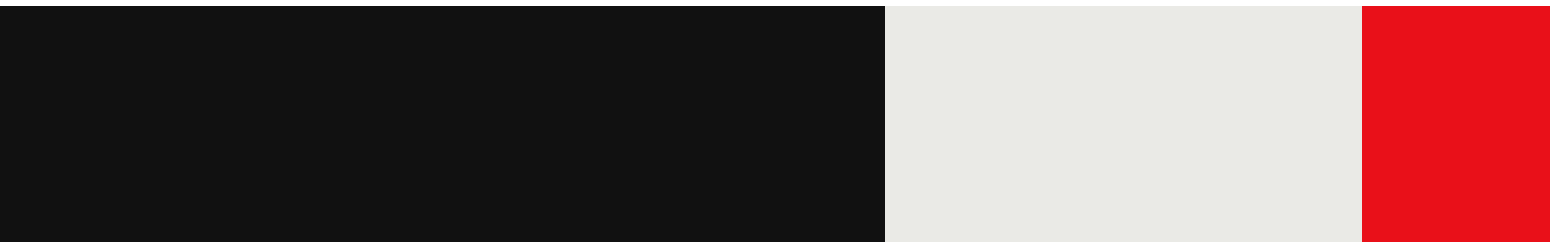



5 charts for marketers on sustainability

Article

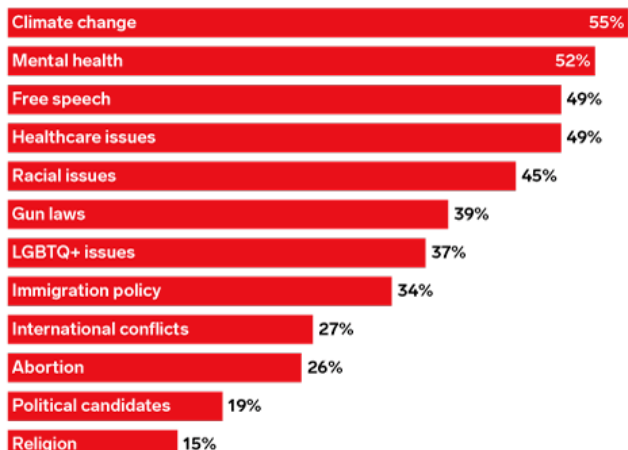


Some 47% of [Gen Zers](#) favor brands and companies that support sustainability, according to March 2023 data from ISCS and Big Village. Here's a closer look at how brands and marketers are focusing on sustainability in 2024.

1. Businesses should take a public stance on climate change

Subjects US Adults Believe Businesses Should Take a Public Stance On, May 2023

% of respondents



Note: ages 18+

Source: Bentley University and Gallup, "Bentley-Gallup Business in Society Report," Oct 11, 2023

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That's according to 55% of US adults. Climate change is the No. 1 issue businesses should take a public stance on, according to May 2023 data from Gallup and Bentley University.

2. But sustainability isn't a priority for most marketers

Top 10 Priorities of Senior Marketers Worldwide, 2022 & 2023

% of respondents

	2022	2023
Financial performance & growth	70%	52%
Operational efficiency	27%	39%
Product innovation	29%	31%
Employee well-being	32%	29%
Data & analytics	17%	28%
Talent acquisition & development	46%	27%
Ecommerce capabilities	12%	22%
Ethical business practices	15%	22%
Diversity, equity, & inclusion	22%	18%
Environmental sustainability	8%	18%

Source: MediaLink, "The Marketer's Forecast 2024," Oct 18, 2023

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Just 18% of senior marketers worldwide considered sustainability a top 10 priority in 2023, according to an October 2023 MediaLink report. Even so, sustainability has more than doubled as an area of focus for marketers, up 10 percentage points from 8% in 2022.

3. Marketers are shifting their focus toward sustainability

Areas of Importance Marketing Professionals Worldwide Expect to Change in the Next 2 Years, July 2023

% of respondents

	More important	No change	Less important
Innovation and the adoption of new technologies	80%	17%	3%
Data, analytics, and measurement	75%	24%	1%
Agility and adaptability	73%	23%	3%
Customer retention	64%	32%	3%
Social impact and environmental sustainability	64%	29%	7%
Customer centricity	63%	35%	2%
Digital accessibility and inclusion	60%	36%	4%
Customer acquisition	58%	38%	4%
Organizational culture	52%	41%	7%
Brand purpose	51%	40%	9%
Long-term planning	47%	40%	13%

Note: n=611; numbers may not add up to 100% due to rounding
Source: Econsultancy, "Future of Marketing 2023," Sep 14, 2023

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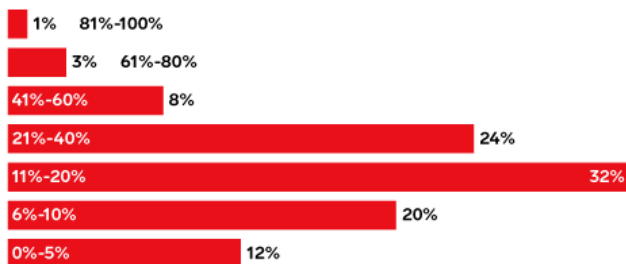
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Some 64% of marketing professionals expect social impact and environmental sustainability to become a more important area of focus in the next two years, according to July 2023 data from Ecoconsultancy. That puts sustainability above customer acquisition and brand purpose. The shift toward eco-friendliness is wise, as 78% of consumers consider sustainability very or somewhat important to them when buying a new product, per Blue Yonder.

4. Marketers are tying between 11% and 20% of their budgets to sustainability

Marketing Budget Allocated to Marketing Activities/Investments Tied to Promoting Business Sustainability Efforts According to CMOs in North America, Aug 2023

% of respondents



Note: in the past year
Source: Dentsu, "CMO Navigator Fall 2023," Dec 19, 2023

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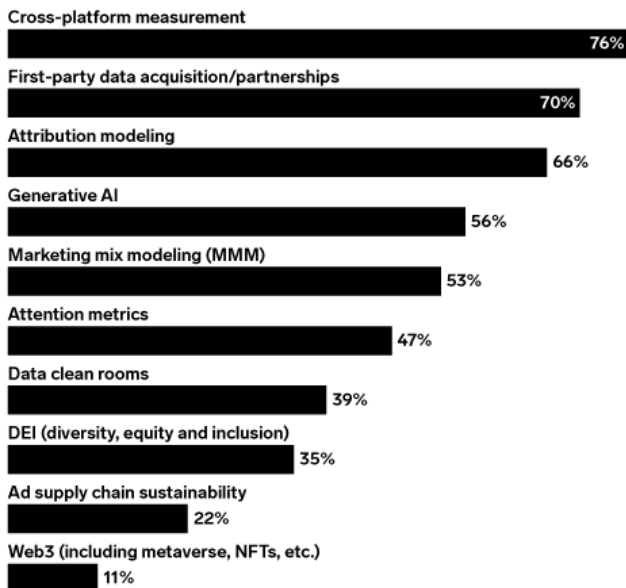
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Most (56%) North American marketers are allocating between 11% and 40% of their budgets to promoting business sustainability efforts, according to August 2023 data from Dentsu. But 32% of marketers are putting 10% or less of their budget toward sustainability efforts.

5. One in five are focused on ad supply chain sustainability

Areas of Attribution and Emerging Media US Brand and Agencies Will Be Significantly/Somewhat More Focused in 2024, Nov 2023

% of respondents



Note: n=203

Source: Interactive Advertising Bureau (IAB), "2024 Outlook: A Snapshot into Ad Spend, Opportunities, and Strategies for Growth," Nov 30, 2023

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Some 22% of US media brands and agencies will be more focused on ad supply chain sustainability this year, per the Interactive Advertising Bureau (IAB). Players like Microsoft Advertising are offering the ability to block ads from being served on sites with high carbon emissions and new ad tech companies are focused on helping advertisers cut emissions. [Ad supply chain sustainability](#) is important, because inefficiencies create not just environmental waste, but waste in ad spend as well.

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