

Sustainable Advertising Manifesto

Sustainable Advertising Manifesto

BERLIN, GERMANY, April 5, 2022
/EINPresswire.com/ -- The latest IPCC report has been shared publicly the 1st March 2022 and reveals that climate change effects are outpacing our ability to adapt. Are we still supposed to approach advertising the same way?

In 2014, 360 Agency Berlin thought that it was time for a structural change in the industry and that profit was not any longer the main KPI to measure success. Advertising cannot be impermeable to the latest gigantic consumer concerns and brand perceptions evolution. It is time for marketing to embrace these structural indispensable adjustments.

What is [sustainable Advertising](#)?

1- Main Principle:

[Sustainable](#) advertising shall align the DNA and real attributes of the brand with its

“

By advertising and consuming responsibly we can change the lives of thousands.”

*Andrea Henao Managing
Director of 360 Agency Berlin
and 360 Agency Europe*

communication. Therefore dishonest attempts of companies to promote false environmental qualities shall be strongly sanctioned. For consumers, it is worrying to see that many brands environmental claims and products attributes are not systematically verified.

As a consequence it might on the long term weakness the credibility of sustainable efforts.

This is why it is vital to fight actively against greenwashing and offer new laws and regulations propositions that you will find in our manifesto under the



360 Agency Berlin Climate change knows no frontier
Design from 360 Agency Berlin & 360 Agency Europe

following link:

www.sustainadvertising.com

Andrea Henao

360 Agency Berlin GmbH

+49 176 23948438

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)



360 Agency Berlin_Restart The advertising world_
Manifesto Illustration



360 Agency Berlin_ Greedy Grey or Giving Green?

This press release can be viewed online at: <https://www.einpresswire.com/article/567474110>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.