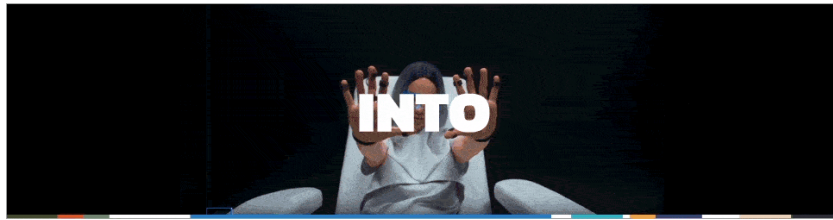


SCALE YOUR VIDEO STRATEGY TO CATCH A MORE ENGAGED AUDIENCE

Discover now

A WHOLE News WAY TO GROW



REACH 17M+ AUSTRALIANS WITH OPTIMAL FREQUENCY

Discover now

A WHOLE News WAY TO GROW

mediaweek

LATEST MEDIA AGENCIES MARKETING JOBS EVENTS MEDIAWEEK PODCASTS ABOUT US

SEARCH

Havas agencies' B Corp certification revoked over work with Shell



by Alisha Buaya
Posted on 19 July 2024

HAVAS

VARIETY
mediaweek
100 2024
PURCHASE YOUR TICKETS HERE

"Havas London, Havas Lemz, Havas New York, and Havas Immerse are no longer certified B Corps."

in SHARE TWEET f SHARE EMAIL

Four Havas agencies have had their B Corp certification revoked due to work with multinational oil company Shell.

B Lab UK conducted an investigation that found the French advertising group in breach of its "community's core values as expressed in our Declaration of Interdependence."

"While the Certified B Corps are not directly involved in providing services to the client, Havas's structure, and use of a common brand name across some of its agencies, means that the entire group is ultimately required to earn certification," the not-for-profit said in a statement in **MediaPost**.

The result of the investigation found that "suspension with remediation would be required for Havas to maintain certification."

"Havas has cooperated throughout B Lab's investigation and accepts the ruling; however, they have resolved not to adopt the remediation actions required to maintain certification."

"Havas London, Havas Lemz, Havas New York and Havas Immerse are no longer certified B Corps. Other entities in the Havas group are also ineligible to certify," the statement concluded.

Havas has accepted the ruling. The company said in a statement on MediaPost: "Havas has cooperated in good faith throughout B Lab's investigation, while simultaneously preserving the integrity of confidential client information. Whilst the investigation recognises that our certified agencies (Havas London, New York, Lemz and Immerse) do not have a relationship with Shell, we accept the ruling and they will cease to be B Corp certified."

The French company said that its "level of commitment towards sustainability remains unchanged as evidenced by Havas' receipt of the Gold Medal by EcoVadis" earlier this month, its decarbonisation trajectory and deployment of the Havas Carbon Impact Calculator across its agencies

"We are proud to support our clients in their transformation for the future and remain focused on progressing towards the highest levels of social and environmental performance, with more to come in the coming months and years," the company added.

This hit to Havas comes as Shell Energy pitches its creative account in Australia. However, it has not come without backlash from industry heavyweights like **Darren Woolley**, CEO of TrinityP3 Marketing Management Consultancy, who previously told *Mediaweek* "fossil fuels are becoming the new tobacco."

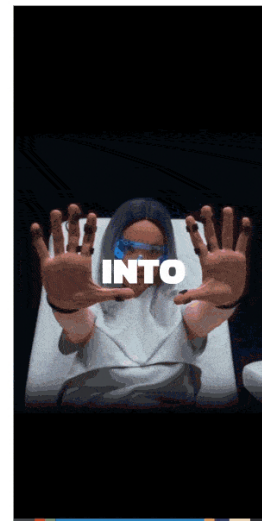
When news of the pitch circulated in March, he told *Mediaweek*: "I know the money will be good, but they're [agencies that pitch] going to find it increasingly difficult to get people to work on that type of account."

He added that the industry needs to be "very clear about the difference between working for a client and actively greenwashing the client's claims." And **agencies pitching should not delude themselves if they think they can help the client "from the inside"**.

"Any agency that is going for this business has to be very clear that they are going to be working with an organisation that is currently contributing huge amounts to the climate crisis."

"They're getting employed to help spin this to help their client. **I've heard many agencies say they we're working with them [the client] so that they can understand where the consumer is and do more to reduce and I go 'yeah, right'.**"

See also: **'Like a tobacco account on your CV': Woolley and Noble on Shell creative**



TURN ENGAGED AUDIENCES

TURN ENGAGED AUDIENCES

Get our free daily email Mediaweek Morning Report

Email: [Subscribe](#)

Recommended For You



People feel more resilient, in control and optimism to drive change: Havas 2024 Meaningful Brands



History Will Be Kind and Depend achieve B Corp certification



Speed wins the 2024 Bliss Golden Shaker inter-agency mixology competition

Tabata Feed



Here Are 47 of the Coolest Gifts for 2024 AU: 47+ surprisingly cool gadgets that are going to ... [Shop Now](#)



BT-50 4x4 XT Dual Cab Manual. Driveaway fro... Make BT-50 XT yours. Mazda BT-50 | Sponsored [Learn More](#)



Here Are 29 of the Coolest Gifts for This... AU: 29+ best selling gadgets you'll regret not getting ... Trending ... | Sponsored [Shop Now](#)



Empty Antarctica Cruises Cost Almost Nothing... 2024 Cruise Itineraries Antarctica... | Sponsored [Click Here](#)



Unbelievable: Calculator Shows The Value Of You... search by your address to see your home's value ... Home Valu... | Sponsored [Search Now](#)



Jaw-Dropping Bikinis for 2024 Will Leave You in... See more Sexiest S... | Sponsored [Click Here](#)

'The trend is growth': ARN's iHeart celebrates 50 Rankers as the country's top podcast publisher



By Tess Connery

Posted on 19 July 2024



"1.7 million more people are now listening to podcasts monthly in Australia than at the same time last year."

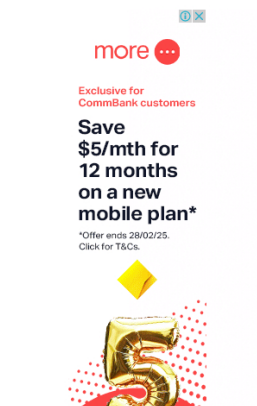
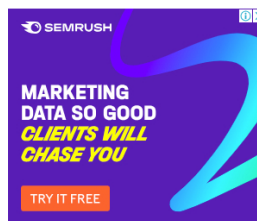
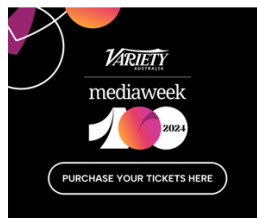
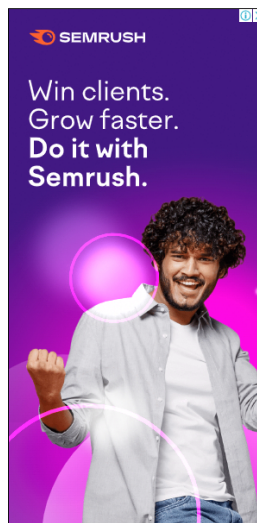
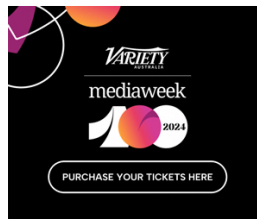
"ARN's iHeart was very late to the podcast race, our competitors were in there when we began just over four years ago – but when we began, we came out with a bang." ARN head of digital audio, Corey Layton tells Mediaweek. The iHeart network has just celebrated its 50th straight Podcast Ranker as the nation's top podcast publisher, and Layton said the team is "feeling great."

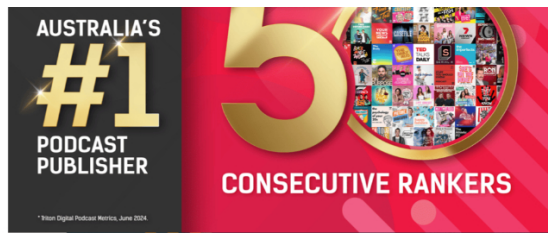
"We have been the number one publisher from the day of launch to now, which shows our strength, and shows the incredible long-term partnerships that have worked to build. Australian listeners and brands are really leaning into the content that our team and partners are making."

It's an achievement that has been a long time in the making, and means more to ARN and its partners than just the celebrations on the day.

"It means stability," said Layton. "We're quite careful about who we partner with, when we partner with a podcast we want to be able to give it the full time and attention that it deserves, to grow that audience and to monetise it. We're careful to not overstretch ourselves and not to have too many – we want to ensure that we can service everyone that we have accordingly."

"What this 50th moment showcases is how we've been able to help grow those shows that we have decided to work with us to where they are today, that's given us this accolade."





At the heart of what's driving the success of iHeart's shows is engagement, which Layton says is one of the major things the team work towards.

"This is a very, very long game, and we want to just keep pushing our podcasts to the front to ensure that Australians get to find them, the brands get to back them and that they stay with us for as long as possible. Today is really just another step in that story, albeit an important moment to slow down and celebrate."

Podcasting – both in Australia and around the world – has been on a rapid upwards trajectory for years. If there was any concern that the momentum was running out, Layton quashes it by pointing out that "it's absolutely the fastest growing mass media in the country, reaching over 10.9 million Australians every single month."

"We are now at 48% of Australians listening to podcasts – **1.7 million more people are now listening to podcasts monthly in Australia than at the same time last year.** That is phenomenal growth."

"The trend is growth. 48% of Australians are listening and 52% aren't, and I look forward to more and more people finding this wonderful medium and adding it to their media diet."

As for where the team are focussing their attention for the rest of the year, Layton said the next few months are all about continuing to grow iHeart, continuing to grow existing shows, and looking at new shows.

"We've just onboarded shows like **Matty** and **Cooper Johns' Backstage**, we just finished our co-production Indigenous podcast network BlakCast, called *Find and Tell*, which was all about looking for the next generation of diverse storytellers. We are looking to continue to tell incredible stories and to launch really exciting, new, innovative shows that we think will capture Australia's attention."

-

Top image: Corey Layton

RELATED ITEMS: [ARN](#), [COREY LAYTON](#), [IHEART](#)



Recommended For You



SXSW Blog Day 2: Session with futurist Brian D. Johnson and the latest from ANU School of Cybernetics



Meet Jackie O's Bestie Gemma O'Neill: Media executive as reluctant podcast star



Media Roundup: Ausbiz expansion, Ads coming to Stan? Piers Morgan apology, ARN on latest K&J claims



Exclusive for CommBank customers

Save \$5/mth for 12 months on a new mobile plan*

*Offer ends 28/02/25. Click for T&Cs.

