The Perception of Advertising Until Now

Environment	"Advertising promotes unsustainable consumption"; "Advertising promotes waste"
Content Influence	"Advertising promotes capitalism over citizenship"; "Advertising promotes the wrong values"

➔ Advertising is not accountable
➔ Advertising is not responsible

Why Now is The Time to Act for Advertising Industry

Environment	"Advertising cannot hide in the supply chain any longer"; "Advertising has big carbon footprint >2%"
Content Influence	"Advertising is decreasing; content is king"; "Convergence leads to pirate/rebellious consumer"

➔ Advertising needs to become responsible
➔ Advertising needs to win back consumer trust

What the Advertising Industry Can Do

Environment	• "Advertising can now do greener campaigns with same effectiveness" • "Advertising has the power to match supply and demand more closely to avoid waste"
Content Influence	• "Advertising needs to make everything responsible advertising in terms of diversity, human rights" • "Advertising needs to move towards promoting a sustainable lifestyle through nudges"

What Aegis Media is Doing

Environment	• "Creating a greener media campaign: Alma Media & Aegis Media" • "Comparing green impacts of advertising: Aegis Media & its green media tools"
Content Influence	• "Promoting sustainable lifestyles: content influence manifesto at Aegis Media" • "How nudging towards a sustainable lifestyle works: Aegis Media experience"

I want to illustrate this with just a few slides and in 15 minutes.