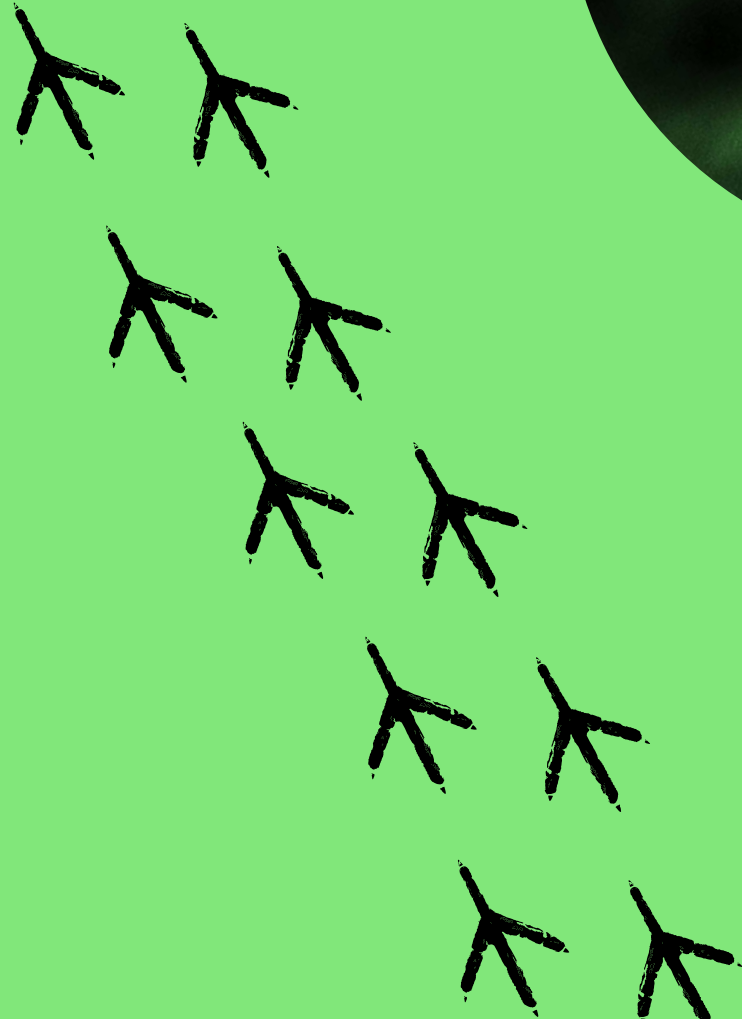


# CREATURE & CO.

We help brands drive  
positive change for the benefit  
of all people and our planet.



# 80%

OF CONSUMERS WOULD BE WILLING TO **PAY MORE** IF A BRAND RAISED ITS PRICES TO BE MORE **ENVIRONMENTALLY** AND **SOCIALLY RESPONSIBLE**.

[DELOITTE, 2019]

# 90%

OF GEN Z RESPONDENTS BELIEVE **COMPANIES MUST ACT ON SOCIAL AND ENVIRONMENTAL ISSUES**.

[PORTER NOVELLI/CONE, GEN Z PURPOSE STUDY, 2019]



**C&CO.**

**ENVIRONMENTAL AWARENESS** AMONGST UK CONSUMERS HAS SURGED IN THE PAST YEAR WITH

# 85%

NOW MAKING MORE **SUSTAINABLE LIFESTYLE CHOICES**.

[DELOITTE, SUSTAINABLE CONSUMER, 2021]

We're a creative agency that helps  
brands navigate purpose and empower  
people to act on the world's challenges

# STRATEGY & CREATIVE



# STRATEGY

Getting purpose right is complex. Our subject matter experts help brands to understand where they can make an impact and remain credible with their audience.

Whether you are starting from scratch or are in need of a sounding board, we'll create unique strategies that are sustainable, impactful and measurable.



- **CONSUMER RESEARCH AND INSIGHT**
- **ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE (ESG)**
- **BRAND PURPOSE**
- **BEHAVIOUR CHANGE**
- **IMPACT CAMPAIGN STRATEGY**
- **PARTNERSHIPS**



# CREATIVE

Communicating complex topics can be daunting. But honestly, we're great at it.

We combine powerful storytelling, striking design, and innovative delivery to catalyse action and change behaviour. And we make tough topics accessible through language everyone can understand and content everyone can enjoy.



- **CONTENT CREATION**
- **EDITORIAL**
- **INTERACTIVE DESIGN AND DEVELOPMENT**
- **INTERNAL AND STAKEHOLDER COMMUNICATIONS**
- **SOCIAL AND DIGITAL STORYTELLING**
- **VIDEO**

**INFORM**  
**+**  
**INSPIRE**  
**=**  
**EMPOWER**

Our creative approach and a proven formula for creating lasting, positive impact.

# WHO WE WORK WITH

“

Creature & Co. have a deep understanding of how to engage people in authentic and delightful content that promotes Earth empathy and instils compassionate values.



VINCENT JASKOWSKI-PROWSE  
**GLOBAL MARKETING MANAGER**  
**UNILEVER**

”







# Persil DIRT IS GOOD ACADEMY



C&CO.



## UNILEVER / PERSIL DIRT IS GOOD ACADEMY

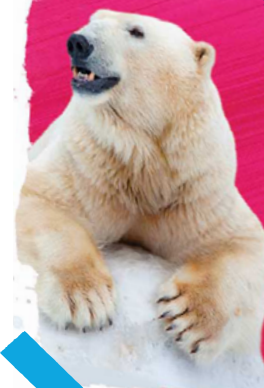
We created a digital education programme for Persil to inspire behaviour change in kids in alignment with the UN Sustainable Development Goals (SDGs).

In creating The Dirt is Good Academy as a brand-new educational programme, we helped to drive real, positive change among its target audience of children aged 12 and under.

The programme is proven to create real impact, converting Users to Changemakers at a rate of 6%. We've successfully rolled out the programme into three international territories.



### CLIMATE CHALLENGE



Put your new knowledge into action by completing the following challenges...

- ☐ Turn off any unused plugs at the wall, so they don't waste energy!
- ☐ Walk, cycle or use public transport for short journeys!
- ☐ Donate something you no longer use to a second-hand or charity shop!

COMPLETED ALL YOUR CHALLENGES? HEAD TO THE HQ DASHBOARD TO COLLECT YOUR CLIMATE SKILLS BADGE!







# NATIONAL GEOGRAPHIC KIDS MAGAZINE

We produce, publish and promote National Geographic Kids (NGK) magazine in the UK, Ireland, Australia and New Zealand, with print and digital content reaching nearly 500,000 households and 10 million children and families globally each year.

Our print editions, localised websites, email, social media and teaching resources tackle tough topics such as climate change, social inequality and biodiversity, and showcase the world's wonderful animals, plants, people and places to inspire and empower multi-generational audiences to care for people and the planet.

Ninety percent of readers report sharing NGK content with family and friends. And in 2021, we achieved a combined 25 million impressions to support the UN Sustainable Development Goals.







# LEGO LEGO CITY & LEGO FRIENDS

We helped LEGO introduce fact-based information about the environments and animals featured in different LEGO sets, including the Wildlife Rescue, Arctic and Jungle packs.

Using real-life scenarios as a springboard for kids' imaginations, we explored exciting missions by creating multi-channel campaigns, and facilitated features and interviews with National Geographic explorers.

Through our relationship with National Geographic Kids, we distributed LEGO-branded content within the magazine, providing activities for readers and further reach for LEGO.





# OUR IDEAS & OUR PEOPLE ARE:

Radically transparent

Positively pragmatic

Simply smart

# WE ARE CREATURES...



PETER JOHNSON  
**MANAGING DIRECTOR**



GEMMA CHANDLER-NASH  
**CONTENT DIRECTOR**



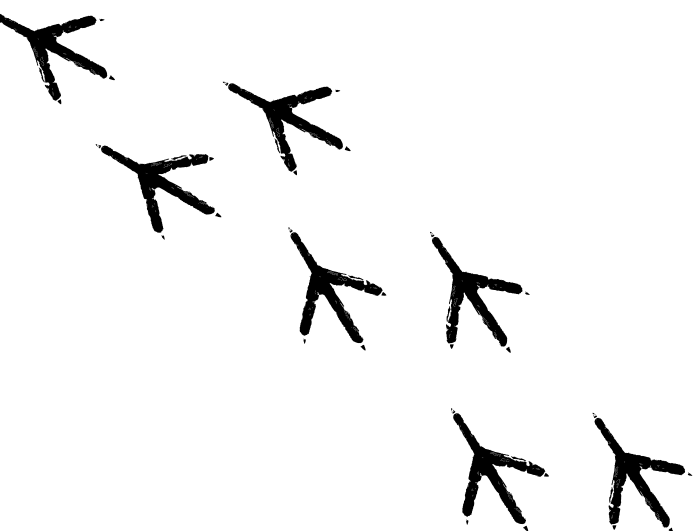
CHLOE TUCK  
**SENIOR ACCOUNT  
MANAGER**



ALICE PLASKETT  
**SENIOR MARKETING  
MANAGER**



JULIA HORNADAY  
**CONTENT STRATEGIST**



writers, graphic designers,  
subeditors, developers,  
videographers, UX experts,  
animators, illustrators...

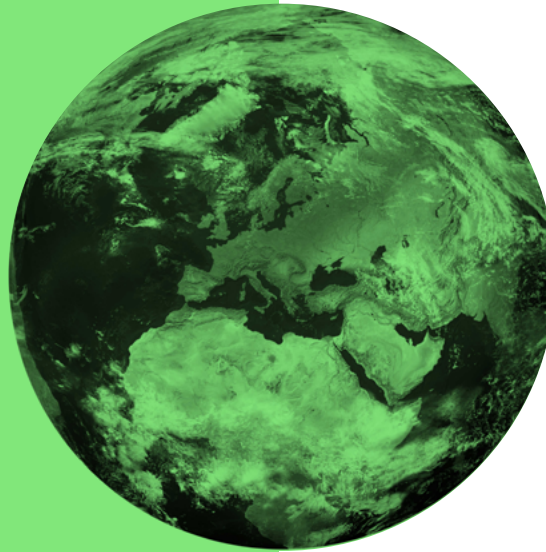
# ...& WE HAVE BIG GOALS

Certified



Corporation

ACHIEVE THE  
HIGHEST LEVEL  
OF **SOCIAL AND  
ENVIRONMENTAL  
IMPACT  
CERTIFICATION**  
FOR BUSINESSES  
THAT BALANCE  
**PURPOSE WITH  
PROFIT.**



INFORM, INSPIRE, AND  
EMPOWER **48 MILLION**  
FELLOW CREATURES  
**GLOBALLY**, PER YEAR,  
BY **2025**.

ADVANCE THE **UN'S  
SUSTAINABLE DEVELOPMENT  
GOALS** AS A BLUEPRINT TO  
ACHIEVE A BETTER, MORE  
**SUSTAINABLE FUTURE** FOR ALL.

**SUSTAINABLE  
DEVELOPMENT  
GOALS**

# ARE YOU WITH US?

**CREATURE**  
**& CO.**



**PETER JOHNSON**  
**MANAGING DIRECTOR**

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