

The worst thing an advertiser can do is “green-wash” their ads with a pretense of truly aligning their brand with the issue or grab a current issue like “Covid” as a way to showcase unrelated products with no real commitment to the issue.

Audiences are too savvy today to believe such tactics, so the ads have no lasting impact. Showcasing brands and products within a company’s long-term commitment to helping fix an issue, showing genuine concern and passion toward that issue, is highly effective.

ABX has selected the three TV/Video ads below for Household Goods that tied featured products directly to environmental issues of concern. Each of these ads scored in the top 7% of over 365,000 ads tested by ABX today across all media types. The advertisers and agencies behind each brand have successfully committed to ongoing efforts toward environmental sustainability that resound in an authentic match to the products themselves.





Cascade, :30 Online Video

[“We do it Every Night”](#)

ABX Index 146

In this fun and compelling ad, Cascade proves that running your dishwasher every day with as many as 8 plates saves more water than washing those same dishes by hand.



Charmin, :30 Online Video

[“At Charmin we Make Paper but we Love Trees”](#)

ABX Index 132

Here, Charmin admits to cutting down trees to make its paper products, but they also plant two trees for every one cut down.



Quilted Northern, :15 TV

[“This is Comfy Quilted Northern Ultra”](#)

ABX Index 131

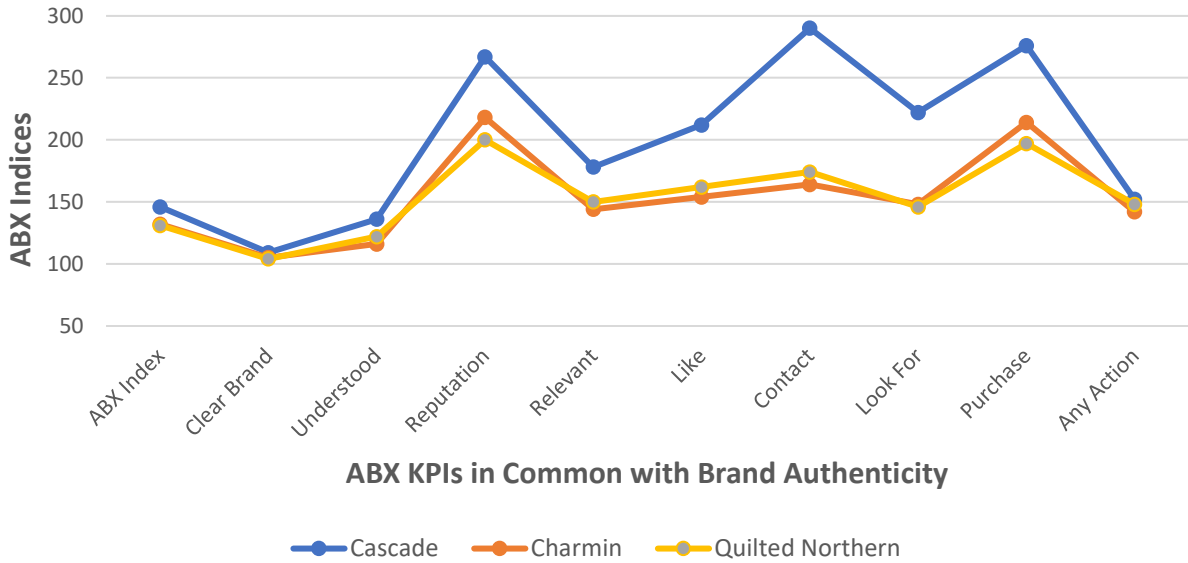
As with Charmin, Quilted Northern plants up to three trees for every one used.





The ABX “Average” Index is 100, so these ads are 46%, 32% and 31% over norm. But many of these KPIs are much higher and important commonalities are readily seen. Of note, however, the lowest KPI score is for “Clear Brand” which measures recall. Ads like Charmin’s and Quilted Northern’s convey the same actions as one another’s, so brand awareness is less likely.

### Three Great Ads the Convey Authenticity between Brands and Environmental Issues



ABX Advertising Benchmark Index ([www.adbenchmark.com](http://www.adbenchmark.com)), is a techno-research company focused on driving ROAS & ROI through their Global Integrated Single Solution. Marketers, through the ABX Global Multimedia/Multi Channel Platform, are able to evaluate the effectiveness of all their creative and copy across all media types and channels, and against their competitors’ and other ads, representing approximately 90% of global ad spend. Other valuable consumer data is also available for making informed, time-sensitive business decisions. Designed by the visionaries, pioneers and inventors who helped create the methodologies used by legacy marketing research firms.



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