

GOT A NEW SUSTAINABILITY INITIATIVE?

Follow our
6-point checklist
to create a crystal
clear campaign.

C&CO.



#01

BE TRANSPARENT

94% of customers show loyalty to brands offering transparency.¹

Boost brand loyalty by making sure the messaging around your green claims is truthful, accurate and honest.

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#02


KEEP IT CLEAR



Adults in the U.K. have an average reading level of a 9-year-old.²

Write campaign messages in a way that is easy to understand by all audiences. Break down climate jargon and keep information specific and definitive.

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#03

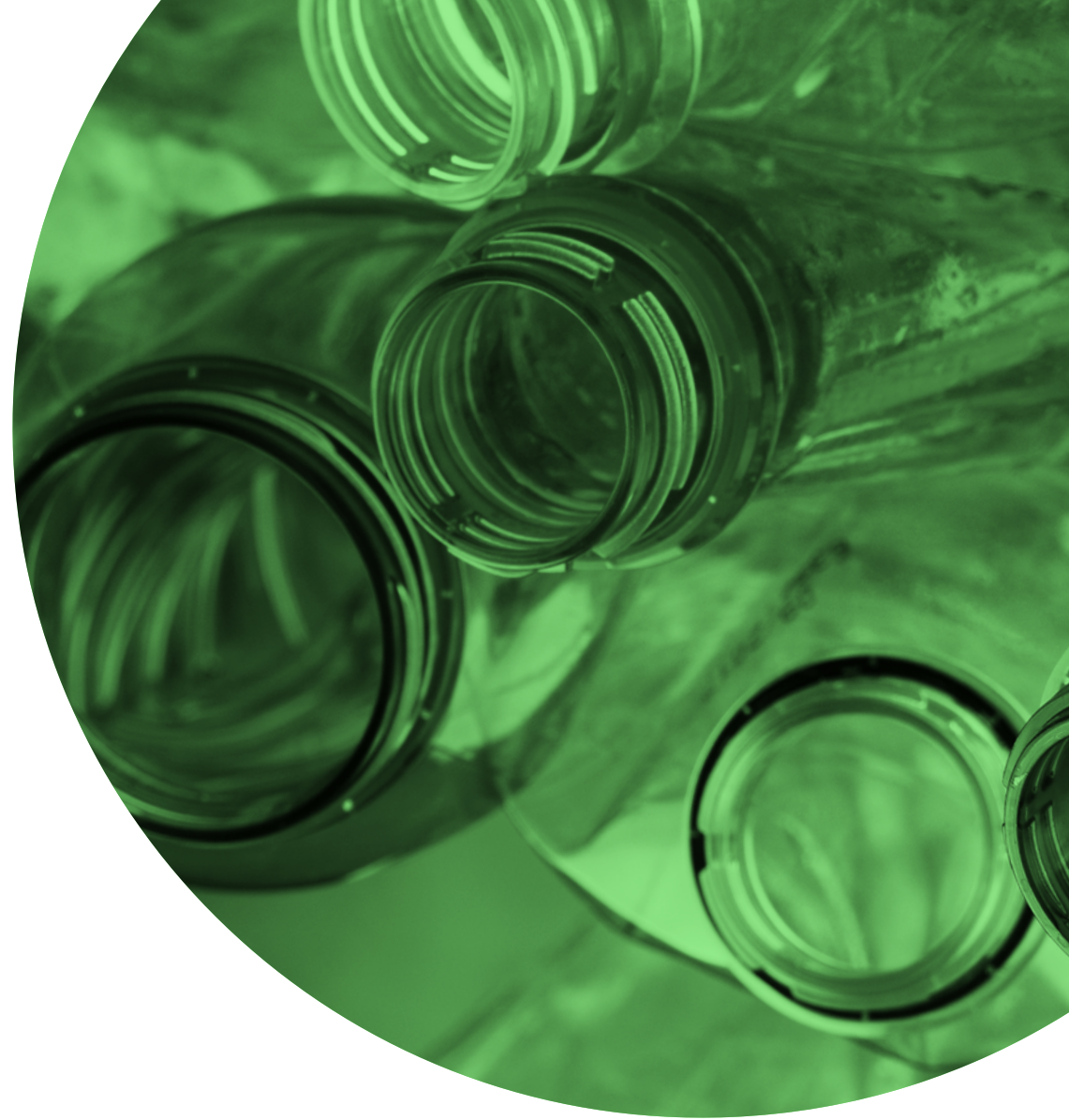
OPEN UP

Everything counts. Give the full picture when it comes to your environmental impact and sustainability journey. Educate consumers so they can make more informed choices.

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#04

PROVE IT



Back up your green claims with up-to-date, credible evidence. Reflect the whole lifecycle of your brand, product, or service and acknowledge where there is always room for improvement.

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#05

COMPARE? BE FAIR!

Be straightforward
and clear when making
sustainability comparisons.
Focus on products that meet
the same needs, or have the
same purpose, as yours.




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#06

HELP FIGHT GREENWASHING

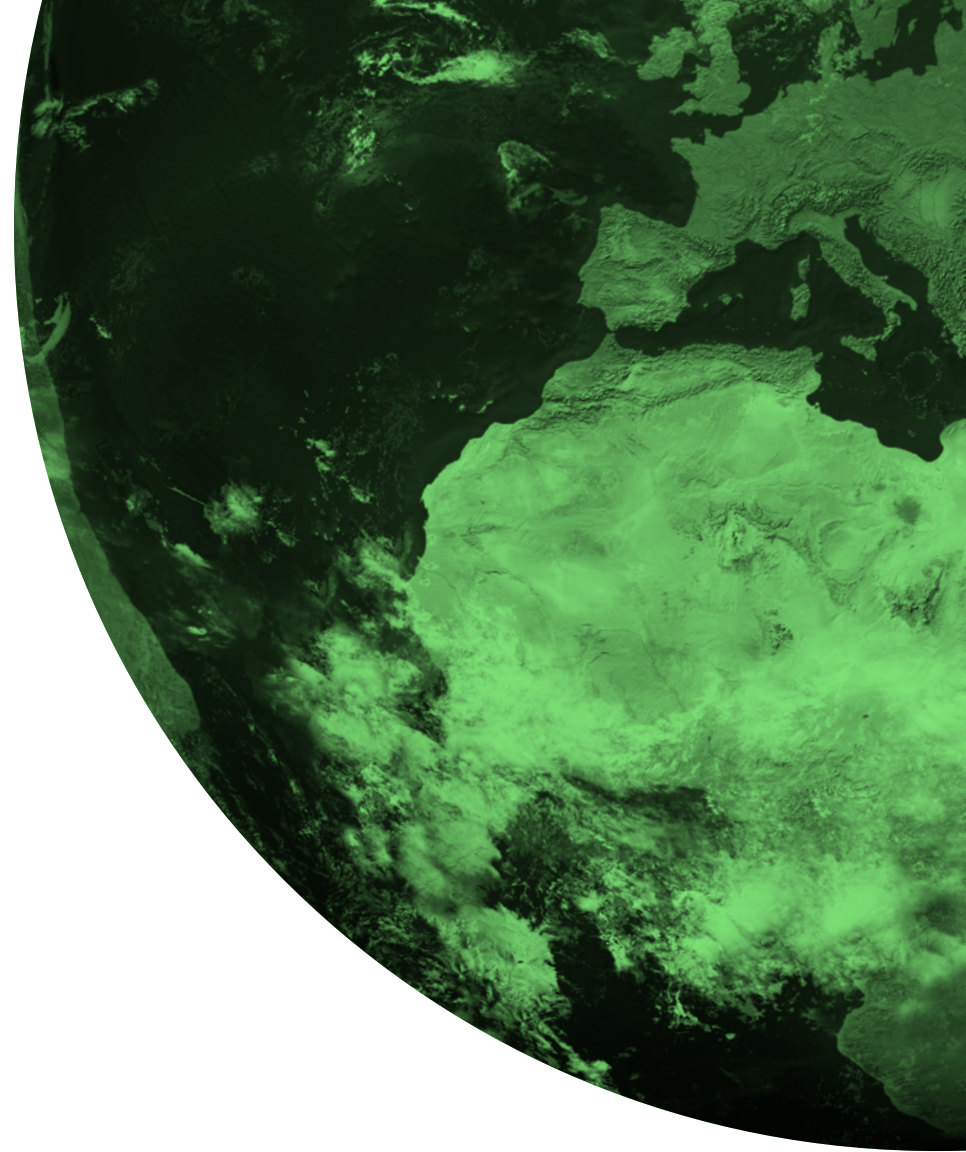
**42% of companies exaggerate
sustainability claims.³**



Find a partner to help shape
sustainability campaigns carefully,
thoughtfully, and completely. We're
here to help you get it right...

C&CO.

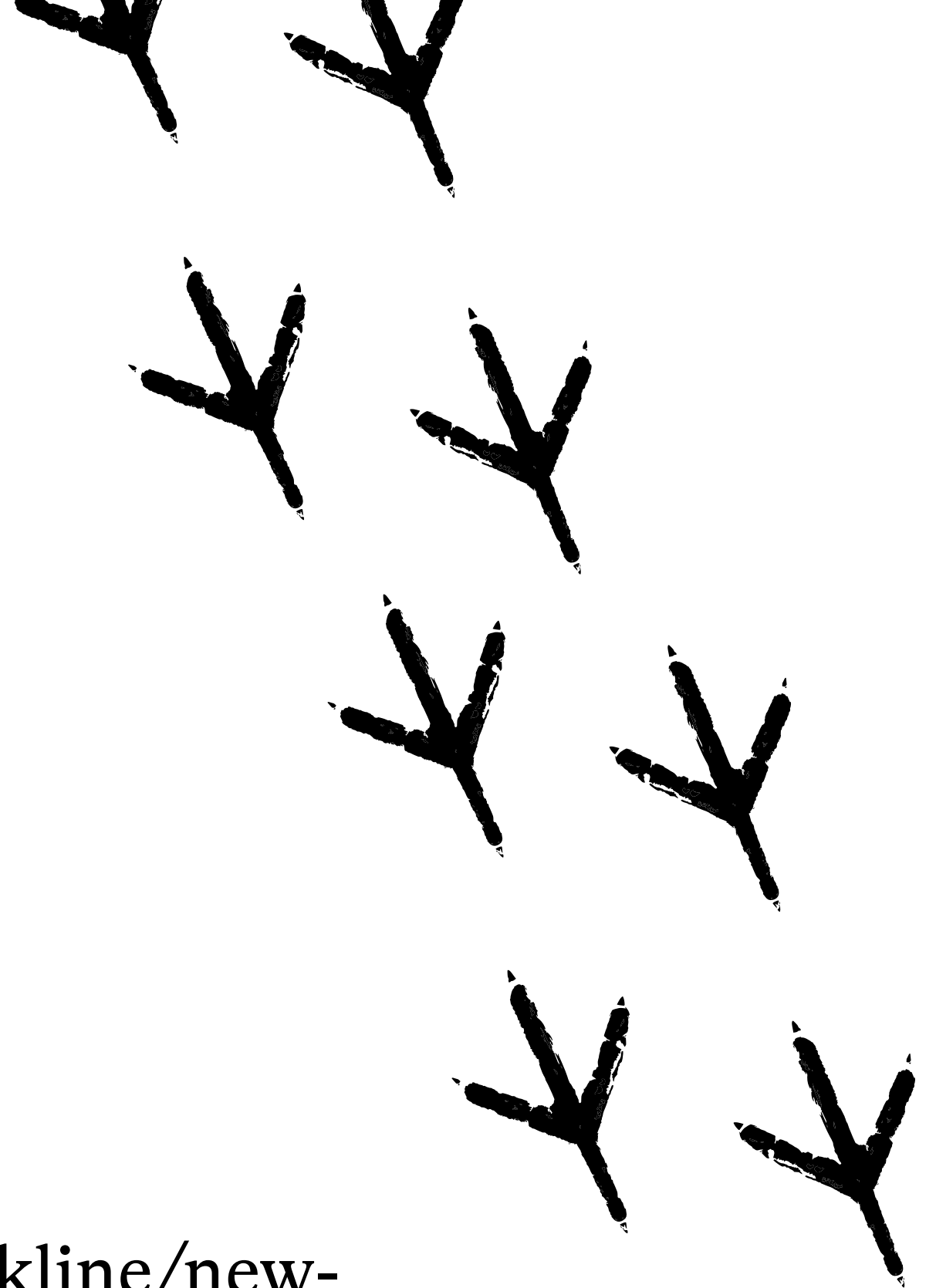
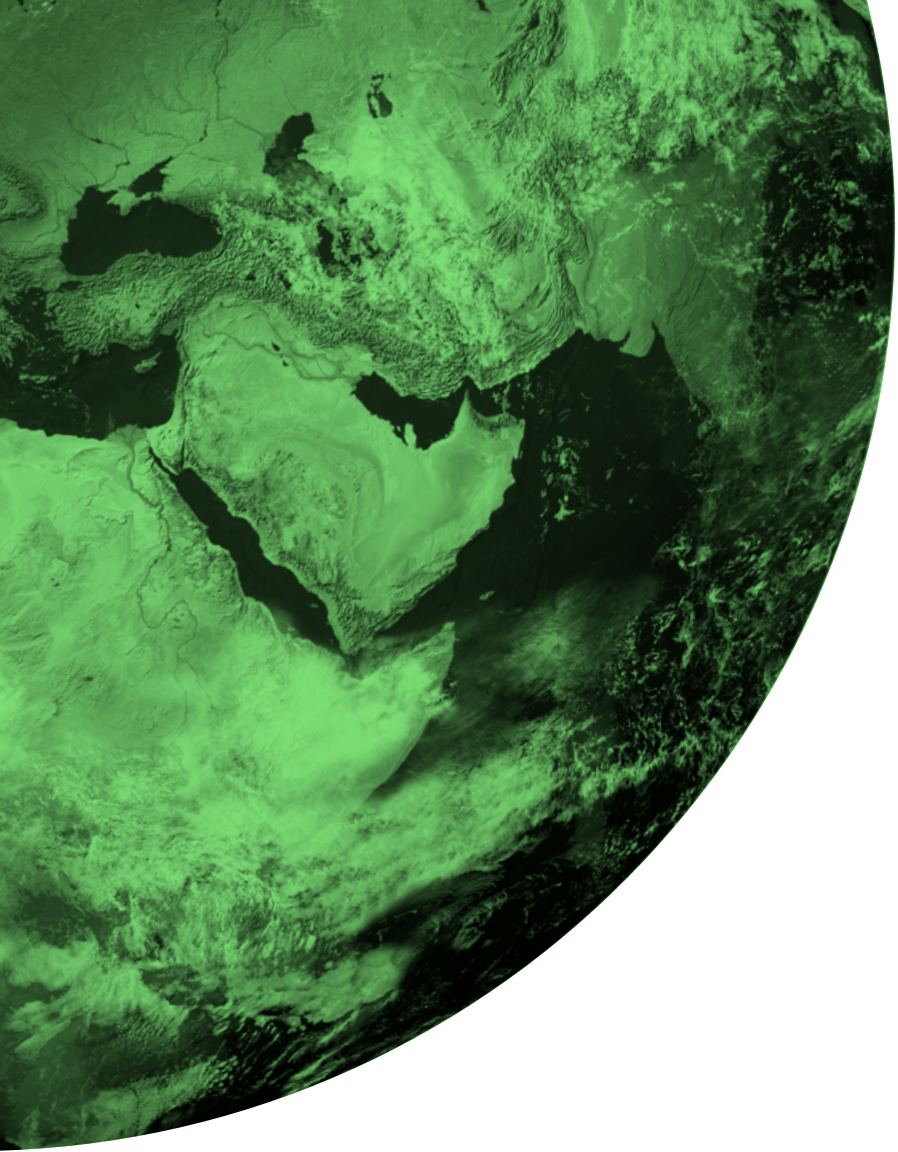
We help brands
communicate
purpose clearly.



GET IN TOUCH TODAY

HELLO@CREATURECO.CO.UK

CREATURE
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SOURCES

1 <https://www.inc.com/kenny-kline/new-study-reveals-just-how-important-brand-transparency-really-is.html>

2 <https://literacytrust.org.uk/parents-and-families/adult-literacy/what-do-adult-literacy-levels-mean/>

3 https://ec.europa.eu/commission/presscorner/detail/en/ip_21_269