SMALL SCALE MODEL. BIG SCALE IMPACT.

EECA
TE TARI TIAKI PŪNGAO
ENERGY EFFICIENCY & CONSERVATION AUTHORITY

To encourage homeowners to choose more energy-efficient appliances, EECA — the government agency for energy efficiency — launched the Switch on Efficiency campaign. Through a series of videos, Grand Designs host Tom Webster guides viewers room by room through a 1:18 scale model of a typical New Zealand home, highlighting the potential cost savings Kiwis could achieve by replacing older appliances with energy-efficient technology.

As the agency empowering Kiwis to be energy efficient and support a low-carbon economy, EECA recognised it needed to lead by example, ensuring its own activities — including its campaigns — reflected its mandate. Piloting new tools and approaches with Ad Net Zero and its agency village gave EECA granular visibility into the emissions impact of each stage of campaign development and delivery, and helped identify actionable opportunities to reduce emissions without compromising the campaign's performance metrics.

"The opportunity to understand the emissions implications of EECA's marketing campaigns felt important to honoring the brand's values. Just as EECA empowers Kiwis to make decisions that reduce their costs and support a thriving low-carbon economy, it must lead by example — ensuring its own business activities reflect its mandate and earn the trust of those it serves."

– MATT BARNES, LEAD BUSINESS PARTNER AT SPECIAL

OUR PILOT

Creative

The creative concept of a single, versatile set-piece laid the foundation for a lower-emitting production phase, eliminating the need for multiple location shoots and the additional transportation they would have required. And because the set-piece exists as a physical asset, its value extends well beyond the campaign itself, offering a reusable foundation for future work.

This approach may not be possible, or creatively appropriate, for every one of EECA's briefs, but it highlighted to the team the impact creative decisions can have on a project's overall emissions.



Production

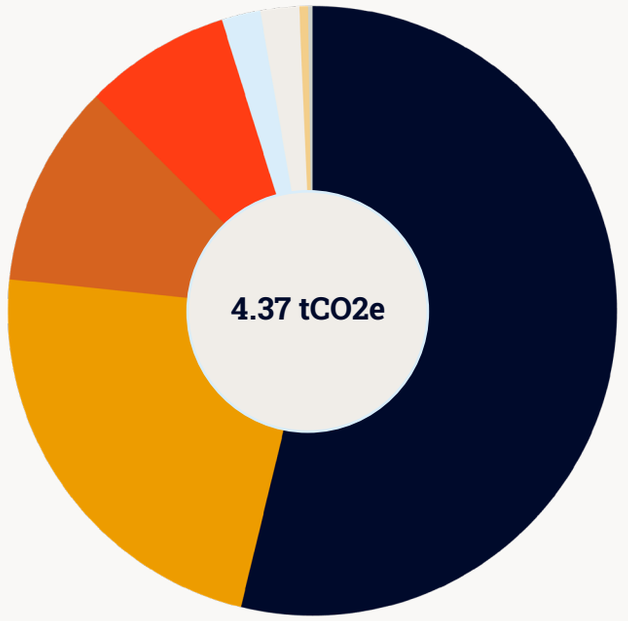
Emissions generated during the campaign's production were measured using the online platform AdGreen, and totalled 4.37 tCO2e — 46% below AdGreen's average of 8.12 tCO2e. In addition to the creative choices that limited emissions, thoughtful and minimally disruptive decisions were made across shoot days to further reduce the footprint.

Transportation was the largest emissions category, accounting for 54% of the footprint, yet was meaningfully reduced through the use of local crews, limited flights across the three shoot days, and shared transport logistics.

Catering emissions were kept low, at 8%, by prioritising vegetarian options and keeping crew numbers tight.

Data storage was also consciously considered as an impactful emissions category, with selective file retention used to avoid unnecessary duplication and minimise the volume of data held.

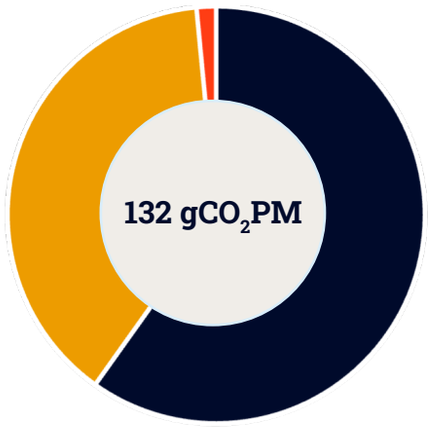
FINAL PRODUCTION FOOTPRINT



- People Transport 53.78% (2.35 tCO2e)
- Data Storage 22.88% (1 tC02e)
- Equipment Transport & Couriers 10.76% (0.47 tC02e)
- Catering 7.78% (0.34 tC02e)
- Work Spaces 2.06% (0.09 tC02e)
- Accommodation 2.06% (0.09 tC02e)
- Art Department & SFX 0.46% (0.02 tC02e)
- Non-Shooting Spaces 0.23% (0.01 tC02e)

Media buying

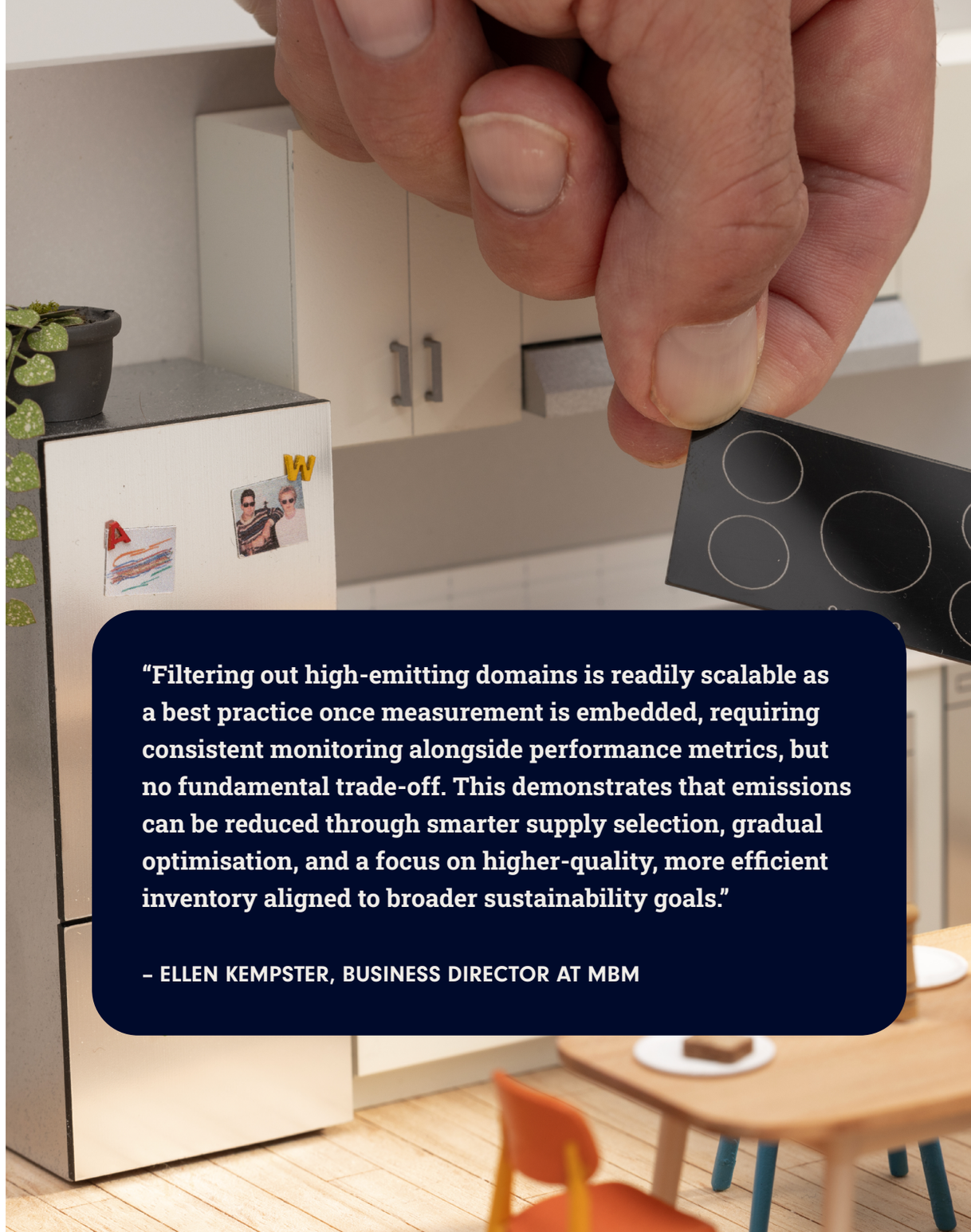
Media emissions were tracked using Scope3's emissions measurement platform, which provides real-time data on grams of CO_2 emitted per 1,000 impressions (gCO_2PM) across each media channel and vendor.



The campaign averaged 132 gCO_2PM, performing 71% better than Scope3's average campaign benchmark — a strong result that reflects deliberate decision-making at the media planning stage.

- Ad Selection 60% (79 gCO_2PM)
- Media Distribution 39% (51 gCO_2PM)
- Creative Distribution 2% (2 gCO_2PM)

Scope3's inventory-level visibility into ad delivery supply pathways enabled emissions to be assessed across programmatic partners — including Display & Video 360 and Taboola. Using this data, domains and inventory with disproportionately high emissions were progressively excluded, and lower-carbon-intensity routes were prioritised over longer, higher-emitting bidding options. This filtering had no impact on reach or delivery costs, while incrementally improving the carbon efficiency of delivery.



"Filtering out high-emitting domains is readily scalable as a best practice once measurement is embedded, requiring consistent monitoring alongside performance metrics, but no fundamental trade-off. This demonstrates that emissions can be reduced through smarter supply selection, gradual optimisation, and a focus on higher-quality, more efficient inventory aligned to broader sustainability goals."

– ELLEN KEMPSTER, BUSINESS DIRECTOR AT MBM

LEARNINGS

The pilot demonstrated that a more emissions efficient approach does not have to come at the cost of campaign performance.

The Switch on Efficiency campaign reached 1.8 million Kiwis, drove desired action, and delivered an ROI of $2.52 for every dollar invested - all while generating 46% less production emissions and 71% less media emissions than leading benchmarks.



“Emissions transparency is now a critical part of how EECA plans and measures its campaigns. Going forward, we’ll integrate emissions tracking into every media campaign, explore partnerships with publishers offering low-carbon inventory, and keep measuring emissions on all major productions so we can continually improve over time.”

- RUSS DUNCAN, LEAD ADVISOR AT EECA