Planet Tracker

March 2026

Contents

Executive summary

The Advertising industry is not directly an emissions-intensive sector. However, its role in driving consumption patterns – including overall levels of consumption – makes it an important part of the transition to a net zero world. The industry also has a key role to play by promoting the products and services which support a net zero future.

We believe a failure to address their role in the transition leaves the Advertising Agencies at potential risk. This could be reputational risk if they are seen as a laggard compared to peers, with concomitant impacts on client wins and sales. It could also be a regulatory risk, if certain key clients or industry sectors are banned from advertising or restricted in their ad spend as part of the transition.

This report provides a structured and evidence-based framework to help investors in the advertising sector to:

- Differentiate between transition leaders and laggards.
- Identify high-risk exposures and engagement priorities.
- Align portfolios with a 1.5°C expected pathway.

Specifically, this report benchmarks the climate transition performance of six of the world's top Advertising Agencies: **Dentsu**, **Havas**, **Interpublic Group (IPG)**, **Omnicom**, **Publicis**, and **WPP**, building on the individual transition analysis reports we have previously published[1]. This report evaluates the six Agencies across emissions performance, value chain engagement, governance and policy alignment, risk assessment and capital allocation. The goal is to provide financial institutions with a clear picture of these companies' transition readiness and their potential climate-related risks and opportunities.

Overall assessment

Each company was classified into one of three categories across Climate Alignment, Policy and Governance, Risk Analysis and Strategy Assessment. We also note the overall temperature alignment we assessed in the individual Climate Transition Analyses we published for each company.

1 Individual transition analysis reports – *Dentsu*, *Havas*, *IPG*, *Omnicom*, *Publicis*, *WPP*.

Table 1: Company classification summary.[2]						
Company	**Overall assessment**	**Climate alignment**	**Value chain engagement**	**Policy and governance**	**Risk analysis**	**Strategy assessment**
Dentsu	1.5°C	LEADING	LAGGING	PERFORMING	LEADING	PERFORMING
Havas	2.0°C	PERFORMING	LAGGING	PERFORMING	LAGGING	LAGGING
IPG	1.5°C	LEADING	LAGGING	PERFORMING	PERFORMING	PERFORMING
Omnicom	1.5°C	LEADING	LAGGING	PERFORMING	PERFORMING	PERFORMING
Publicis	2.0°C	PERFORMING	LAGGING	PERFORMING	LEADING	PERFORMING
WPP	2.0°C	PERFORMING	LAGGING	PERFORMING	PERFORMING	PERFORMING

Note – Havas was not given a risk analysis rating as it will report on its climate risk modelling for the first time in 2026.

In our view, leaders such as **Dentsu** demonstrate a credible transition strategy aligned with a 1.5˚C scenario. **IPG** or **Omnicom** present a mixed picture, where their future emissions trajectory is more questionable given lack of detail on strategy and questions on governance. For **Havas**, **Publicis** and **WPP** we assess them as aligned with a 2.0˚C scenario based on their current emission trajectories and see room for improvement across governance, risk assessment and strategic alignment.

In general, we think all of the Advertising Agencies have room for improvement.

Key findings

- **Advertised Emissions** - Advertised Emissions are the greenhouse gas emissions that result from the uplift in sales generated by advertising. Clearly, the more carbon-intensive their clients, the higher an Advertising Agency's Advertised Emissions will be. Asking advertising Agencies to calculate and publish their Advertised Emissions reveals the climate impact of the incremental consumption they have generated on behalf of their clients. Advertising Agencies should look to calculate and report their Advertised Emissions. Setting out how they will work to reduce Advertised Emissions over time is a key step for aligning with a net zero future.
- **Scope 3 reporting** - A lack of uniformity in how Advertising Agencies calculate and report their Scope 3 emissions makes it difficult to compare performance on an apples-to-apples basis. Pushing for consistent high-integrity Scope 3 footprint reporting should be a key investor engagement priority.
- **Value chain engagement** - On both customer and supplier engagement, the Advertising Agencies generally provide little detail on their strategies, which appear early stage at best. All the Advertising Agencies need to increase their engagement and focus on value chain emissions over the medium-term if they are to deliver on their emissions targets.

2 **Leading** – exhibiting best (or close to best) practice among the six, **Performing** – exhibiting good practice, although with some gaps, **Lagging** – exhibiting a practice with fundamental gaps.

Investor call to action

Long-term investors have a crucial role to play in catalysing the decarbonisation of this sector. Companies that integrate climate into core operations, governance, and investment decisions are more likely to protect long-term value and benefit from a low-carbon economy. We see three key areas for investor action in relation to Advertising Agencies:

1. Differentiate transition leaders

- Integrate emissions trajectories and climate alignment into valuation models.
- Prioritise firms with measurable emissions reduction progress and transparent climate-aligned strategies. These firms show relatively lower risk of regulatory shocks and are more likely to benefit from green premium pricing and the opportunities offered by the climate transition.

2. Engage to improve governance and disclosures

- Advocate for executive compensation schemes where at least 10% of variable pay is linked to emissions reductions and climate strategy delivery.
- Promote greater transparency in climate scenario modelling, Scope 3 reporting, Advertised Emissions and transition costs.

3. Support Agencies working to support the transition

- Support Agencies that stay engaged with high-carbon sectors and work with the most transition-aligned representatives from those sectors to support their decarbonisation. The goal should be not for Agencies to totally avoid clients with high emissions, but rather use their expertise to help those clients reduce their emissions by promoting lower carbon products and services.
- Encourage strategies which involve investment in building up Agency capacity and services which focus on selling more sustainable products to the market and educate/lead their audience towards a transitioned economy. Examples of current work in this area include tools to assess the environmental impact of advertising campaigns.

We point investors to *adnetzero.com* for more detail on the steps on the pathway to a net zero advertising industry.

Climate transition benchmarking

1. Introduction

The Advertising industry is not directly an emissions-intensive sector. However, its role in driving consumption patterns makes it an important part of the transition to a net zero world.

In particular, in addition to their own Scope 1, 2 and 3 emissions, Advertising Agencies are responsible for what are termed Advertised Emissions. These are the greenhouse gas emissions that result from the uplift in sales generated by advertising[3]. This can be a material source of emissions, especially if the Agency has a high proportion of carbon-intensive clients. In 2021, work by industry network *Purpose Disruptors* and econometrics firm *Magic Numbers*, estimated Advertised Emissions in the UK market alone at 186 million tonnes of GHG, equivalent to the emissions of the Netherlands.[i]

Thus, while Agencies can contribute to the transition to a net zero world by working to reduce their own emissions across Scope 1, 2 and 3, reducing their Advertised Emissions will also be key (for example by increasing the business they do which promotes technologies, goods and services which support the transition).

More generally, we think a failure to address their role in the transition leaves the Agencies exposed to potential risk. This could be reputational risk if they are seen as a laggard compared to peers, with concomitant impacts on client wins and sales. It could also be a regulatory risk, if certain key clients or industry sectors are banned from advertising or restricted in their advertising spend as part of the transition.

This report offers a comparative, investor-focused benchmark of the six major Advertising Agencies. It evaluates their emissions performance, value chain engagement, governance and policy alignment, risk assessment and capital allocation using a structured, transparent framework. The aim is to equip financial institutions with the insights needed to:

- Differentiate between transition leaders and laggards.
- Identify high-risk exposures and engagement priorities.
- Align portfolios with a 1.5°C potential pathway.

It evaluates them across emissions performance, value chain engagement, governance and policy alignment, risk assessment and capital allocation.

3 Advertised Emissions (per Purpose Disruptors - *link*) are calculated by multiplying the following data: 1. Yearly ad spend for each client and/or brand x. 2. Uplift in sales due to the advertising during that year (from econometric modelling or category norms) for each client and/or brand x. 3. The carbon intensity of the brand(s) being sold during that year (sourced from the advertiser or publicly available data).

2. Methodology

Our benchmarking draws from publicly disclosed data, independent research, and proprietary analysis to build a holistic view of transition performance[4]. Accordingly, this comparison framework consists of six main sections:

A. Emissions trajectory and target setting

B. Value-chain engagement

C. Governance and climate-linked compensation

D. Policy advocacy alignment

E. Risk and opportunity management

F. Decarbonising the direct footprint

Each company was assessed against these dimensions and scored as:

- **Leading** – exhibiting best (or close to best) practice among the six.
- **Performing** – exhibiting good practice, although with some gaps.
- **Lagging** – exhibiting a practice with fundamental gaps.

3. Emissions trajectory and target setting

3.1 Overview

In this section, we look at the breakdown of emissions by scope, along with historic and expected future trends, as well as both interim and net zero targets.

3.2 Emissions breakdown: operational vs. value chain

A breakdown of company emissions by scope reveals the importance of Scope 3 emissions. As highlighted in Figure 1, these account for at least 80% of total reported emissions for all companies. In terms of operational emissions, Omnicom stands out with the largest share at 19% of its total GHG footprint, while WPP sits at the other end of the spectrum with operational emissions less than 1% of its total.

Note – we use a logarithmic scale for the WPP element of Figure 1 due to the large size of its Scope 3 emissions.

4 Examples of previous work done in this space by Tracker Group include: *Tomorrow's Chemistry* (by Planet Tracker) and *Flying Blind: In a Holding Pattern* (by Carbon Tracker).

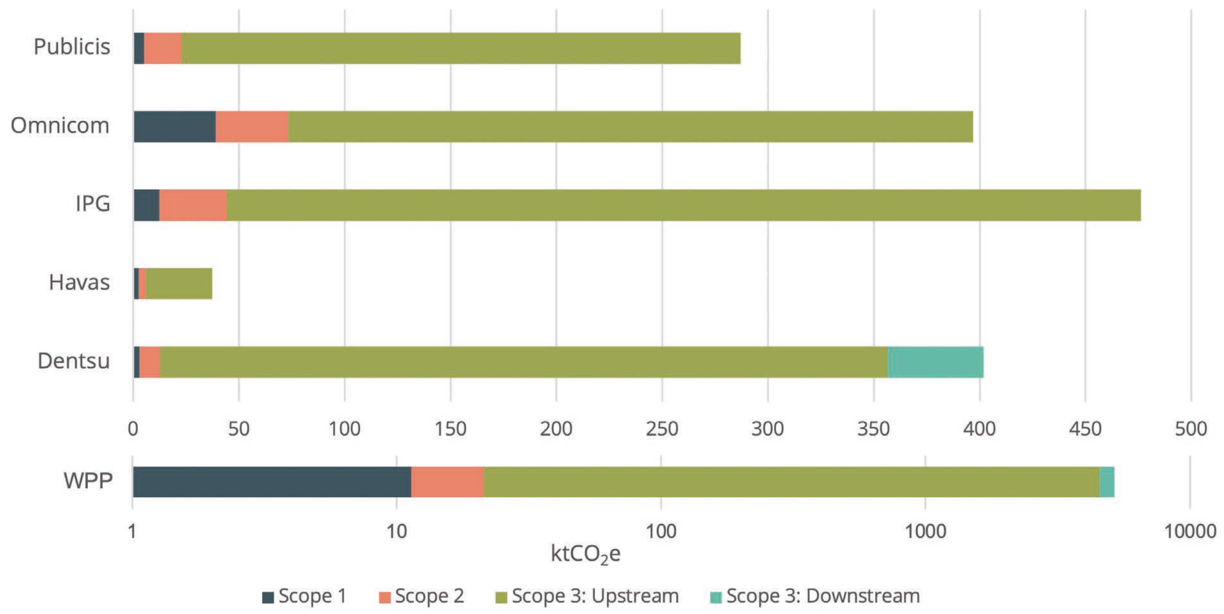

Figure 1: GHG emissions breakdown by Scope at the time of the analysis in 2025. Source: Planet Tracker.
Note – Scope 2 is market-based for all bar Omnicom which is location-based. Scope 3 emission category definitions are inconsistent between companies – see below.

However, one of the reasons for the variability in Scope 3 emissions is the variability in what is included in them. For example, WPP is the only company to include media buying in its Scope 3 calculations, which in 2019 contributed more than half of its total emissions (shown as Scope 3: Media in Figure 2).

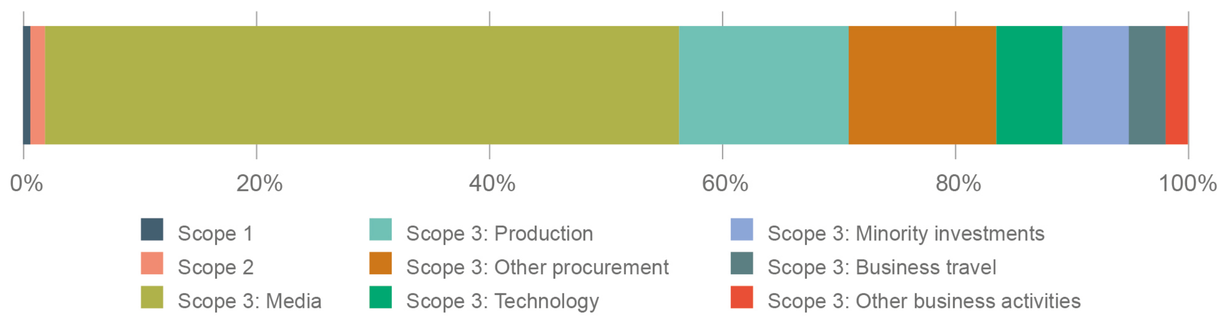

Figure 2: Emissions From media placement make up more than half of WPP's 2019 baseline footprint. Source: WPP Sustainability Report 2024.

In Table 1 we compare what Scope 3 categories each company reports. We note that even when all companies report a category of Scope 3 emissions, there can be significant differences in how they calculate the relevant emissions (as shown with WPP including media buying, when others do not).

Table 2: Scope 3 categories included in agency reporting. Source: Planet Tracker.

Scope 3 Category	Purchased goods & Services	Capital goods	Fuel- and energy-related activities	Upstream transportation & distribution	Waste generated in operations	Business travel	Employee commuting	Leased assets (upstream)	Downstream transportation & distribution	Use of sold products	Processing of sold products	End-of-life treatment of sold products	Leased assets (downstream)	Franchises	Investments
Dentsu	x	x	x	x	x	x	x						x		x
Havas	x*	x	x		x	x	x								
IPG	x	x	x		x	x	x								
Omnicom	x	x	x		x	x	x	x							
Publicis	x	x	x		x	x	x								
WPP	x	x	x	x	x	x	x						x		

** Note – Havas purchased goods and services includes only paper, cardboard, acrylics.*

3.3 Historic trends

The length of historical emissions analysis varies as companies have updated their emissions accounting methods over time. On this basis we calculate the following:

Three-year trend

- **IPG** has seen a 25% reduction in emissions from 2019 to 2022.

Four-year trend

- **Omnicom** has seen a 30% reduction in emissions from 2019 to 2023.
- **WPP** has seen a 4% reduction in emissions from 2019 to 2023, with big falls in operational emissions, but a much smaller decline in the dominant Scope 3 category.

Five-year trend

- **Dentsu** has seen a 30% reduction in emissions from 2019 to 2024.
- **Publicis** has seen a 5% reduction in emissions from 2019 to 2024, as big falls in operational emissions were offset by growing Scope 3 emissions.

Six-year trend

- **Havas** has seen a 35% reduction in emissions from 2018 to 2024, although we note that it is still in the process of updating its reporting and targets since its split from Vivendi in late 2024.

3.4 Projected trends (to 2030)

To establish a projection of future emissions, we analysed each company's emissions trajectory across all scopes over the past 3 to 5 years (depending on data availability) and extended that trend through to 2030.

We recognise that this approach does not account for planned future initiatives or investments (which are addressed in the following sections), however we see it as a useful benchmarking exercise nonetheless.

Assuming historic trajectories continue:

- **Dentsu's** footprint would **fall 39% by 2030**.
- **Havas'** emissions would **fall 34% by 2030**.
- **IPG's** emissions would **fall 49% by 2030**.
- **Omnicom's** emissions would **fall 46% by 2030**.
- **Publicis'** emissions would **rise 8% by 2030** as rising Scope 3 emissions offset progress on Scopes 1 and 2.
- **WPP's** emissions would **fall 5% by 2030** as progress on operating emissions is tempered by slower reductions in Scope 3.

A summary of historic and projected trends is presented in Table 2.

Table 3: GHG emissions (in thousand tons CO2-equivalent) trends up to 2030. Source: Planet Tracker.

Company	Baseline year GHG emissions ($ktCO_2e$)	Baseline year GHG emissions ($ktCO_2e$)	Latest reported year GHG emissions ($ktCO_2e$)	2030 extrapolated emissions	% absolute change from current level
Dentsu	2019	576	433	266	-39%
Havas	2018	57	37	25	-34%
IPG	2019	637	476	243	-49%
Omnicom	2019	568	397	215	-46%
Publicis	2019	302	287	309	8%
WPP	2019	5400	5175	4891	-5%

3.5 Interim and net zero targets

All the companies have near-term emission targets. These are typically SBTi[5] validated. Havas is the exception as it is working on new targets to reflect it becoming a separate entity at the end of 2024 (it was previously part of Vivendi). We note that the perimeter included in targets varies and investors should therefore pay attention to what is included and excluded.

Although all the companies are members of *Ad Net Zero* (the industry net zero initiative), only two companies, **Dentsu** and **Publicis**, have current SBTi validated net zero targets (Table 3). WPP's net zero target was removed by the SBTi as it had expired.

Table 4: GHG emissions (in thousand metric tonnes CO_2-equivalent) & short- and Long-term mitigation targets. Source: Planet Tracker.

Company	Baseline year	Baseline year GHG emissions ($ktCO_2e$)	Total current GHG emissions ($ktCO_2e$)	Short-term emissions target (& coverage)	Long-term emissions target
Dentsu	2019	576	433	-46.2% Scope 1+2+3 by 2030 (vs.2019)	-90% Scope 1+2+3 by 2040 (vs.2019)
Havas	2018	57	37	"-71% Scope 1+2 by 2035 (vs.2018) -43% Scope 3 linked to business operations by 2035 (vs.2018)"	None
IPG	2019	637	476	"-50% Scope 1+2 by 2025 (vs.2019) -30% Scope 3 by 2030 (vs.2019)"	None
Omnicom	2019	568	397	-46.2% Scope 1+2+3 by 2030 (vs.2019)	None
Publicis	2019	302	287	-50% Scope 1+2+3 by 2030 (vs.2019)	-90% Scope 1+2+3 by 2040 (vs.2019)
WPP	2019	5400	5175	"-84% Scope 1+2 by 2025 (vs.2019) -50% Scope 3 by 2030 (vs.2019)"	WPP's net zero target with SBTi removed as expired

Note – Dentsu Scope 3 targets include emissions from purchased goods and services, business travel and employee commuting.

Note - Havas targets were previously validated by SBTi when Havas was part of Vivendi. It is working on new targets now it is a separate entity.

Note - Publicis targets for Scope 3 cover purchased goods and services, fuel and energy related activities, business travel, employee commuting and upstream leased assets.

3.6 Interpretation

We believe some caution must be used when interpreting the data presented in this section to determine the leaders and laggards.

In particular, as noted above, there are differences in the way the companies report their Scope 3 emissions, both in terms of calculation methodology and what is included.

We also caution on how to interpret the historic emissions performance and projected emissions. First and foremost, the lack of apples-to-apples data makes it harder to compare company performance. We also note that how well the company has performed operationally, as well as its strategy, could also impact emissions historically. A company with rapidly growing revenue and/

5 Science Based Target initiative - *Target dashboard - Science Based Targets Initiative*.

or one acquiring other businesses (Advertising tends to be a high M&A space) could likely see its overall emissions rise despite efforts to reduce its GHG footprint. Meanwhile, a company with flat or declining revenues could see emissions fall without actually making significant investments or strategic changes. In Table 4 we provide some colour on revenue growth for the companies, starting at their base year for GHG emission target setting and running till the latest year for which GHG emissions are reported.

Table 5: Summary revenue growth Source: Planet Tracker.

Company	Currency	"Base year sales"	"Latest year sales"	Change
Dentsu	¥bn	1,048	1,411	35%
Havas	€m	2,319	2,736	18%
IPG	$m	8,625	9,449	10%
Omnicom	$m	14,954	14,692	-2%
Publicis	€m	9,800	13,965	43%
WPP	£m	13,234	14,845	12%

Note – Base year is the base year used for setting emission reduction targets. Latest year is the latest year for which GHG emissions are reported by that company. Note – Havas 2018 revenue is per Vivendi reporting.

This comparison highlights the fact that although Publicis would seem to have had one of the weakest GHG reduction trajectories (-5% per Table 2), this has come at the same time as it delivered over 40% sales growth, ahead of all its peers.

3.7 Assessment

- **Leading:** We see **Dentsu** as leading. The company has delivered strong emission reduction alongside strong revenue growth. It is also one of only two companies to have a net zero targets in place.
- **Performing:** We see the rest of the companies as performing on emission reductions. Although both **IPG** and **Omnicom** have delivered strong emission reductions, this has been alongside relatively weak or declining sales growth. They also lack net zero targets. **WPP** also lacks a net zero target and its recent emission trajectory performance has been weak. However, it is impacted by including emissions in scope which its peers exclude. **Publicis** is projected to see emissions grow over the medium-term based on recent emissions history, but we caution that this comes against the backdrop of strong sales growth. Finally, **Havas** is in the process of developing new SBTi targets. A full re-assessment of its positioning will be needed once these are published (expected in Q2 2026).

4. Value chain engagement

4.1 Overview

This section evaluates how the six benchmarked companies engage and influence both their customers and suppliers.

4.2 Supplier engagement

Engagement with suppliers seems limited for all the companies. We note two main areas of activity:

Procurement leverage: Most companies argue they integrate ESG criteria through codes of conduct or procurement policy frameworks. Some include third party assurance of supplier alignment with these.

Supplier development programs: Some companies show indications of supporting suppliers in developing their own internal emissions reductions targets. The nature of this support is unclear, and any cost associated with it is not set out.

Table 6: Supplier engagement summary. Source: Planet Tracker.

Company	Key actions/strategies	Notes
Dentsu	"Working with suppliers to understand emissions. Sustainability included in new supplier questionnaire."	
Havas	"Align with Havas responsible purchasing charter. Major suppliers assessed by EcoVadis."	"85% of direct suppliers in top 5 countries in environmental assessment in 2023. 66% of suppliers by emissions set reduction targets by end of 2024."
IPG	"Align with IPG supplier code of conduct. Encourage suppliers to commit to 30% GHG reduction by 2030 vs. 2019 baseline and target net zero by 2040. Encourages SBTi validation of targets and reporting to CDP on emissions."	
Omnicom	"Engage with suppliers to ensure they are aligned with Omnicom's priorities. Environmental questions included in tender documents. Suppliers expected to develop and maintain responsible business practices"	
Publicis	"Focus on suppliers with emission reduction targets. Align with Publicis CSR for business guidelines. Strategic supplier assessed by third party for CSR compliance."	
WPP	Worked with suppliers to map own Scope 3. Outreach plan to work with major contributors to Scope 3 on decarbonising.	138 suppliers contribute 56% of purchased goods and services emissions.

4.3 Customer engagement

None of the Advertising Agencies provides much detail on how they engage with customers on sustainability. Where they do comment on this area, it tends to be with an opportunity lens and details how they will deliver long-term growth alongside a sustainable transition (Table 7).

Table 7: Customer engagement summary. Source: Planet Tracker.

Company	Key actions/strategies	Notes
Dentsu	Long-term value-creation strategy focused on sustainability and working with clients to address issues	
Havas	Carbon impact calculator	
IPG	"Work with customers to help them reach their Scope 3 targets Long-term growth strategy to develop campaigns for new markets and sustainable products"	
Omnicom	Engages with clients to inform them on Omnicom's sustainability strategy	Estimates has engaged with 85% of customers
Publicis	A.L.I.C.E. (Advertising Limiting Impacts & Carbon Emissions) is a proprietary tool developed by Publicis to allow clients to assess the carbon footprint of their projects.	
WPP	"Their GroupM agency launched a carbon calculator to allow clients to factor in channel-level carbon emissions data into their media planning. Produced a Green Claims Guide for clients with tips to avoid accusations of greenwashing"	

It is notable that advertising's role in the transition or its responsibility for current emissions growth is generally not discussed. This is reflected in the fact that, of the group of 6, only Dentsu currently calculates and reports its Advertised Emissions, but it does not appear to have any set targets to reduce its Advertised Emissions.

4.4 Advertised Emissions

In 2024, Race to Zero[6], a global campaign led by the UN Climate Change High-Level Champions, published a report setting out a six-point framework as to how service providers, like ad agencies, can be a key driver of the transition to net zero.[ii] Many large businesses already require their agencies to be a signatory to the United Nations-backed Race to Zero campaign.

Dentsu states that it calculated Advertised Emissions using the methodology put forward by *Purpose Disruptors*. It estimated Advertised Emissions for 2022 at 12.8 million TCO2e, equating to 32x its operational GHG footprint in 2022, with 77% associated with only four client sectors.

6 Race to Zero is a global campaign to rally leadership and support from businesses, cities, regions and investors for a healthy, resilient, zero-carbon recovery that prevents future threats, creates decent jobs and unlocks inclusive, sustainable growth.

4.5 Assessment

On both customer and supplier engagement, the Advertising Agencies generally provide little detail on their strategies. All the Agencies seem to be similarly placed in terms of developing strategy in this area, which should be considered as early stage at best. As such we rate them all as Lagging.

All the Advertising Agencies need to increase their engagement and focus on value chain emissions over the medium-term if they are to deliver on their emissions targets. Robust value chain engagement is a prerequisite for credible Scope 3 mitigation. Leaders are distinguished by their ability to:

- Quantify emissions impact from customer and supplier actions.
- Align procurement incentives with climate goals.
- Provide verifiable upstream and downstream decarbonisation solutions.

Investors should press companies to publish the share of Scope 3 emissions addressed through engagement strategies and provide verified reductions where feasible.

5. Governance and climate-linked compensation

5.1 Overview

This section evaluates whether boards and executive teams are accountable for climate performance, and whether their compensation systems incentivise the delivery of net-zero strategies.

Specifically, in Table 8 we assess:

- Board-level sustainability oversight.
- Integration of climate KPIs into short- and long-term incentives.
- Transparency and accountability mechanisms.

Table 8: Board oversight and executive compensation. Source: Planet Tracker.

Company	"Board-level sustainability oversight"	"Executive compensation – climate linkage"	"Materiality & transparency of climate KPIs"
Dentsu	Group Sustainability Committee reports to the Group Management Board .Chaired by the Global Chief Sustainability Officer. The Group President and Global CEO is a member. The committee meets quarterly	"CEO annual bonus features 10% weight to ESG indicators including Scope 1 & 2 GHG emission reduction. Long-term incentive scheme has no sustainability component"	Limited - climate targets included in annual bonus setting, but the structure is opaque. Sustainability is not included in LT target setting
Havas	The Audit & Sustainability Committee include oversight of non-financial reporting and oversight of public disclosure on ESG matters.	CEO annual bonus includes qualitative targets for "internal priorities". Long-term targets includes non-financial criteria such as level of renewable energy sourcing	Limited - some evidence of sustainability linked targets in LT target setting, but the structure is opaque and the weighting unclear.
IPG	The Corporate Governance and Social Responsibility Committee has primary oversight for IPG's ESG-related policies and practices. The Audit Committee has primary responsibility for considering the management of risks, which includes climate related risk. Climate-related issues are conveyed to the board via the Chief Financial Officer (CFO), Chief Sustainability Officer (CSO) and Global Assistant Controller.	No explicit mention of sustainability linked targets in the compensation scheme design.	Low - no evidence of sustainability linked targets
Omnicom	The Governance committee oversees climate change initiatives and processes. The Chief Environmental Sustainability Officer (CESO) reports directly to the CEO on operational matters	CEO annual bonus includes qualitative targets at 20% weight which includes progress on sustainability. The long-term scheme has no sustainability element.	Limited - the annual bonus includes some sustainability link, but the structure and weighting is opaque
Publicis	Strategic Environmental and Social committee reports to the board on Publicis' environmental and social strategies. Includes oversight of progress on the SBTi objectives and the climate action plan.	CEO annual variable pay includes 10% weight to "fight against climate change" with target on renewable energy use. Long-term pay has no sustainability link.	Moderate - 10% weight in the annual bonus scheme to a clear quantitative target on renewable energy use.
WPP	Sustainability committee reports to the board on sustainability linked risks and opportunity and WPP's sustaianbility targets and strategies. Has four standing members drawn from the Board and is also regularly attended by the CEO, CFO and Chief Sustainability Officer	CEO annual variable pay includes 25% weight to individual targets which include GHG emission reduction. No sustainability linked element to long-term pay	Limited - the annual bonus includes a sustainability link, but the structure and weighting are opaque.

5.2 Assessment

5.2.1 Governance structure

Leading: Dentsu, Publicis, WPP have defined, specialist committees scrutinising sustainability which report to the board.

Performing: Havas, IPG, Omnicom have structured oversight mechanisms but embedded within committees with broader responsibilities.

5.2.2 Climate-linked executive compensation

Leading: Publicis is the only company where we found a clear material weighting to sustainability targets.

Performing: Dentsu, Havas, Omnicom, WPP all appear to have some link to sustainability performance, but the exact targets and structures are typically opaque.

Lagging: IPG has no sustainability linkage in its compensation setting.

6. Policy advocacy alignment

6.1 Overview

A credible climate strategy requires not only internal decarbonisation but also consistent external advocacy. Misalignment between corporate climate goals and the lobbying activities of affiliated industry associations could lead to reputational, regulatory, and financial risks.

6.2 Policy advocacy

Overall, given that advertising does not have a major direct climate footprint, environmental lobbying is likely not a major concern for most industry bodies and we see the risk of misalignment with corporate goals as low.

6.3 Industry association alignment

All the Advertising Agencies we analysed are members of various industry associations and trade bodies including some with a direct focus on the climate change impacts of advertising – for instance *Ad Net Zero* a global group which aims to move the advertising industry towards a net zero future.

7. Risk and opportunity management

7.1 Overview

Climate-related risks and opportunities are becoming increasingly material due to tightening regulations, shifting market preferences, and the growing impacts of physical climate change. This section assesses the companies' use of climate scenarios and physical risk disclosure, along with their strategic approach to low-carbon opportunities.

7.2 Scenario analysis and physical risk disclosure

Table 9 summarises each company's use of climate scenarios and their disclosure of physical risks. While most companies reference scenario analysis, none of them provide overall quantitative estimates of physical climate risks. Disclosures remain largely qualitative or quantitatively anecdotal.

Table 9: Scenario & physical risks high-level summary. Source: Planet Tracker.

Company	Scenario analysis	Physical risks identified
Dentsu	SSP1-2.6, SSP5-8.5	Extreme winds and storms, extreme heat, water stress and drought, and wildfires
Havas	Climate risk assessment to be published in 2026	
IPG	No scenario analysis	Extreme weather events and rising sea levels
Omnicom	No scenario analysis	Severe weather, flooding, wildfires, rising sea levels
Publicis	SSP1-2.6, SSP5-8.5	Extreme weather, water stress and wildfires
WPP	RCP 8.5 - business as usual, 4-degree Celsius RCP 2.6 - acceptable limit 2-degree Celsius RCP 1.9 - net zero transition 1.5-degree Celsius	Extreme weather and climate-related natural disasters.

7.3 Climate-related opportunities and strategic response

All six Agencies acknowledge the commercial potential of the low-carbon transition. However, most provide limited detail on the scale, timing, and impact of any opportunities arising. Notably, they lack quantified investment commitments, time-bound milestones, or estimates of emissions-reduction contributions.

Table 10: Climate-related opportunities by company. Source: Planet Tracker.

Company	Strategic opportunity area(s)	Notable strategic response	Quantification/targets mentioned
Dentsu	Access to new markets. New technologies for servicing clients	Investing in bespoke tools to help clients monitor their own emissions	"No disclosed targets or investment figures"
Havas		Carbon impact calculator	"No disclosed targets or investment figures"
IPG	"Novel technologies and services related to mitigation and adaptation. Enhanced reputation with clients from sustainability efforts"		"No disclosed targets or investment figures"
Omnicom	"Climate Strategy and Environmental Data Architecture. Consultation and Communication on addressing consumer preference for environmentally and socially responsible products and services."		"No disclosed targets or investment figures"
Publicis	"Low impact services and innovation to its clients. Opportunities in providing services for new innovative products and markets"	Tools to allow clients to monitor emissions from their projects or websites	"No disclosed targets or investment figures"
WPP	Products and services which assist clients to decarbonise their businesses		"No disclosed targets or investment figures"

7.4 Assessment

Leading: We see **Dentsu**, **WPP** and **Publicis** as leading as they incorporate climate scenario modelling into their strategic assessments.

Lagging: We see **IPG** and **Omnicom** as lagging given the lack of scenario modelling.

Havas will report on its climate risk modelling for the first time in 2026, so we do not give it a rating here.

8. Decarbonising the direct footprint

8.1 Overview

Alignment between investment and climate strategy is a critical indicator of a company's transition credibility.

We note that, given their sector of operation, much of the decarbonisation by the Advertising Agencies is likely to be driven by opex rather than capex. However, full detail on potential future spending plans is still valuable for investors. Currently, detail on past, current or future expected spend is very limited.

8.2 Renewable energy investment

A common focus for investment and a driver of emissions reduction across the Advertising Agencies is increasing the proportion of renewable energy they use in their own operations.

- Dentsu aims to achieve 100% renewable energy usage by 2030.
- Havas notes that it continues to progress towards its goal of 100% renewable energy by 2030.
- IPG committed to sourcing 100% renewable energy across its portfolio by 2030.
- Publicis aims to reach 100% renewable energy use by 2030.
- WPP has publicly targeted 100% renewable energy use by 2025.

Alongside a move to increase the proportion of renewable energy, a common theme across companies was looking to improve the energy efficiency of their operations.

8.3 Rationalisation of office space

Another common strategic theme is rationalising office space as part of reducing overall energy demand. This can include the combining of different sub-agencies into fewer centralised buildings. Moving to greater use of cloud computing services can also potentially free up space and reduce direct energy consumption, although we note that this can mean moving the emissions to the value chain rather than eliminating them completely.

8.4 Assessment

Leading: We rate **Publicis** as leading as it provides an outline of the different drivers it expects to contribute to further emission reductions (along with targets) (Figure 3), albeit without financial details.

/ Decarbonization targets and levers

	Description	Reference year 2019	Target 2030	Target 2040
GHG emissions ($TeqCO_2$)	Business growth	304,177	36,882	
Energy consumed	Switching to 100% renewable energy		(33,720)	(60,696)
Strengthening the energy efficiency of offices	Switching to 100% renewable energy, with the energy efficiency actions undertaken in the various offices		(17,453)	(30,965)
Reduce business travel	1. Reduction of business air travel, with a strengthening of the internal policy and rules justifying this type of travel 2. Implementation of preference criteria for airlines committed to reducing their emissions		(62,926)	(113,267)
Decarbonization of the supply chain	1. Reducing emissions related to the purchase of goods and services by prioritizing suppliers who are committed to the climate transition and have public GHG emissions reduction targets validated by third parties 2. Launch of the ESG assessment program for suppliers, "Enhanced ESG Program," in 2023		(38,673)	(68,831)

Figure 3: Publicis' intended drivers of decarbonisation to 2030 and 2040.
Source: Publicis Universal Registration Document 2024.

Performing: We rate the other Agencies as performing given the common themes in terms of strategic investment areas so far noted above and the limited detail they provide on future plans. We note that Havas provides the least detail but acknowledge that this is partly a function of it having only listed as a separate entity at the end of 2024.

Conclusions

1. Overview

While all six Advertising Agencies analysed in this paper acknowledge the need for a climate transition, their responses vary in scope, pace, and strategic coherence.

We assessed the six Advertising Agencies across Climate Alignment, Value Chain Engagement, Policy and Governance, Risk Analysis and Strategy Assessment (Table 11). We also note the overall temperature alignment we assessed in the individual Climate Transition Analyses we published for each company.

In our view, leaders such as **Dentsu** demonstrate strong emissions reduction trajectory and a credible transition strategy aligned with a 1.5˚C scenario. **IPG** or **Omnicom** present a mixed picture, where emissions trajectory suggests alignment with 1.5˚C, but strategy and governance appear weaker. We also note that IPG and Omnicom emissions may have "benefitted" from their relatively weaker operational performance versus peers in recent years. For **Havas**, **Publicis** and **WPP** we assess them as aligned with a 2.0˚C scenario based on their current emission trajectories and see room for improvement across governance, risk assessment and strategic alignment.

Table 11: Company classification summary.[7]

Company	Overall assessment	Climate alignment	Value chain engagement	Policy and governance	Risk analysis	Strategy assessment
Dentsu	1.5°C	LEADING	LAGGING	PERFORMING	LEADING	PERFORMING
Havas	2.0°C	PERFORMING	LAGGING	PERFORMING	LAGGING	LAGGING
IPG	1.5°C	LEADING	LAGGING	PERFORMING	PERFORMING	PERFORMING
Omnicom	1.5°C	LEADING	LAGGING	PERFORMING	PERFORMING	PERFORMING
Publicis	2.0°C	PERFORMING	LAGGING	PERFORMING	LEADING	PERFORMING
WPP	2.0°C	PERFORMING	LAGGING	PERFORMING	PERFORMING	PERFORMING

7 **Leading** – exhibiting best (or close to best) practice among the six, **Performing** – exhibiting good practice, although with some gaps, **Lagging** – exhibiting a practice with fundamental gaps.

2. Investor call to action

Long-term investors have a crucial role to play in catalysing the decarbonisation of this sector. Companies that integrate climate into core operations, governance, and investment decisions are more likely to protect long-term value and benefit from a low-carbon economy. We see three key areas for investor action in relation to Advertising Agencies:

1. Differentiate transition leaders

- Integrate emissions trajectories and climate alignment into valuation models.
- Prioritise firms with measurable emissions reduction progress and transparent climate-aligned strategies. These firms show relatively lower risk of regulatory shocks and are more likely to benefit from green premium pricing and the opportunities offered by the climate transition.

2. Engage to improve governance and disclosures

- Advocate for executive compensation schemes where at least 10% of variable pay is linked to emissions reductions and climate strategy delivery.
- Promote greater transparency in climate scenario modelling, Scope 3 reporting, Advertised Emissions and transition costs.

3. Support Agencies working to support the transition

- Support Agencies that stay engaged with high-carbon sectors and work with the most transition-aligned representatives from those sectors to support their decarbonisation. The goal should be not for Agencies to totally avoid clients with high emissions, but rather use their expertise to help those clients reduce their emissions by promoting lower carbon products and services.
- Encourage strategies which involve investment in building up Agency capacity and services which focus on selling more sustainable products to the market, and educate or lead their audience towards a transitioned economy. Examples of current work in this area include tools to assess the environmental impact of advertising campaigns.

We point investors to *adnetzero.com* for more detail on the pathway steps to a net zero advertising industry.

Disclaimer

As an initiative of Tracker Group Ltd., Planet Tracker's reports are impersonal and do not provide individualised advice or recommendations for any specific reader or portfolio. Tracker Group Ltd. is not an investment adviser and makes no recommendations regarding the advisability of investing in any particular company, investment fund or other vehicle. The information contained in this research report does not constitute an offer to sell securities or the solicitation of an offer to buy, or recommendation for investment in, any securities within any jurisdiction. The information is not intended as financial advice.

The information used to compile this report has been collected from a number of sources in the public domain and from Tracker Group Ltd. licensors. While Tracker Group Ltd. and its partners have obtained information believed to be reliable, none of them shall be liable for any claims or losses of any nature in connection with information contained in this document, including but not limited to, lost profits or punitive or consequential damages. This research report provides general information only. The information and opinions constitute a judgment as at the date indicated and are subject to change without notice. The information may therefore not be accurate or current. The information and opinions contained in this report have been compiled or arrived at from sources believed to be reliable and in good faith, but no representation or warranty, express or implied, is made by Tracker Group Ltd. as to their accuracy, completeness or correctness and Tracker Group Ltd. does also not warrant that the information is up to date.

References

i *Advertising adds 28% to the annual carbon footprint of every single person in the UK - Magic Numbers*

ii *The-role-of-professional-service-providers-in-realizing-a-net-zero-future.pdf*

ABOUT PLANET TRACKER

Planet Tracker is a non-profit financial think tank producing analytics and reports to align capital markets with planetary boundaries. Our mission is to create significant and irreversible transformation of global financial activities by 2030. By informing, enabling and mobilising the transformative power of capital markets we aim to deliver a financial system that is fully aligned with a net-zero, nature-positive economy. Planet Tracker proactively engages with financial institutions to drive change in their investment strategies. We ensure they know exactly what risk is built into their investments and identify opportunities from funding the systems transformations we advocate.

PLANET TRACKER'S CLIMATE TRANSITION ANALYSIS

As part of its Influencers programme, Planet Tracker is examining the transition plans of the six major Advertising Agencies. Our goal is to provide investors with the key information and analysis they need to be able to hold the companies to account for the quality of their climate transition plans and their execution against those plans. We also encourage investors to use this information to engage effectively with these companies with the aim of driving the sustainable transformation of the advertising industry.

ACKNOWLEDGEMENTS

Lead Author: Richard Wielechowski, Senior Investment Analyst, Planet Tracker

Reviewers: Niall Considine, Director of Research, Tracker Group; François Mosnier, Head of Nature, Planet Tracker.

WITH THANKS TO OUR FUNDER

KR FOUNDATION

Suggested citation: *Wielechowski, R., Advertising in the Age of Climate Accountability: Planet Tracker (2026).*

Planet Tracker

For further information please contact:
Nicole Kozlowski, Head of Engagement, Planet Tracker
nicole@planet-tracker.org

www.planet-tracker.org #planet_tracker