

KANTAR

S U S T A I N A B L E
T R A N S F O R M A T I O N



**THE SUSTAINABLE
BEHAVIOURS AD TRACKER**

**2026 ADVERTISER AWARDS
AND Q2 2026 UPDATE**

The Sustainable Behaviours Advertising Tracker supports the Every Brief Counts initiative

**ADVERTISING
ASSOCIATION**



KANTAR

Kantar Sustainable Behaviours Ad Tracker Awards 2026



These inaugural awards are recognition of advertisers demonstrating a strong use of sustainability in their advertising.

Finalists have been selected based on the proportion of their recent ads that contain either sustainable behaviours or explicit sustainability messaging, using data collected in Kantar's LINK+ database.

This year we have seven finalists:

Back Market, Bosch Home Appliances, Danone, LG, Nespresso, Renault and SodaStream.

The winners will be announced at the Cannes Lions festival on Tuesday June 23rd, during an event hosted by Kantar, Ad Net Zero and VIA Netherlands aboard the Clipper Stad Amsterdam.

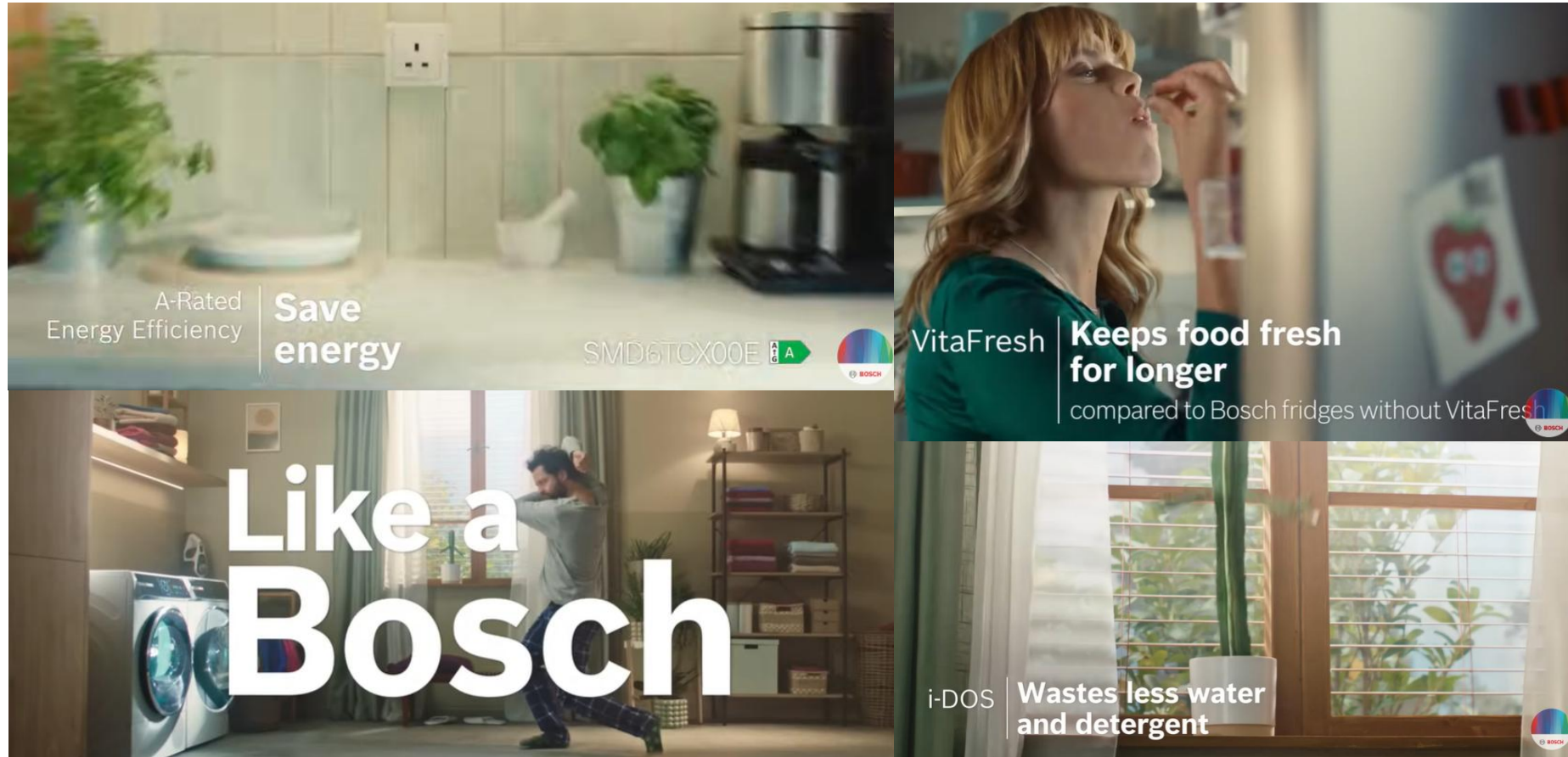
Sustainable Behaviours Ad Tracker Awards 2026

Finalist – Back Market. A brand with sustainability at its core, promoting reuse of goods.



Sustainable Behaviours Ad Tracker Awards 2026

Finalist – Bosch Home Appliances. A brand showcasing sustainable product features.



[Choose Energy Efficient and Live Sustainably #LikeABosch](#)

Sustainable Behaviours Ad Tracker Awards 2026.

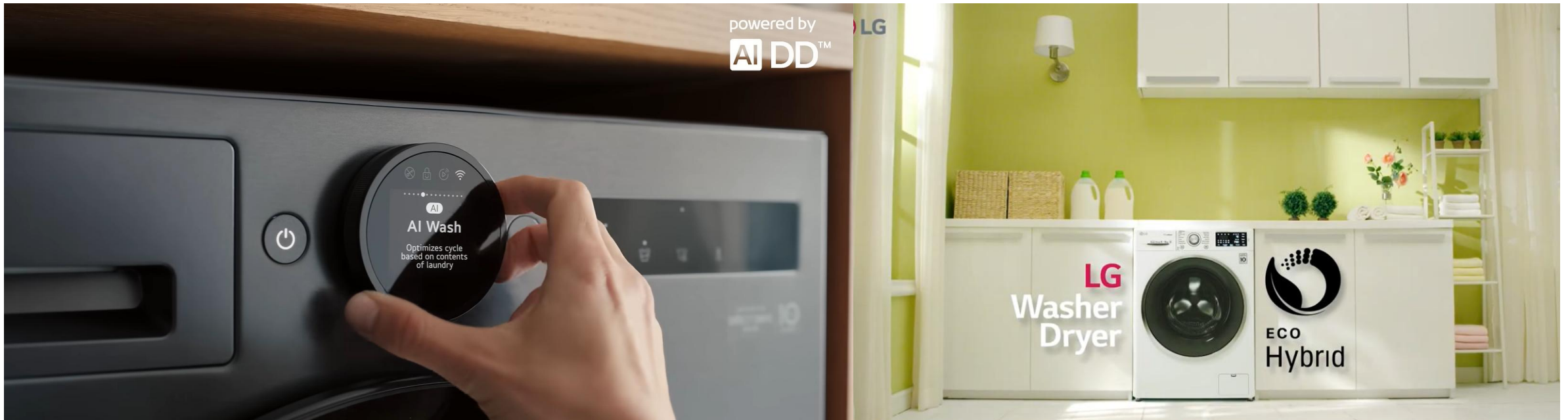
Finalist – Danone. An advertiser embracing sustainable dietary choices.



[Swap milk for Silk Soymilk®](#)

Sustainable Behaviours Ad Tracker Awards 2026

Finalist – LG. An advertiser promoting smart features which improve energy efficiency.



[Let your new LG washing machine do the thinking for you](#)

Sustainable Behaviours Ad Tracker Awards 2026

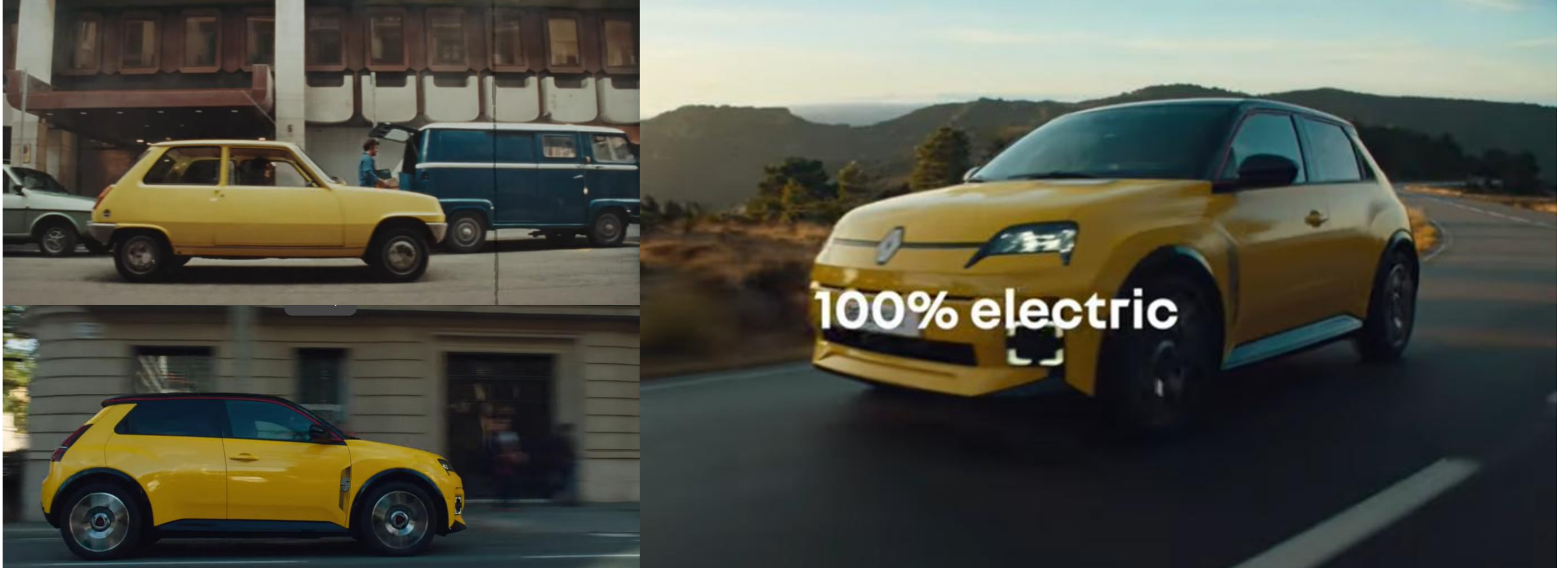
Finalist – Nespresso. An advertiser often incorporating recycling messaging.



[Unforgettable taste, now on paper](#)

Sustainable Behaviours Ad Tracker Awards 2026.

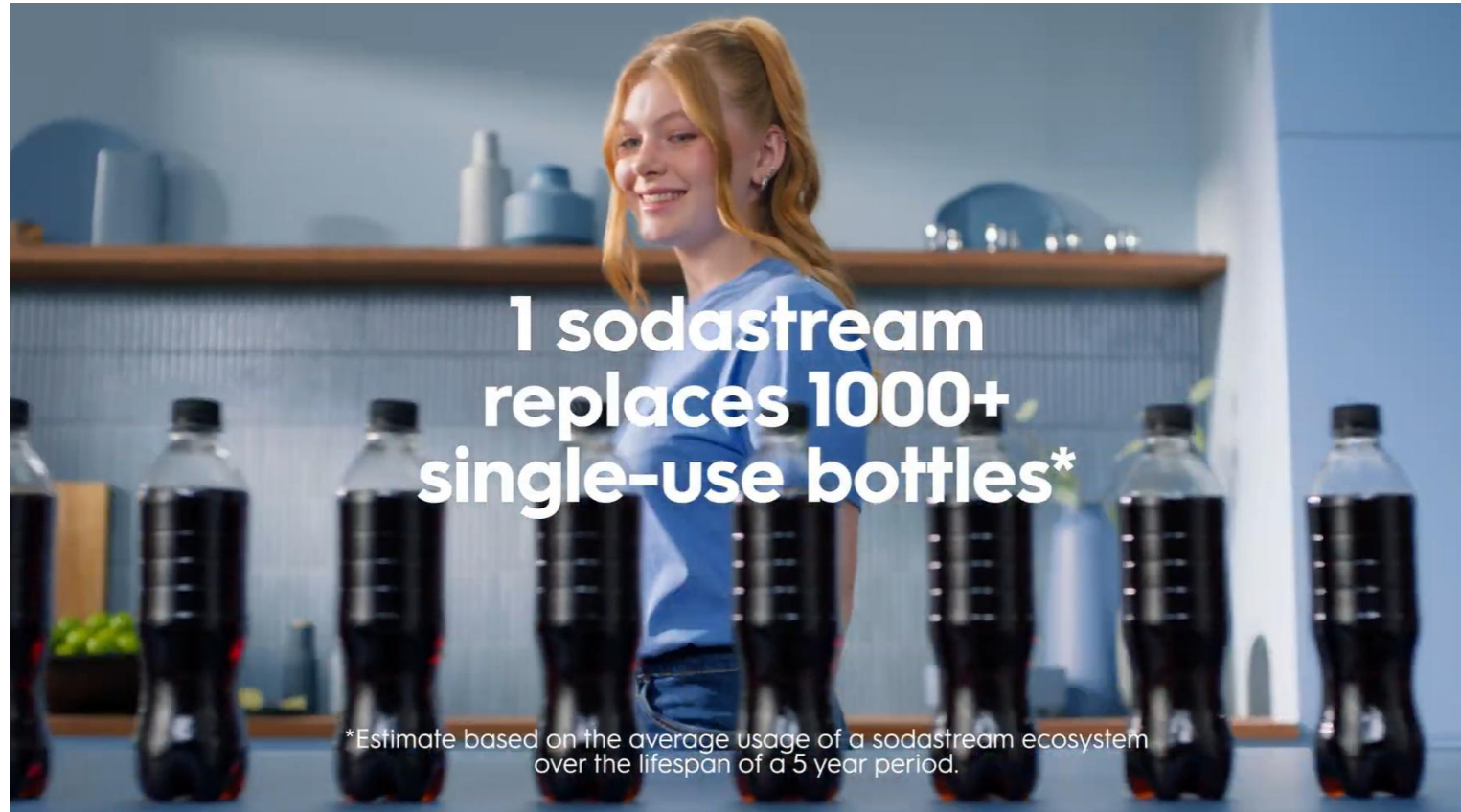
Finalist – Renault. A brand proactively embracing the shift to electric vehicles.



[For you to change nothing, we change everything](#)

Sustainable Behaviours Ad Tracker Awards 2026

Finalist – SodaStream. Encouraging people to drink better and reduce plastic usage.



[New Soda Era Unlocked](#)

Q2 2026 update of the Sustainable Behaviours Ad Tracker

Executive summary

With over a year and a half's worth of data from November 2024 to the end of May 2026, we have now classified a total of 18,559 ads around the world against the four *Every Brief Counts* sustainable behaviours, an additional 1,894 ads since the Q1-2026 report.

Overall presence is now just **4.3% of ads featuring sustainable behaviours**. This continues to fall since the 6.1% figure seen when we first reported results back in April 2025. **There remains huge room for improvement**. We continue to see **more ads featuring sustainable transport and travel choices**, and less featuring sustainable diet, product purchase or home & energy choices. We also continue to see **more sustainable behaviours in TV ads**, and less in digital ads, or in print and OOH media.

Further evidence shows that there is **no creative effectiveness penalty to pay**. Overall short and long-term effectiveness are slightly higher when the content includes sustainable behaviours, and these ads are also more distinctive, especially within their category. There is also a **benefit to being bold, but currently just 1.0% of ads feature** explicit environmental messaging. Featuring sustainable behaviours AND explicit messaging results in ads which are even more likely to drive long-term brand impact.

Q2 2026 update of the Sustainable Behaviours Ad Tracker

Executive summary (cont.)

New analysis has for the first time uncovered insight into the most prevalent types of explicit environmental messaging in ads. These are recyclable packaging, plastic reduction, energy efficiency and sustainably sourced products. Ads showing how the brand helps people act more sustainably results in greater brand differentiation. Showing how the brand itself is acting sustainably results in higher meaningfulness.

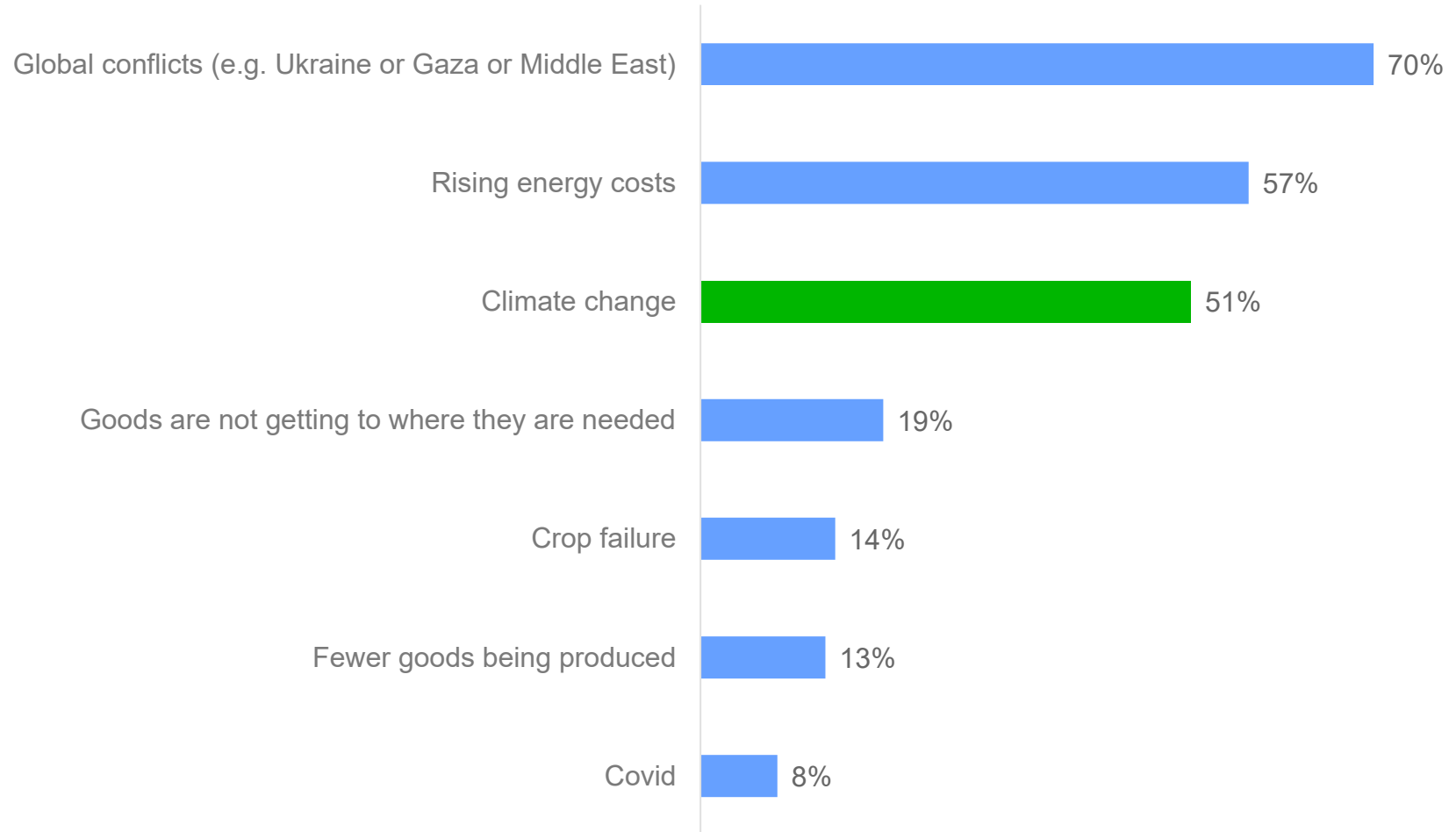
We continue to see significant variation in sustainable behaviours by industry. As our dataset has grown, the **automobile industry remains far out in front**, with **28%** of ads tackling and showcasing the topic of sustainable transport choices. The only other industries hitting double figures are **health/dietary foods (13%)** and the **leisure industry (12%)**. Other industries with above average use of sustainable behaviours in their advertising are durables and convenience foods.

Norway and Sweden now lead our global market ranking ahead of **South Korea**. We have our first read on three new markets: **Switzerland** comes in around average, with **Greece** below average and **Ukraine** currently showing no ads with sustainable behaviours. There is opportunity for advertisers in Brazil, India and Mexico. Consumers in these markets are very concerned about climate change, yet few ads in these markets currently feature sustainable behaviours.

According to latest Kantar consumer insight, climate change remains one of the biggest issues facing the world right now.

This reinforces the need for sustainable behaviours in advertising.

What are the biggest issues facing the world right now?



Where does the industry stand today?

% of ads featuring the following sustainable behaviours

All these figures are slight falls on the previous quarters

Any sustainable behaviour up until:

Q2-25: 6.1%

Q3-25: 5.3%

Q4-25: 4.8%

Q1-26: 4.5%

Diet



1.2%

Home & Energy



0.7%

Products & Purchases



1.0%

Transport



2.2%

Any sustainable behaviour



4.3%

Where does the industry stand today?

% of ads featuring sustainable behaviours by media format.

Patterns remain similar to previous quarters.

TV



4.9%



More transport & travel
More food and diet
More purchase & packaging

Digital



2.9%



More transport & travel

Print & OOH



2.3%



More transport & travel

Sustainable behaviours help with ad distinctiveness (especially within category), emotional engagement and the likelihood of an ad being shared

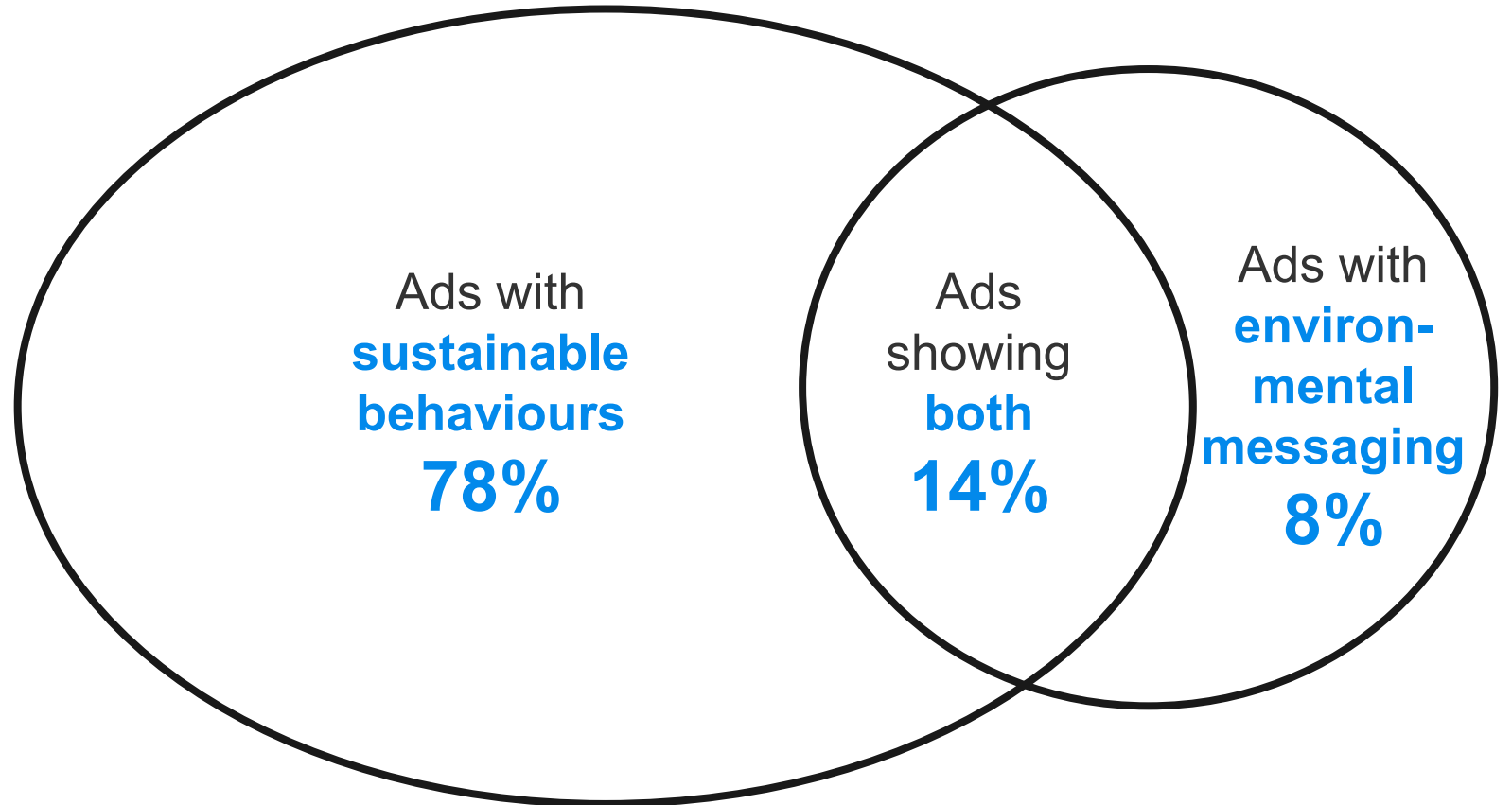
There is no creative effectiveness penalty to pay. Including sustainable behaviours in advertising tends to improve long term equity.

Does the ad feature sustainable behaviours?	Percentile difference between yes and no
Long term - brand equity	+4
Short term - sales likelihood	+2
Ad distinctiveness	+7
Ad distinctiveness WITHIN category	+17
Emotional engagement	+6
Viral potential	+9

Very few ads which demonstrate sustainable behaviours also include explicit environmental messages

**Sustainable behaviours
= 4.3% of all ads**

**Explicit environmental
messaging = 1.0% of all ads**



*Across all ads: 3.6% show sustainable behaviours only, 0.4% environmental message only, 0.7% show both and 95.4% show neither

Demonstrating sustainable behaviours AND featuring an explicit environmental message helps ads stand out and build an emotional connection

There is a benefit to being bold. Demonstrating sustainable behaviours AND featuring an explicit message can help build brand equity

- Percentile difference from ads featuring neither -

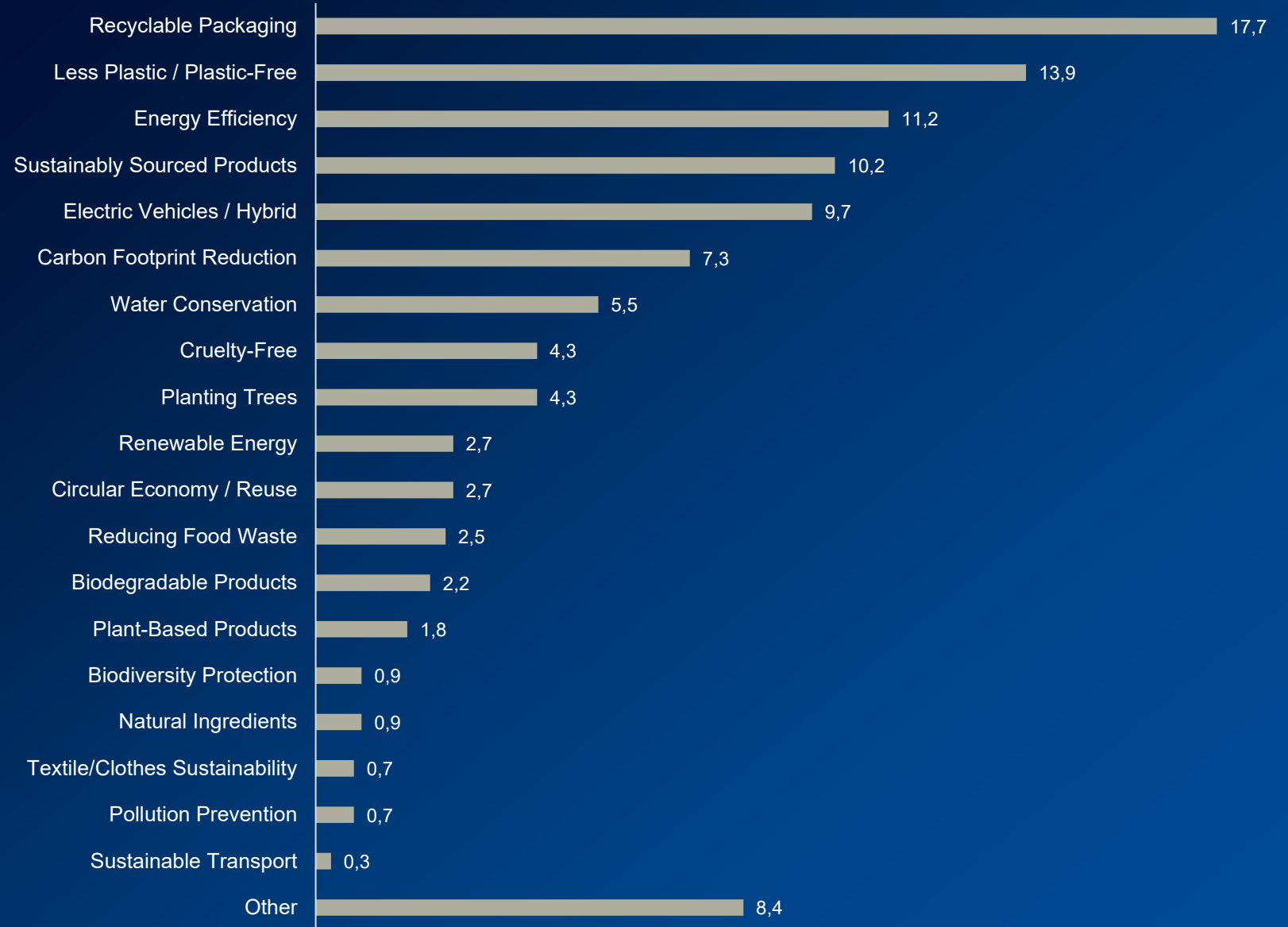
Does the ad feature:	Sustainable behaviours only	Sustainable behaviours AND environmental messaging	Environmental message only
Long term - brand equity	+2	+12	+2
Short term - sales likelihood	+2	+2	+8
Ad distinctiveness	+6	+18	+8
Emotional engagement	+8	+19	+3

Over 700 ads from
the last 4-5 years
were AI analysed to
pull out details of
their explicit
sustainable &
environmental
messaging

A word cloud of sustainable and environmental terms. The words are arranged in a cluster, with 'free' being the largest and most central. Other prominent words include 'packaging', 'carbon', 'recyclable', 'energy', 'efficiency', 'reduction', 'footprint', 'based', 'water', 'biodegradable', 'conservation', 'cruelty', 'plastic', 'plant', 'recycling', and 'sustainability'. The words are in various shades of green and are of different sizes, creating a dynamic visual effect.

Recyclable and plastic free packaging are the most common explicit sustainability messages

% of ads featuring sustainable messages that include...



There are two broad types of explicit sustainability messaging.

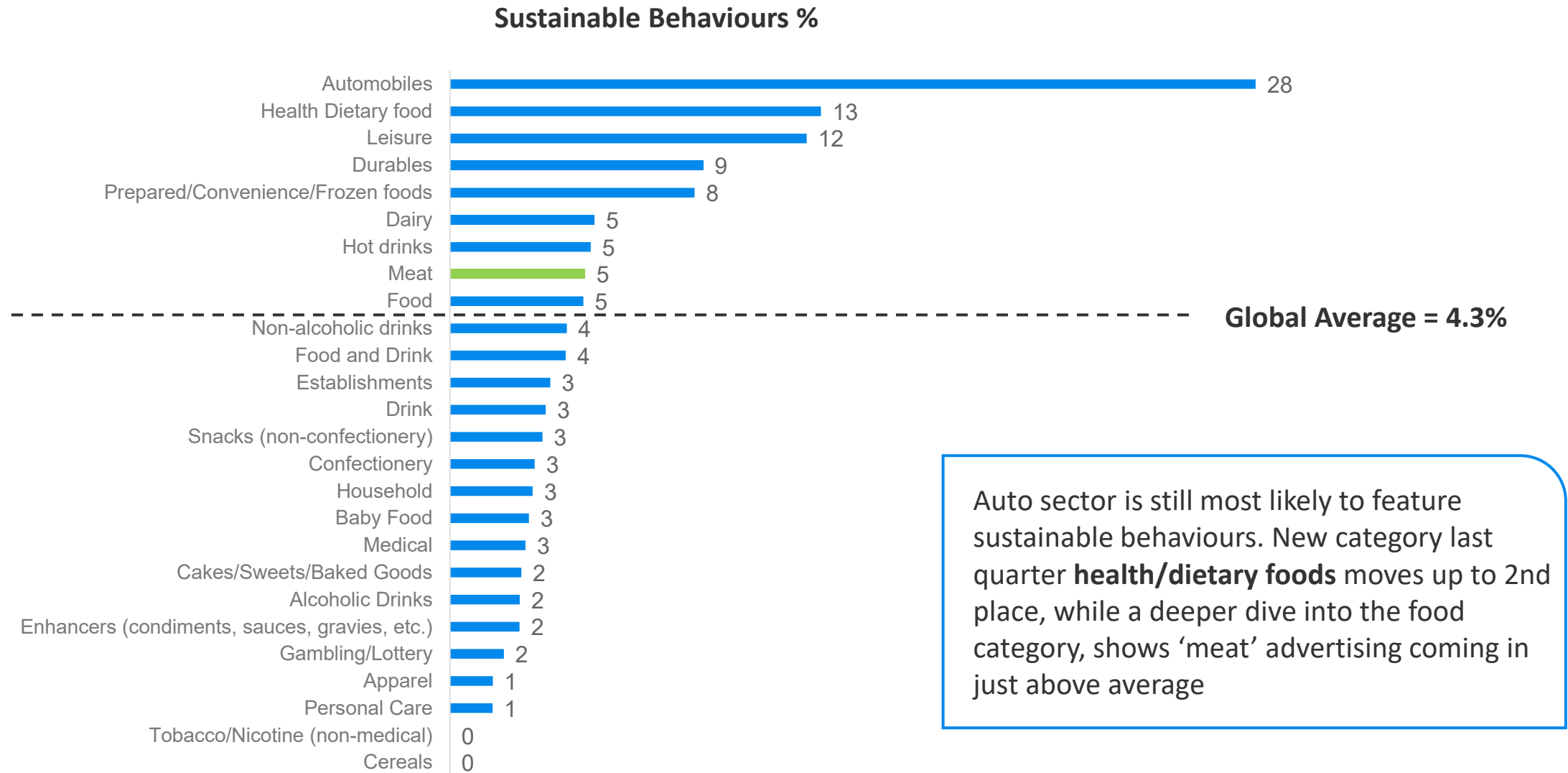
Showing how *the brand helps people act more sustainably* results in greater brand differentiation.

Showing how *the brand itself is acting sustainably* results in higher meaningfulness.

Either showing how people can act more sustainably, or how your brand is behaving more sustainably, can help ads stand out, engage and build long term equity

What environmental or sustainability message does the ad include?	How the brand helps people behave more sustainably	What the brand is doing to be more sustainable
Long term – brand equity	62	69
Meaningful	57	74
Different	73	61
Impact	61	64
Ad Distinctiveness	64	64
Emotional engagement	70	58
Average = 50		

Prevalence of sustainable behaviours in ads varies significantly by industry



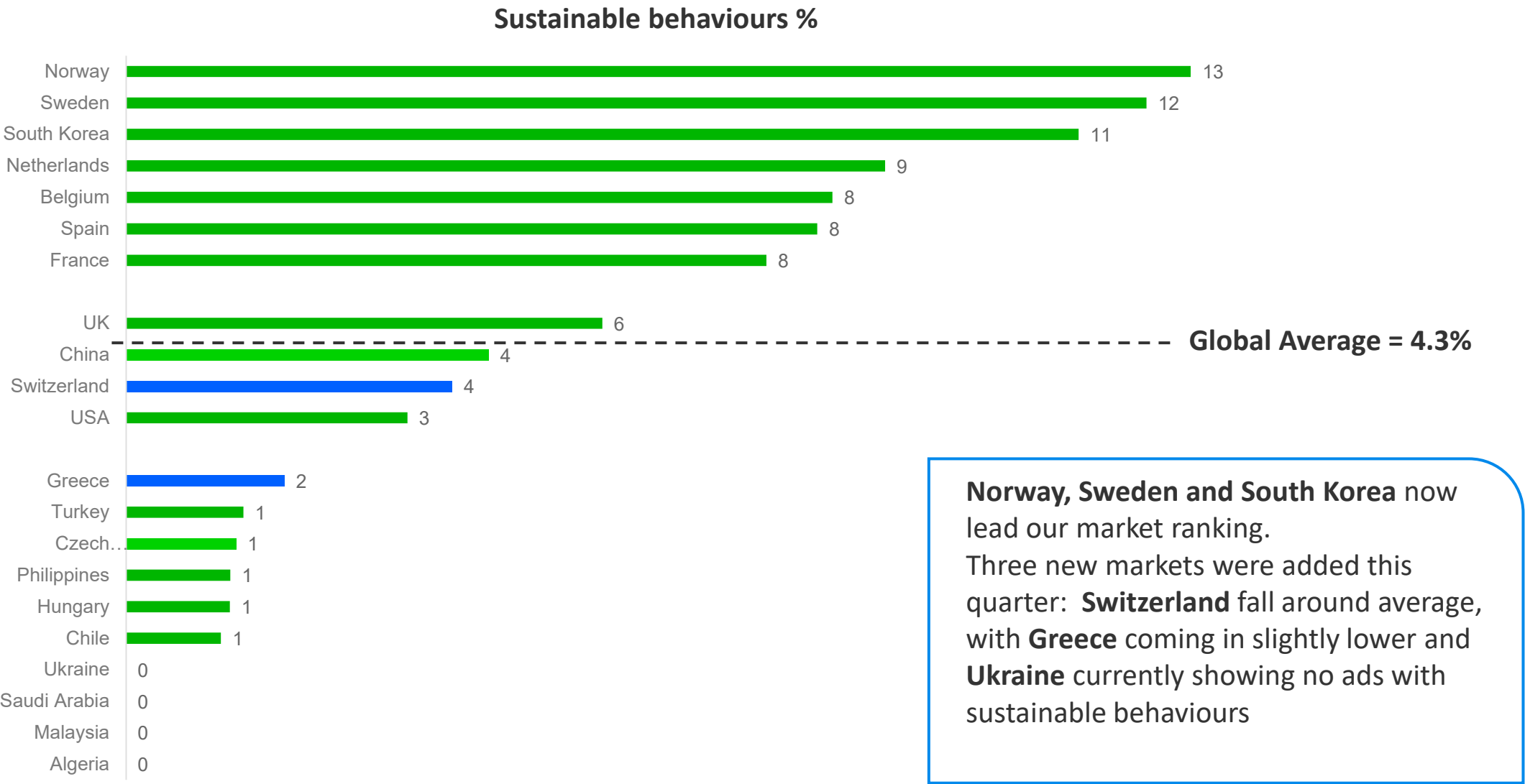
Sustainable Behaviours are rare in the alcoholic drinks category. Bucking this trend, the Italian brand Ichnusa has produced award winning digital and outdoor advertising with a bold, challenging environmental message to reduce littering

- *‘if it has to end like this, don’t even drink it’*

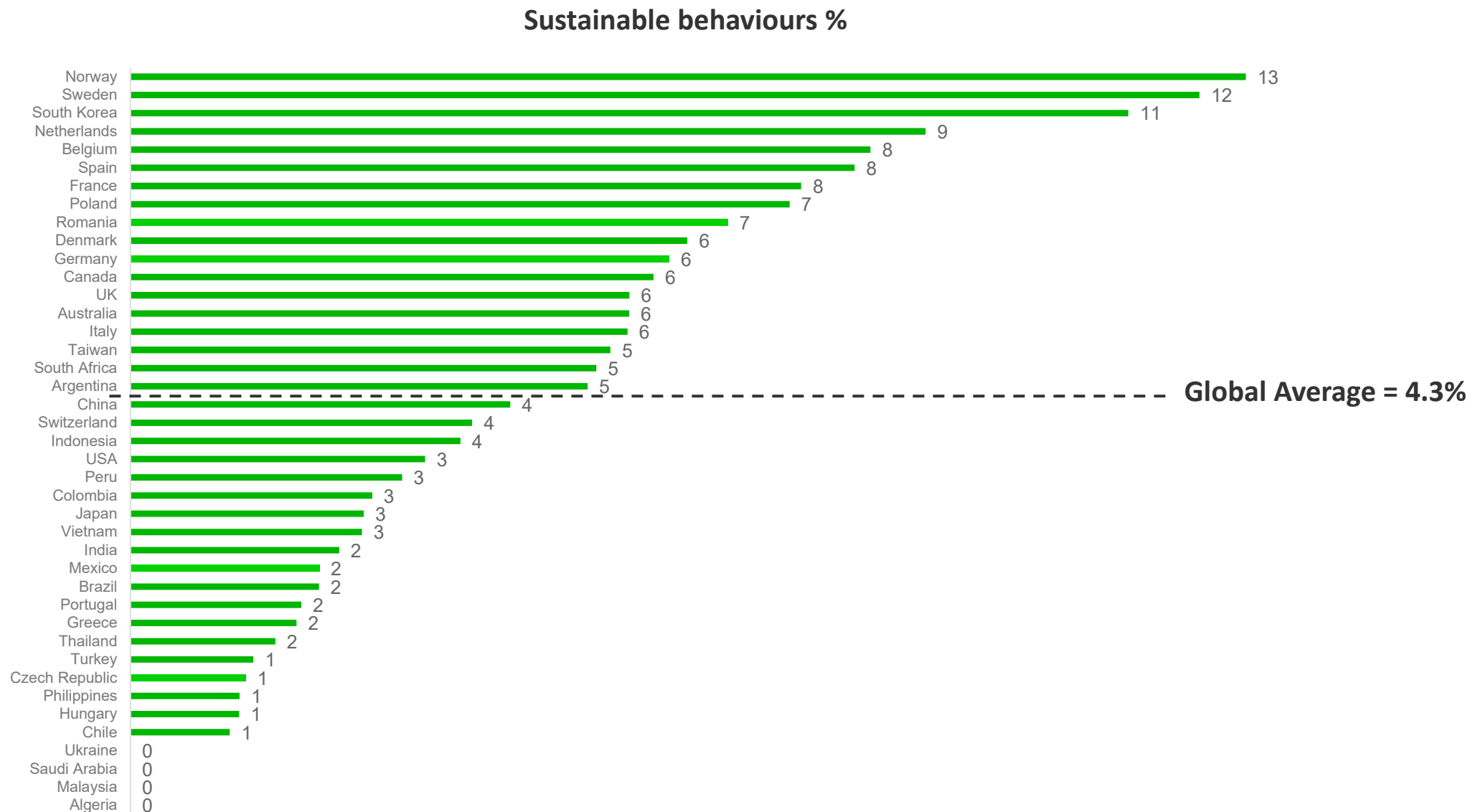


[Ichnusa – Se deve finire così](#)

Prevalence of sustainable behaviours in ads also varies by market

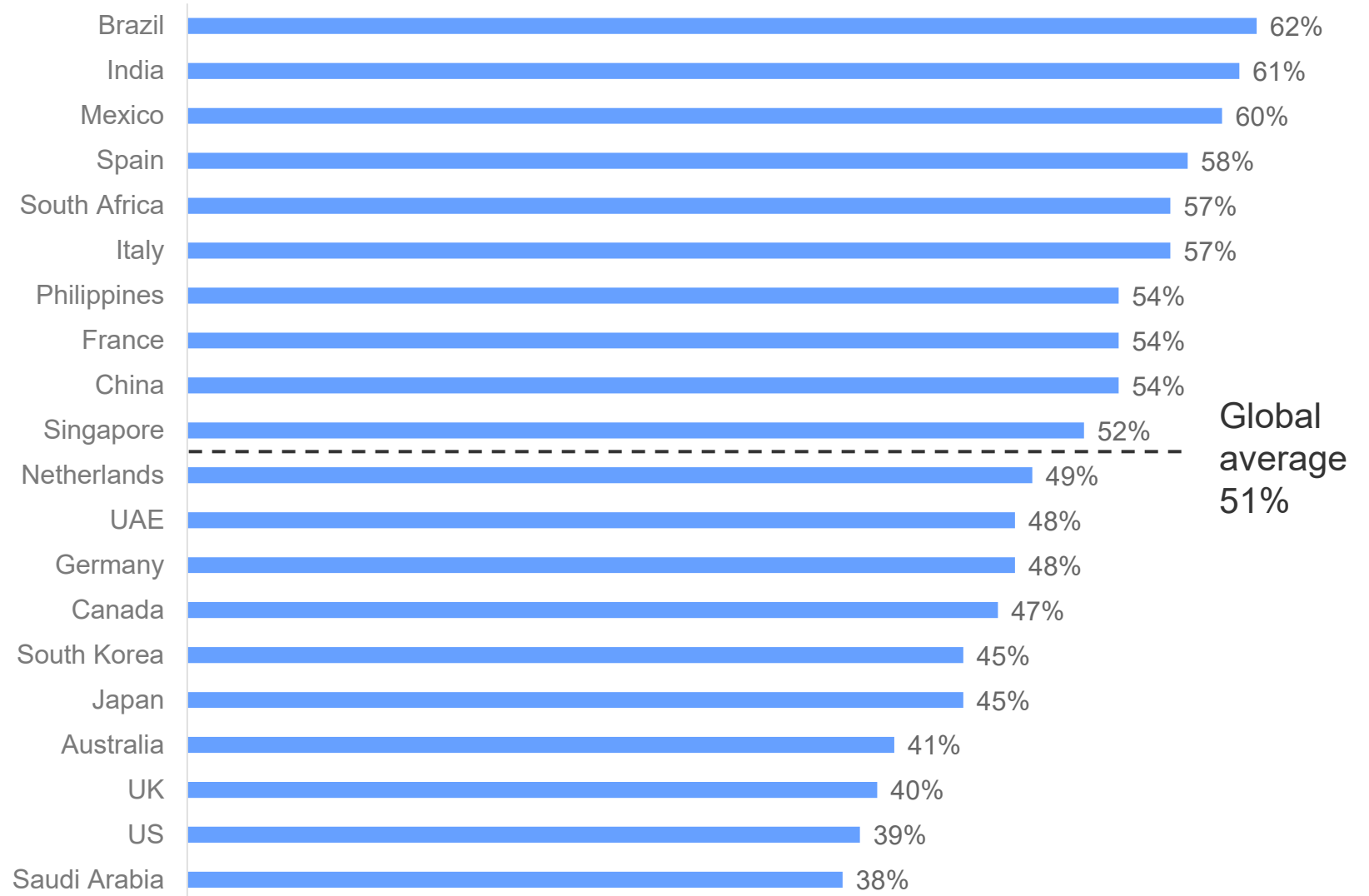


Prevalence of sustainable behaviours in ads also varies by market

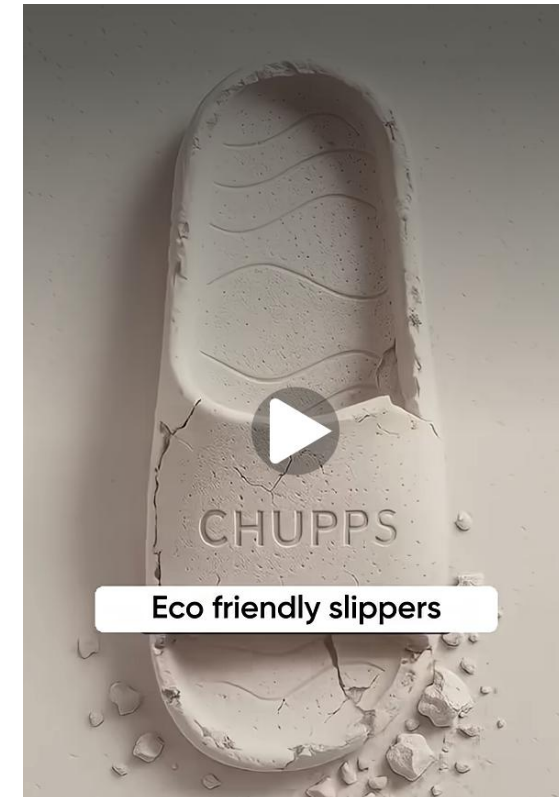
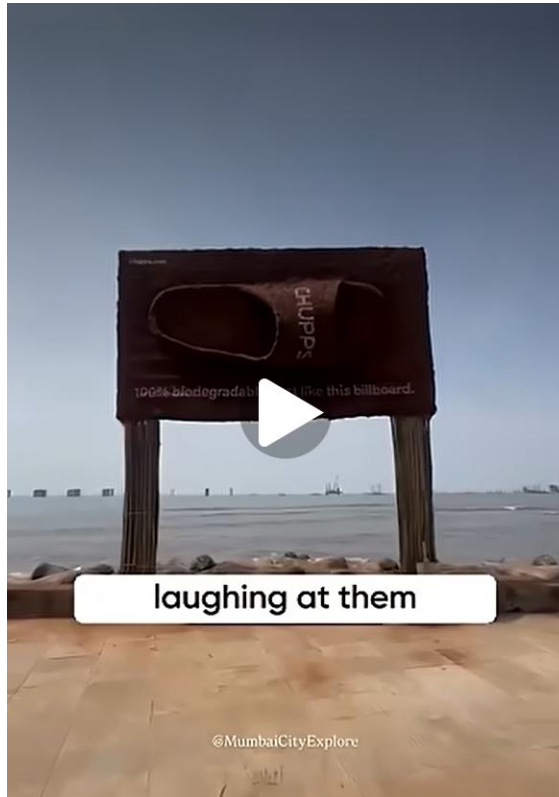


Highest global climate change concern is currently felt in Brazil, India and Mexico.

These are markets with below average levels of sustainable behaviours in ads, so this seems like a major opportunity for brands to leverage.



In India, Chupps promoted their eco friendly slippers using an innovative billboard built using cow dung and mud which dissolved as the monsoon hit! A great, experimental use of 'product demo' to amplify their message of biodegradable footwear.



[Chupps eco friendly slippers](#)

Above average markets within each sustainability category

% of ads featuring the following sustainable behaviours

Diet



GLOBAL 1%

Belgium 5%

Norway 4%

Argentina 4%

Sweden 4%

Netherlands 4%

Products & Purchases



GLOBAL 1%

Spain 3%

Italy 2%

France 2%

Poland 2%

South Korea 2%

Germany 2%

Home & Energy



GLOBAL 1%

Sweden 7%

Netherlands 5%

South Korea 5%

Belgium 3%

Transport



GLOBAL 2%

Norway 8%

South Korea 6%

Spain 6%

South Africa 5%

Denmark 5%

What is Kantar doing to help advertisers with sustainability questions?

Kantar partners with Ad Net Zero to deliver greater industry insight and impact around sustainability in advertising. Kantar also offers industry-leading creative assessment capabilities for brands looking to understand the role of sustainability in their communications.

[Kantar's LINK+ product](#) classifies and assesses ads to understand the role of sustainability in three ways:

Presence:

Classifying ads based on sustainability messaging and now also sustainable behaviours

Purpose:

Assessing the impact of sustainability efforts on the brand and behaviour

People:

Understanding the impact of ads among sustainability-defined sub-groups

Get in touch



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