environment, local community, staff, customers and policies & procedures”.

Over the past year, we have made significant strides towards achieving this goal. We have **become carbon neutral** and implemented initiatives to reduce our environmental impact even further - from recycling our coffee granules to introducing a staff electric car scheme and in addition to reducing our carbon footprint, we are one of the first agencies offering a market leading solution to help our clients reduce theirs. We have worked to **support our local communities**, both through charitable fund raising and significant use of our capabilities and in house expertise, resulting in award winning work with the Young Westminster Foundation, and most importantly helped reduce serious youth violence.

Furthermore, we have placed a strong emphasis on **employee wellbeing**, recognising that our people are our most valuable asset. We introduced sabbaticals and implemented new policies and procedures to support our employees, including enhanced maternal and paternal benefits and flexible working arrangements.

We are proud of the progress we have made over the past year, and proud of all our staff who are all equally invested, but we recognise that there is still more work to be done. Our B Corp journey has been both positive and challenging, and we remain committed to addressing any areas where we can improve.

We know that our role as a responsible company has never been more important. We are committed to using our position to **drive positive change** and **create a more sustainable and fair future**.

Pedro Martins, Chief Growth Officer.

Our journey.



We truly want to be a business that upholds the highest standards of ethics whilst making a substantial difference to the world. B Corp is a status that signifies Total Media's ongoing commitment to sustainable practices. The certification solidifies many things we were already doing as an agency as in the quest to becoming a B Corp agency, those that take on the process must have sustainability and ethical culture embedded at the core. **B Corp values align perfectly with our own which inspired us to begin the journey to certification.**

The journey took close to two years. It was a massive effort from everyone across the board, all working together to pull in the relevant information and provide documentation and transparency to prove what we were doing. In 2021 we celebrated one of the proudest moments in Total Media's history by becoming the **first UK independent media agency to attain B Corp accreditation.** Driven by our chairman and delivered by passionate people across the agency, sustainability and local community are now ingrained in all our business decisions.



Business impact.

The response to our B Corp status has been overwhelmingly positive from clients, staff and people on a personal level.

We haven't just received positive client feedback but have also created opportunities. **Lots of brands engage with us because they want to work with an agency that supports their values.**

Not only has it helped our community, our people, and our clients, but it has opened up a new avenue for brands to connect with us.

In the midst of the pandemic, and the battle to retain talent and create a positive culture, **placing people at the heart of the business was a key part of the agency's commitments.** People want to work for a company that embodies what they believe in. As an organisation we want people to feel that, to feel empowered, to say what they feel is right, to bring their authentic self to the business and share ideas. The B Corp journey has put a **renewed focus on the ethics and values of our agency** with staff embracing the process and the notion of striving to do better.



Our B Corp score.

We **created ESG forums** across the agency covering subjects such as the environment, carbon neutrality, outreach, wellbeing, and diversity & inclusion. We set over **30 goals** to complete before recertification which covered everything from improving our **parental policies**, to using more **green suppliers**, to offering our **training programme and work experience** placements to **young people in the local community**.

Total 80.2



Governance

17.1



Colleagues

32.8



Community

19.0



Environment

8.1



Clients

3.0

Our ESG teams.

These teams allow our employees' voices to be heard, but also track our performance to ensure we are always hitting our targets.



Green

This team aims to make Total Media as environmentally friendly as possible. They seek to ensure our suppliers are in line with our environmental policies and help to keep day to day environmental matters at the forefront of our business, such as reducing meat consumption in business meetings, monitoring our energy usage and setting targets to improve our recycling rate and more. They also audit our carbon footprint and have implemented a carbon reduction plan.

Outreach

This team organises and implements Total Media's outreach programme and works very closely with our partner charity, Young Westminster Foundation. They seek to make sure that Total Media gives back to its local community and have actioned initiatives such as training workshops for youth clubs, foodbank contributions, and sponsored walks to name a few. We also provide two paid charity days in addition to each employee's holiday allowance to ensure time for involvement from our whole agency.

Wellbeing

This team promotes, supports, and looks after employee wellbeing, both mentally and physically, to create a happier and healthier workforce. The inhouse team of trained Mental Health First Aiders are supported by a wider well-being team who help to organise a roster of wellbeing initiatives including, Mindful Mondays, yoga, meditation sessions, providing nutritional food and more.

DEI

This team is central in ensuring DEI is at the forefront of our agency decision making and that we remain accountable to the 10 commitments set out in the Adland charter we signed in 2020. We actively review policy, training and recruitment strategies to continually foster an open, inclusive and diverse culture where everyone feels valued and respected.

Fun Factory

This team is our resident social team who organise Fun Factory Friday's and the all-fun events at Total Media, as well as our summer and Christmas parties. Past activities have included bake-offs, sports days, quiz nights and movie evenings!

We are proud to have stood by our values, the values that being a B Corp represents and have turned down several profitable new business opportunities as a result.

The Green Team.

Alongside regular employee updates, sharing resources and suggestions on inspiring ways to be greener, the Green Team have led many initiatives improving the sustainability of our offices, including:

- Changing our website to green servers
- Setting new reduction targets for waste and regularly tracking our energy usage
- Offsetting the carbon of all business flights, through 80% carbon offsetting projects and 20% sustainable aviation fuels (SAF) as an alternative to fossil fuels
- Recycling our coffee granules through B Corp Bio-Beans
- Vegetarian by default internal meetings
- Switching to recycled or organic kitchen products
- Restricting aircon access to avoid energy wastage
- Providing eco-friendly sanitary products through B Corp Natracare
- Using behavioural science to change societal norms in the office such as changing 'general waste' signs to read 'landfill' to better highlight where the waste will end up
- Sharing employee quizzes which along with other actions resulted in improving our recycling rate from 62% to 76%
- Joining the government carbon reduction plan

The above actions and many more have resulted in reaching our target of becoming carbon neutral 3 years before our goal of 2025 and 8 years before the Ad Net Zero target.



The Green Team.

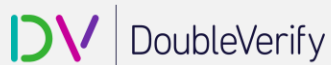
In addition to the work we are doing around our own organisation, we also support our clients with understanding opportunities to measure and offset the impact of their advertising campaigns. This work includes auditing relevant technology and media partners to provide recommendations as part of our response to brief. Examples of the types of partners we work with include:



A digital media business who provide a platform for brands to advertise. When a consumer engages with their brand, a charity donation is unlocked.



A digital tool that measures the environmental impact of the advertising industry and makes some products available to advertisers to offset some of this.



A digital tracking and measurement technology that allows agencies and their clients to track CO2e and adjust the supply chain accordingly.

There are also a plethora of opportunities in offline media, these include but are not limited to posters using recycled materials, carbon eating billboards and Greenwall billboards. The opportunities in market are extensive and we continue to stay up to date to make sure our clients have the best strategy to deliver against their specific business objectives.

We are currently auditing a brand-new platform – Cedara, which would provide one central platform for us to optimise our supply path firstly in digital and eventually in all media.



Policies the team have implemented:

- ESG Policy
- Electric Car Policy
- Environmentally Preferable Purchasing Policy
- Business Travel Policy

What's next

"We are currently working with a local environmental not for profit to introduce a new charity day centred around protecting the environment to get more staff involved in our green ambitions."



Throughout the year we plan to give regular educational talks and updates on progress to ensure we're bringing everyone on the journey with us.

And fundamentally we will continue to monitor, reduce and offset our carbon emissions to maintain our carbon neutrality."

Hannah Moody, Business Director

A partnership with purpose



Total Media & Young Westminster Foundation

Our outreach programme involves our entire agency, with everyone dedicating two paid charity days each year to engage with initiatives that **helps build a culture with a social conscience**, reflecting the core values of our company & our people, in turn helping attract likeminded talent and clients.

YWF believes all young people in Westminster should grow up healthy, safe & happy with the best opportunities for brighter futures - a cause we knew people at Total Media could relate to. They believe in finding innovative solutions to some of our greatest challenges through **effective collaboration at a local level** and with a wealth of capabilities at our agency's disposal, we saw a real scope to **work together as a partner**; not just in a fundraising capacity, but in a way where our work has a genuine impact across Westminster. And with the breadth of opportunities available, our employees are likely to find a project they are passionate about.



“Our partnership with Total Media remains one of our most innovative...the team has maintained a fundamental value of working with communities - listening, learning and being led by the needs of young people and community organisations. We shape ideas together, reflecting on the skills of the Total Media team and the needs within the Young Westminster community.”

YWF's Director of Strategy & Communications



A partnership with purpose

Together with YWF we've sought opportunities whereby we could support both them and their many members in achieving their objectives.



'Helping Hands' project

Supporting in creating a consultation process and subsequent analysis of the findings with members of the community and groups of young people to address the growing issue around Serious Youth Violence in Westminster



Member support

Leading training workshops for members, youth workers and young people and buddying our employees with members who require their media and digital skills.



Media space

Securing free media space for YWF including Sky TV airtime for 'Our City, Our Future' and the Piccadilly screens for 'We Are Together'.



Fundraising, donations & events

Brighter Futures Fund; 'Love Westminster' art auction; '5 years young' celebration; sponsored walks; marathons; bike rides; and an annual Christmas Advent foodbank drive



Work experience programme

Offering work experience to local candidates who may not have contacts who can open these opportunities. We have developed a work experience programme that will enable a small group of candidates to embark upon a 2-week paid work programme together at Total Media, where they can experience working with different teams, have access to relevant training and work together on a mock-pitch project.



What's next

"Our Behave team are starting further consultations for the 'Helping Hands' research project on early intervention and preventative action around serious youth violence. We are really looking forward to our work experience programme this summer, working with one of YWF members who support and equip young people within the borough with key personal development skills and continuing to find other ways to collaborate with YWF."

Alix Troy, Office Manager & Exec Support

Total Media & B Corp

We worked with B Corp UK as their media buying partner for their B Corp Month campaign in Wales.

This year's campaign theme was 'We Go Beyond'. B Corp Month is the highlight of the B Lab Global/UK calendar and an important moment to bring the movement to new audiences, therefore they wanted to seize this opportunity to help achieve their ambitions for the UK B Corp movement.

We secured 40 outdoor digital screens in Swansea City Centre which ran for 2 weeks.



Total Media & Child Poverty Action Group

Creative agency Creature London are working with the Child Poverty Action Group, a politically neutral charity that fights to put an end to child poverty in the UK, developing a film and print campaign to support their work.

Our role was to get the film out there so it can make an actual difference, whether on TV, online, or in cinemas, and to get the print in as many places as possible – all without any budget.

We used our network of media partners and so far, have been able to secure over £100k of free space across TV, print, posters & digital, with more free space still to come. We're also looking into whether we can get influencers on board, and any editorial content to support the campaign.



Total Media & Acorns

Acorns is a charity which provides care for babies, children and young people, who have life limiting or life-threatening conditions.

We worked with Acorns on a campaign to drive donations to their charity and ensure there is awareness of their retail shops.

They have created their latest brand film which is an impactful film that shows exactly what they stand for and what they do.

The purpose is to get support for the charity, via one of three ways, a monetary donation, the gift of someone's time or via their retail stores. Our media plan will ensure the film gains maximum opportunity of views.

acorns
Your local children's hospice

Total Media & WRAP

Knowing the affect food waste has on the planet, Waste & Resources Action Programme (WRAP) wanted to get people to change their habits as part of their food waste action week.

By understanding consumer behaviour and in turn what people really care about, we were able to effectively use media to drive home the direct link food waste has on climate change through a strategic framework backed in behavioural science.

Through paid, owned and earned media we built a rounded campaign that leveraged the emotive association with climate change to reach our audience of 'food wasters', who were most likely to engage with our campaign.

Our award-winning campaign set out to get people to actively reduce their food waste, and that's exactly what we did. We beat our target to get 58% of people exposed to the campaign actively taking action and reducing their food waste, which equates to 5.6m people changing their behaviour for the better!

The DEI Team.

Our **internal DEI working group** is dedicated to delivering an equitable and inclusive workplace for employees. Their mission is to foster an open culture by ensuring **DEI is at the heart of everything we do** and to promote an **open and inclusive culture** for our colleagues and clients. They have been very busy, conducting analysis of diversity across the group including pay equity by gender and by ethnicity. They use anonymous surveys and focus groups to continually evolve our specific measurable diversity improvement objectives.

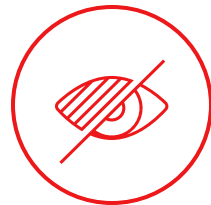
The team focuses on five key pillars of diversity:



**Race, Ethnicity
and Faith**



**Gender and
Sexual
Orientation**



Disability



Neurodiversity



**Social
Mobility**



HOPE POWELL CBE

Former international footballer and former women's first-team manager of Brighton & Hove Albion, as well as being coach of the England women's national football team. Hope Powell CBE, is a pioneer for women's football in the UK, helping to bring the first professional contracts and the first woman to achieve a Pro License, who helps to fight for equality!

The DEI Team.

Some major initiatives include:

Adopting the **Black Representation in Marketing framework** to ensure we attract retain and develop black talent.

Delivering monthly **cross cultural awareness training** to the teams to allow them to openly discuss their own backgrounds and explore any hidden prejudices free of any judgment.

Implementing a '**recruiting the right way**' **charter** to ensure blind CVs and diverse talent pool is adhered to as well as requesting an equal gender split of CVs for all roles.

Celebrating non-Christian events and inclusion of **Faith Days**.

Participating in **Outreach programmes** to ensure our business is accessible to young people from all backgrounds

Increasing budget within learning and development for all aspects of DEI alongside **monthly guest speakers** including mandatory **e-learning training** on unconscious bias to all employees.

These actions and more resulted in **surpassing our goal of 25% representation of non-white employees** by increasing the number across the group from **21% to 27%**. Although this was a welcomed improvement, it still does not represent the diversity of the geographical locations of our offices, so we have now set new targets for representation using the census statistics of each office within the group. For London, this means aiming for 40%.

What's next

"We have lots of initiatives lined up for this year including making our website more accessible, reviewing our companies make up from a socio-economic and class perspective and further improving our recruitment processes in order to diversify our workforce. We also have many initiatives in play with the aim of increasing senior roles filled by Women from 40% to 50%." **Celine Saturnino, Managing Director**



Our people.

Parental Support

We arranged working groups with all parents across the business, as well as 1-2-1s with returning parents to find out what they feel we could change to better support them. Subsequently, these focus groups resulted in the creation of industry leading policies including **Miscarriage, Child Bereavement, Breast Feeding and Shared Parental Leave Policies**. We continue to support expectant and returning parents by providing coaching through the Executive Coaching Consultancy.

Learning & Development

We continued to deliver our **award-winning learning and development programme** including being awarded **IPA Platinum**, and **Investors In People Gold**. A training needs analysis ensured that the programme was shaped around our people's wants and needs including a pillar on DE&I and one on wellbeing. We reviewed and improved our Development Discussions to ensure a focus on the individual including a commitment for everyone to have impacted one of our B Corp goals. We also created specific objectives focused on our B Corp goals within the KPIs of senior stakeholders to ensure our business is putting the planet and people before profit.

Employee Voice

We launched a biannual employee experience survey covering rational and emotional criteria alongside questions around psychological safety. We led 'ways of working' collaborative groups with all teams to receive feedback and mitigate any risks to work life balance. We conducted exit interviews with all leavers but also stay interviews with all those with over 9 months service to ensure we were capturing the voices of our employees. We improved our **Flexible Working Policy** and procedure and created a **Menopause Policy** from these recommendations.



Our people.

Pay and Compensation

We continue to pay over **London Living Wage** to all our staff and have implemented paid non-performance related bonuses to all staff.

We also introduced a **Sabbatical Policy** for staff with over 5 years' service ensuring a return to the same role.

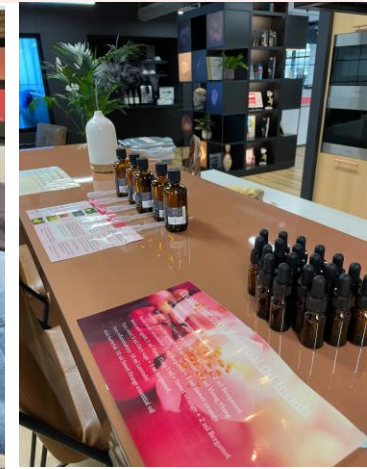
Our annual '**Benefits week**', includes inviting in insurance providers to facilitate talks on each benefit to drive engagement and usage. This is followed by regular updates being released to employees to spotlight each benefit and provide in-depth information on each.

The Wellbeing Team are responsible for Mindful Monday activities such as meditation, yoga, massages and nutritional food - free fruit is always available in the office too. Flexible working hours with core hours between 10am-4pm so that work can fit around individual's lives. Hybrid working of 3 days in the office and 2 days working from home, to support a healthy work/life balance. We have a **wellbeing strategy in place to monitor and improve employee wellbeing** which includes EAP offering, comprehensive training programme for development, educational talks on wellbeing and mental health, and social activities to support all aspects of wellness. All our staff are entitled to 2 wellbeing days per year.

What's next

"We are continually looking for ways to improve our culture and place our people at the heart of our decision making. Alongside improving our new starter induction experience, we are driving learning within line management, and continuing to find ways to advance our wellbeing strategy to further support all employees inside and outside of the workplace. We will also be revisiting our group values in employee led working groups, ensuring they still reflect our ambitions as an agency."

Becca Rawlings, Head of People, Culture & Business



Awards.

And all our work is being recognised! We are extremely proud to have won several awards in relation to our ESG strategy and as seen in the photos below:



Best Charitable/CSR Initiative
UK Company Culture Awards



Green Award
ALF Insight Media Sales & Marketing Awards



Best Diversity & Inclusion Initiative
ALF Insight Media Sales & Marketing Awards



Agency Purpose Award
Independent Agency Awards



Best Collaborative Campaign during Covid-19
Drum OOH award



Best CSR of the Year (Highly Commended)
The Drum Awards for Agency Business



Best Sustainability Initiative (WRAP)
The Drum Awards for Agency Business

Summary.



Governance

Goals we set

To update all employees monthly regarding our performance both financially and in terms of our ESG commitments, with full transparency.

What we achieved

- Executed monthly All Staff meetings which included honest and transparent updates on how the business is doing.
- Turned down profitable new business opportunities if their values didn't align with ours.
- Submitted our B Corp Impact Report.

What's coming up

Our 2023 targets:

- To be ethical & sustainable
- To be confident & famous
- To have sustainable growth

Continue to give monthly All Staff updates on the businesses progress and challenges.



Workers

Goals we set

- To improve our parental leave policies.
- To improve our employee bonus scheme.
- To improve the percentage of workers who participate in a variety of training.

What we achieved

- We introduced Shared Parental Leave, Miscarriage, Child Bereavement, Breast Feeding and Menopause Policies.
- We improved our Flexible Working Policy.
- All staff now receive a non-profit-based bonus.
- We improved percentage of workers who have participated in different skill-based training to over 75%.
- We launched a biannual employee experience survey covering rational and emotional criteria alongside questions around psychological safety.
- We led 'ways of working' collaborative groups with all teams to receive feedback and mitigate any risks to work life balance.
- We conducted exit interviews with all leavers as well as stay interviews with all those with over 9 months service to ensure we were capturing the voices of our employees.

What's coming up

This summer we are revisiting our group values in employee led working groups to ensure they still reflect our ambitions as an agency. We will also continue driving our wellbeing strategy to monitor and improve employee wellbeing.



Clients

Goals we set

- To maintain a client-retention rate above industry benchmark.
- To roll out a bi-annual client survey and maintain a net promoter score above industry benchmark.
- To roll out the new agency experience for what clients can expect from us as their media agency.
- To conduct commercial and resource reviews for our top 10 clients to identify areas for improvement.

What we achieved

- We exceeded the industry benchmark for client retention.
- We created and sent out our client survey.
- We rolled out our agency experience across all teams.
- We completed commercial and resource reviews of our top 10 clients including action plans.

What's coming up

- Enroll individual client development plans for our top 10 clients followed by the next 10 once rolled out.
- We are planning a client roadshow across all clients to run through agency experience collateral.
- We plan to have an all-client future-facing event in collaboration with Meta.

Summary.



Environment

Goals we set

- To become a carbon neutral business.
- To improve our recycling rate.
- To introduce an Electric Car Policy and a Business Travel Policy.
- The Green Team to arrange inspirational speakers and provide resources to inspire staff to be more environmentally friendly.

What we achieved

- We became carbon neutral 3 years before our goal of 2025 and 8 years before the Ad Net Zero target.
- We improved our recycling rate from 65% to 79%.
- We introduced a new salary sacrifice electric car scheme and implemented a business travel policy which positively contributed to reducing our carbon emissions from 87 tonnes to 60 tonnes.

What's coming up

The Green Team want to arrange more inspirational speakers and have set goals for the year to provide regular resources on our All-Green Slack channel.

Now that we have improved our own operations, we want to turn our attention towards how we can impact the wider advertising supply chain. We are actively working with media partners who share our vision and are developing more sustainable solutions. For example, some partners are now able to measure the carbon footprint of a campaign in real time, optimize accordingly, and offset the carbon generated. By doing this, we are able to offer our clients carbon neutral media plans, which can be a real benefit to them as so many businesses look to make a difference in this area.



Community

Goals we set

- To improve our management of Diversity, Equity and Inclusion.
- To make our website more accessible.
- To continue collaborating and finding ways to support our charity partner YWF.

What we achieved

- We managed and improved our workplace D&I through anonymous surveys, looking at company composition, and have conducted analysis of pay equity by gender and pay and ethnicity.
- Through our outreach program and partnership with Young Westminster Foundation (YWF), we have invested £18,000 since October 2020 – March 2023, as well as 500 hours across the company worth an estimated additional £60,000, all of which has helped to fund 73 grants in the last 3 years.
- We had 14 runners participate in the Hackney Half and raise over 5.5K for YWF.

What's coming up

- One of our 2022 goals was to make our website more accessible, as this entails a lot of auditing this is something we are still working on and are expecting to finalise this year.
- Our Behave team are starting further consultations for the YWF 'Helping Hands' research project on early intervention and preventative action around serious youth violence.
- Working with one of YWF members who support and equip young people within the borough with key personal development skills through our work experience programme which is taking place this summer.
- Continuing to raise funds for YWF by participating in opportunities such as running the Hackney Half.

Thank you

At the heart of everything that we do are our efforts to be a more inclusive and sustainable business.

One of our team rightly said "you'll spend most of your week at work – why not try and create the kind of company you want to work for?", which is why we are extremely proud to be recognised as a B Corporation.

A status that displays our commitment to balance social and environmental performance alongside profit to ensure our business benefits all people, communities, and our planet.

Certified



Corporation