

THE F-LIST 2022:

230+ AD AND PR COMPANIES WORKING FOR THE FOSSIL FUEL INDUSTRY

WRITER AND RESEARCHER: NAYANTARA DUTTA

A REPORT BY:

Clean Creatives

 **CommsDeclare**
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September 2022

PARENT COMPANIES

WPP
 INTERPUBLIC
 OMNICOM
 PUBLICIS
 DENTSU
 HAVAS
 INDEPENDENT

FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	BP, Aramco
	Nucoal, APA, Equinor
	Aramco, Shell, Peabody Energy, ExxonMobil
	Pilot Energy, Domgas Alliance, Australian Gas Infrastructure Group, Bunbury Energy Memberships: CMEWA
	BP
	Shell
	BP, AGL, Indian Oil, Oil and Natural Gas Corporation (ONGC)
	Pan American Energy
	Ecopetrol
	APA, APPEA, Caltex, Equinor
	Aramco, Shell, ExxonMobil, Chevron, Oil and Gas Climate Initiative
	ExxonMobil
	BP, SABIC
	Shell
	BP
	Shell, Fortum
	Ipiranga
	Indian Oil

PARENT COMPANIES

WPP
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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
Ogilvy	BP, BP Australia, Shell Myanmar, PTT Oil and Retail Business Public Company Limited, Pan American Energy
Ogilvy THE BRAND UNION	PetroChina
Ogilvy BRAZIL	Enel Brasil, Petrobras
Ogilvy Public Relations	Caltex
Scholz & Friends	PGE
superunion	Equinor
	Woodside, Kleenheat
 VMLY&R	Chevron, BP
 VMLY&R YOUNG & RUBICAM BRAZIL	Raízen (Shell)
Wavemaker	Chevron, BP
+ WUNDERMAN THOMPSON	Shell
+ WUNDERMAN THOMPSON BRAZIL	Shell
+ WUNDERMAN THOMPSON WUNDERMAN MEXICO	Shell
 CAMPBELL EWALD	Valero
Carmichael Lynch.	Conoco-Phillips
FCB	Sasol
FCB DRAFTFCB ULKA	Indian Oil
MEDIABRANDS ENSEMBLE WORLDWIDE	Petronas
MEDIABRANDS WELL7	Aramco














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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
JACK MORTON	Aramco
MULLENLOWE GROUP	Oil and Natural Gas Corporation (ONGC)
McCANN WORLDGROUP	ExxonMobil, Equinor, Aramco, Indian Oil, Petro-Canada
McCANN WORLDGROUP FP7	Aramco
McCANN WORLDGROUP MERCADO McCANN	YPF
McCANN WORLDGROUP McCANN SANTIAGO	Copec
McCANN WORLDGROUP WMcCANN	Equinor Instituto Brasileiro de Petróleo, Gás e Biocombustível (IBP)
McCANN WORLDGROUP MRM WORLDWIDE	ExxonMobil, Aramco, Esmax
McCANN WORLDGROUP ESPANA	Repsol
MOMENTUM WORLDWIDE	Chevron, ExxonMobil
UM	ExxonMobil, AGL, Statoil, Aramco
WEBER SHANDWICK	ExxonMobil, Shell, Eni, TotalEnergies, Equinor, Gas Natural Fenosa, Repsol, Oil Companies International Marine Forum
adam & eve	ExxonMobil
BBDO	ExxonMobil
BBDO AMV BBDO	ExxonMobil
BBDO BBDO	YPF
BBDO SANCHO BBDO	Organización Terpel, Mobil
BBDO R K SWAMY BBDO	Indian Oil, Oil and Natural Gas Corporation (ONGC)
Doyle Dane Bernbach	Canadian Energy Centre

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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	Dominion Energy, Exelon, American Petroleum Institute, American for Clean Coal Electricity, National Association of Manufacturers, Edison Electric Institute, American Gas Association, U.S. Chamber of Commerce, Americans for Job Security
 FLEISHMANHILLARD	Uniper
 GRACOSWAY	Santos, BHP Billiton, Haliburton Energy, Glencore
GSD&M	American Petroleum Institute
Ketchum	ExxonMobil
MARKETFORCE <small>A member of the Clemenger BBDO Network</small>	Alinta, Shell
MARKETFORCE NORTH <small>A member of the Clemenger BBDO Network Coleman Creative</small>	Shell Australia, APPEA
	AGL, Chevron, BHP
	Shell
	American Public Gas Association
RAPP III	Shell Argentina, Supergasbras
	Geneco
	ExxonMobil
	TotalEnergies
 DIGITAS UK	Aramco
	Petrobras
	Enbridge, Shell, Aramco
	Aramco


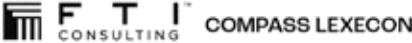












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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
PUBLICIS GROUPE	Aramco
PUBLICIS CONSEIL	Totalenergies
PUBLICIS MEDIA	Aramco
razorlab	Ampol
M&C SAATCHI GROUP	Ampol, Bharat Petroleum, Petrolimex, Oil and Natural Gas Corporation (ONGC)
DENTSU CREATIVE	Bangchak, Chevron, Indian Oil, Petrobras Distributores, TotalEnergies
iPROSPECT	Ampol, Australian Gas Networks
OGIKVY & MATHER	Shell
Havas People, Havas Events	ExxonMobil, BP, TotalEnergies
havas media group	Phoenix Petroleum Philippines
media.monks	Ipiranga, Shell
Edelman	Shell, Exxon, Chevron, Puget Sound Energy, American Fuel & Petrochemicals Manufacturers, National Mining Association, Edison Electric Institute, National Association of Manufacturers, TransCanada, Task Force on Shale Gas, SABIC
Edelman BLUE ADVERTISING	American Petroleum Institute
Edelman AUSTRALIA	Shell (Viva Energy)
Brand Studio	Exxon, Shell, Chevron, BP
WPP CREATIVE GROUP	American Petroleum Institute, BP, Shell
VM VAYNERMEDIA	Shell







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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	ExxonMobil, Independent Petroleum Association of America, APPEA, Eurogas, Noble Energy, Trans Adriatic Pipeline, Warrego Energy, Asia Natural Gas & Energy Assoc
	National Association of Manufacturers, Independent Petroleum Association of America
	American Petroleum Institute, Noble Energy, Venture Global LNG
	Pampa Energía, Oiltanking
	Shell
	Glencore
	YPF
<p>ADVANCED OUTCOMES</p>	Tri-Star Petroleum
	American Petroleum Institute, National Association of Manufacturers, U.S. Chamber of Commerce, National Association of Equipment Manufacturers
	Petrobras, BR
	Abastible
	Repsol
	Pampa Energía
	Origin
	Glencore








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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
 ANIMA	Camuzzi
 AG	MOLGroup
 atenas	Raizen, Neoenengia
 ATOMO <small>COMUNICAÇÃO</small>	Comgas, Petronas
	BHP, Origin Energy
 atomix	Santos
 audaz	CPFL Energy
 AUSTRALIAN PUBLIC AFFAIRS	Santos
	Petro Diamond
 Basfion	Alinta Energy, Glencore, Minerals Council
 BRG	CMEWA, BHP, AGL
 BOLDT <small>ENERGY • COMMUNICATIONS • TRANSPORTATION</small>	Aramco
	Pan American Energy
 BRIGHT Yellow	Santos
 Brivia	Petrobras
 BRM <small>BRANDS • STRATEGIES • COMMUNICATIONS</small>	Havoline (Chevron)
 brother <small>A.C.O.</small>	Santos, Glencore
BRUNSWICK	BP, Sinopec, Aramco
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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	Glencore
	Alinta Energy
Cheil WORLDWIDE	Aramco
	Jemena, Australian Gas Networks
	Indian Oil
	Canadian Energy Centre
	Indian Oil
 CRITICAL MASS	Edenor
	Exxon
	APPEA
	ExxonMobil
	Applegreen
	Energy Australia
DCI GROUP	ExxonMobil, American Coalition for Clean Coal Electricity, National Association of Manufacturers
DMB.	OMV
 DESIGNATE GROUP	Ampol, Newcrest Mining
dezenhall <small>resources</small>	American Fuel & Petrochemicals Manufacturers, Exxon
digitalwave//	OMV
	Vista Oil & Gas














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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	Wollongong Coal, BP
	Shell
FEED MEDIA	Camuzzi
	Koch Industries
	Shell
	Hancock Coal
	Ale Combustíveis
	Gasco
	Bravus (part of Adani), New Hope Group, Batchfire Resources
GREENROOM FILMS	MOLGroup
 GUT	Axion Energy
	Synergy
Houston.	Ampol
HUGE	Exxon
	BP
	Eni
	Indian Oil
<i>Interpub</i>	Indian Oil
DENTONS GLOBAL ADVISORS 	BP
	Shell








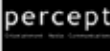


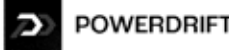









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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	YPF
JPG ADVISORY	NSW Minerals Council
	Minerals Council of Australia (MCA), APPEA
KEMPNER COMMUNICATIONS	Shell
	Minerals Council of Australlia (MCA)
	Shell
Leftloft	Eni
	YPF, Metrogas
	Metrogas
 Locust Street	ExxonMobil
	Origin Energy
	Synergy
MCCOY CONSULTING	Chevron, Woodside, Queensland Gas, Western Power, BHP
	Ipiranga
	Australian Gas Infrastructure Group
msq	Shell
	Indian Oil
	Chevron/Caltex

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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	Bravus (part of Adani), Shell Australia, Gas Energy Australia
	Glencore
	Ampol
	Eni, Equinor, Exxon, Gas Infrastructure Europe
	Minerals Council of Australia (MCA)
	Bravus (Adani)
	Copa Energia
	Indian Oil, Oil and Natural Gas Corporation (ONGC)
	QRC
	American Petroleum Institute, National Association of Manufacturers
	GS Caltex
	Elgas, Gas Industry Alliance
	Petrobras
	BP
	Shell
	Bravus (part of Adani)
	Walarah 2
	Bengalla Mine
	ARCO
	NSW Minerals Council

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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	Bharat Petroleum
	Whitehaven Coal, Malabar Coal, BHP, South32, CMEWA, APA Group
Sense.	Shell (Viva Energy)
	AGL, Santos Tour Down Under
SIDDHARTHA ADVERTISING	Indian Oil
SINGER ASSOCIATES, INC.	Chevron, American Fuel & Petrochemicals Manufacturers
SITRICK AND COMPANY	ExxonMobil, Chevron
SOMETHING ELSE* STRATEGIES	U.S. Chamber of Commerce
 spring street advisory	Tas Gas, Simply Energy, Lochard Energy
	Anglo American, Yancoal, Wollongong Coal, Hume Coal, Cockatoo Coal, Shenhua Watermark Coal, South32
StrategicPoliticalCounsel	APA
 TALENT MARCEL	Ipiranga
tatil*	Vibra Energia
	Port Waratah Coal, ENGIE, Viva Energy
the media store.	Synergy
	Camuzzi
	Pertamina
THE VISUAL AGENCY	Eni
	Ampol

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FIRM / AGENCY	CURRENT OR RECENT FOSSIL FUEL CONTRACTS (SINCE 2018)
	Ampol, Caltex
 TRIBE	APPEA
 TrueNorth	MCA
 TWELVE	Santos
 VCCP	Shell
	Glencore
 Willard. <small>PUBLIC AFFAIRS</small>	Caltex
	Equinor

WHAT THEY DON'T SAY –

**WHERE HOLDING
COMPANIES STAND**

The industry knows that they cannot remain silent about climate change. But despite the sustainability commitments and net zero pledges that agencies and networks have made, they don't say very much about how they plan to get there and what this means for their relationships with fossil fuel clients. In fact, most agencies have erased references to fossil fuel clients from their websites, so we've used web archives to get the full picture. Here's what we know so far.

WPP

Mark Read, the CEO of WPP, told [The Drum](#) that WPP is “not naive about the challenges of climate change”, but demonstrates no intent to reconsider WPP's large fossil fuel portfolio. Instead, he told [Campaign](#) that “Energy companies have to be part of the solution as much as anybody else.” In a conversation with [AdWeek](#), Read said that “We want to work with companies that share our values and share our outlook for the future and energy companies are in the process of doing that...We should be there to support them on that transition.”

In June 2021, WPP made a commitment to “reach net zero in their value chain by 2030.” Read told [Campaign](#) that “we can't engage in greenwashing”, but WPP continues to work for global oil giants that have been called out in court for manipulating and deceiving the public about climate change, including BP, Shell, ExxonMobil and Chevron. WPP's work for BP led to a [lawsuit](#) for using their “Advancing Possibilities” campaign to mislead people about their investment in renewable energy. Their work for Chevron is the subject of an active Federal Trade Commission [complaint](#) for greenwashing and their work for Shell is the subject of a [lawsuit](#) by New York City for misleading consumers. It's unclear how they will reach net zero while continuing to work for the world's largest polluters.

Interpublic Group (IPG)

In response to initiatives like Clean Creatives and the Creative Climate Disclosure, which called upon the advertising industry to disclose its fossil fuel clients, IPG and WPP told [Reuters](#) “they would not disclose their

client lists. Omnicom and Publicis didn't respond to a request for comment."

In June 2021, IPG [announced](#) climate commitments to source 100% renewable electricity by 2030, reach net zero by 2040 and report their global energy and emissions performance data. In their [Sustainability and Environmental Impact Policy](#), IPG advises their employees to choose double-sided printing, take public transportation and use low-energy lighting — but they haven't said a word about their relationship with fossil fuel clients. On page 49 of the [report](#), IPG has provided data on how their greenhouse gas emissions decreased from 2019 to 2020 (notably because of the pandemic), but hasn't provided context for how this may compare with their clients' carbon footprint. Despite IPG's climate ambitions, they continue to work with ExxonMobil, Aramco, Valero, Repsol and Equinor — clients who largely have expressed an interest in increasing fossil fuel production. For example, Aramco has [noted](#) in their sustainability report that they plan to "increase oil production by 1

million barrels a day by 2027 and boost gas production by 50% by the end of this decade."

Dentsu

In 2015, Dentsu set a goal to use "100% renewable electricity across its worldwide operations where markets allow" and [met](#) that target in 2020. This was followed by a substantial decarbonization [target](#) that they set in 2021 to "reduce absolute emissions by 90% by 2040 across its entire value chain." However, their agencies continue to work for Chevron, Saudi Aramco, and Ampol, and any sustainability changes they make across their network cannot balance out the climate impact of working for fossil fuel clients.

Publicis

Like other agencies, Publicis has [set](#) a carbon neutrality goal for 2030 and committed to reduced consumption. However, their client list includes Total, which plans to [restart](#) a \$20 billion liquefied natural gas fossil fuel project in Mozambique that has [received](#)

[criticism](#) for displacing communities and causing corruption, violence and severe environmental impacts - along with other fossil fuel giants such as Saudi Aramco.

Omnicom

In comparison to other networks, Omnicom has not made significant sustainability commitments. They have pledged to reach 20% renewable energy by 2023 and [met](#) their goal with 21.5% renewable energy in 2021, but still work with dozens of fossil fuel clients, including ExxonMobil, AGL, API, NAM and National Gas Industry. Omnicom's [CSR website](#) says that "our industry has less of an environmental impact than others," but that's not true when you consider the impact of working for oil and gas majors.

Havas

In 2020, Havas launched a CSR wing called Havas Impact+ and the [Climate Solidarity Initiative](#) to make a financial contribution to climate projects with each campaign

they produce, in an effort to offset carbon emissions. This will represent 0.2% of their overall quote for the service. They have also [pledged](#) to lower their greenhouse gas emissions by 60% and achieve carbon neutrality by 2025. So far, they are tracking their progress through office electricity consumption, recycling systems and planting trees. In their CSR report, they report that they have worked on 13 client campaigns that feature the issue of climate change, but have not mentioned whether their new sustainability standards are influencing how they work with fossil fuel clients.

Edelman

A quick [Wikipedia](#) search of Edelman shows an extensive history of creating astroturf campaigns and working with fossil fuel clients, which starts from the fourth sentence. Despite being a PR giant, their online presence is an interesting case study in public relations, with "controversies" as the largest section on their Wikipedia page. The Guardian has even named their CEO Richard

Edelman as one of “America’s top [climate villains](#)”, alongside Mark Zuckerberg and Charles Koch, for Edelman’s work “peddling climate denial.”

One day after Clean Creatives’ #EdelmanDropExxon campaign in November 2021, Richard Edelman issued a [statement](#) saying “We do not accept climate assignments that aim to deny climate change and we do not work with coal producers.” However, in September 2021, Gizmodo [reported](#) that Edelman was involved in an Exxon campaign “encouraging people to oppose climate policy.” In March 2021, a BuzzFeed investigation [revealed](#) tax filings that show that Edelman was paid over \$4 million for its work with the American Fuel and Petrochemical Manufacturers in 2019.

Edelman announced the results of a three month climate review of its clients in January 2022. Despite acknowledging the role its clients play in Edelman’s carbon footprint, they have made no public announcements of changes in client policy, or whether they

have ended work with major polluters. The one exception seems to be that a contract with South African bank, Standard Bank fell apart over Edelman’s unwillingness to work on behalf of the controversial EACOP oil pipeline, which Standard finances. While this is a sign of progress, it’s clear that more needs to be done.

CONCLUSION:
NO CREATIVITY
ON A DEAD
PLANET

As activism around climate change heats up, the stakes are getting even higher. In the last year, there have been extreme weather events, new research and urgent protests that have proven the undeniable need to act now.

In 2022, there have been wildfires all over the world, from Algeria to California to Argentina, and hundreds of people have died from the fires and extreme heat. Copernicus, the European Union's Earth Observation Program, has [reported](#) that, as of July 23, there were 1,926 wildfires in the EU in 2022, which is almost four times the annual average from the last 15 years. This has also been accompanied by heatwaves, with record-breaking temperatures worldwide which have caused power outages, infrastructural

damage and even death. Most recently, there has been extreme flooding in Pakistan because of climate change, which has [displaced](#) 33 million people, four times more than the [7.7 million](#) people who have been internally displaced in Ukraine from war.

“code red for humanity”

With the release of the [IPCC report](#) in February 2022, more people have understood the gravity of the climate problems we are facing. Notably, the report highlighted the role of PR and advertising in the climate crisis for the very first time. “This report is a dire warning about the consequences of inaction,” said Hoesung Lee, Chair of the IPCC. The UN Secretary General, António Guterres, even [called](#) the report “code red for humanity.” However, it also explains that there is [hope](#) if we act with urgency to curb the use of fossil fuels. Gueterres said that “there must be no new coal plants built after 2021. Countries should also end all new fossil fuel exploration and production, and shift



fossil-fuel subsidies into renewable energy.” Simply put, we are dangerously close to a climate disaster. We need to stop supporting the fossil fuel industry if we want to save our planet.

Within the advertising and marketing industry, climate action is everywhere. Agencies and PR firms can no longer ignore the issue. At Cannes 2022, Greenpeace [crashed](#) the opening ceremony to “call out advertising agencies...for working with the fossil fuel industry and being complicit in spreading disinformation around the climate catastrophe and promoting their polluting products.” Gustav Martner, Head of Creative at Greenpeace Nordic and former Cannes juror and creative agency head, [walked](#) onstage with a banner saying ‘No awards on a dead planet. #BanFossilAds’ and returned a Cannes Lion that he won working for Volkswagen 15 years ago. After taking the stage, he was banned from the festival.

The momentum has started and it’s spreading all over the world. In the UK, a group of



young creatives called Glimpse is helping people refuse work for fossil fuel clients. They have created [The Brief Sabotage Handbook](#) with playful tips on how young creatives can protest fossil fuel briefs, with the tagline ‘Wreck a Brief, Save a Planet’. The Drum [reports](#) that many creatives at Cannes described feeling like they have “no authority to speak up” against fossil fuel briefs, so this guide is an important step in the right direction.

Over the last 15 years, we’ve seen an unstoppable tide of activism, advocacy and organizing to protect our planet, and every week, there is news that is a cause for celebration. It gives us hope to see people come together to stand up for our rights and create a better world.

Clean Creatives

We created [Clean Creatives](#) as a solution for the industry, to give agencies and employees a resource to hold our companies and business partners accountable to creating a more sustainable future. If you would like to take a stand with us, join the 1000+ creatives and 350+ agencies who have [signed our pledge](#) to decline future contracts with the fossil fuel industry or agencies that retain fossil fuel clients.

If you'd like to learn how you can support our efforts or make change within your company, connect with us at duncan@fossilfree.media.

You have the opportunity to change how our industry works, and we hope that you'll create clean.

**“Don't work for climate wreckers.
Use your talents to drive us towards
a renewable future.”**

— UN Secretary General António Guterres

A REPORT BY:

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• AWARE • DECLARE • ACT

WRITER AND RESEARCHER: **Nayantara Dutta**

DESIGNER: **Avalon Santos Willmott**

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