

QUOTES: KEVIN ROBERTS, ADAM WERBACH, ANDY MURRAY

Kevin Roberts, CEO Worldwide Saatchi & Saatchi:

"We're going to find a new way of making what I think will be the big issue of the next three years – sustainability - come alive for consumers and employees. Every client I talk to has sustainability in the top three of their agenda."

"This is really about moving from talking about it, to doing something about it, and doing something about it from the bottom up, starting with our people. We're going to help them understand what they can do to move us forward sustainably."

"I believe massively that consumers drive the future and consumers more and more will define themselves by the local. They'll participate in the global, but they will define themselves by their local, and we want to make different cultures sustainable. When we want to get emotional connectivity in a sustainability sense, we're talking about environmental and social things that matter to different cultural groups."

"Thirty-five years of working for important social causes means something to us. That has to become of importance to everyone. If you talk to young people today, sustainability is top of their agenda. I've been looking for the jump start vehicle, the vehicle that actually impacts people, not just at the corporate level. Adam Werbach and Act Now are really on the leading edge of this."

"Sustainability is not a fad for me. It is something that comes right from a core belief that going forward, it will be impossible for a brand to be truly loved by consumers unless it creates a positive, sustainable impact."

"The whole name of the company tells you everything – Act Now. It's about doing something, it's about getting started. No matter where you live, what job you're in, you can make a difference, probably in all four areas of sustainability thinking: economic, social, environmental and cultural - if you act now."

"Sustainability will be a force driven from the consumer-up. The brands that win will be those that engage consumers from the bottom up in a meaningful sustainable way."

"You have to be economically sustainable. If you don't make a profit in business you die, there's nothing much sustainable about that."

Adam Werbach, CEO Act Now:

“The challenge is not whether we can do the right things; it’s whether we can do them at the scale and impact that’s necessary. We need to reduce our carbon impact by 80% below 1990 levels by 2050. We need solutions that are big as the problems we face. This requires a whole new way of working. We’re launching Saatchi & Saatchi S to respond.”

“Our strategic plan is action and acceleration. We can’t save the problems of the world in the US. We need to be across the world. That’s why we’re opening offices in Beijing, London and New York in the very near future, and we’re hiring rapidly.”

“Saatchi & Saatchi S is where world changing global communications meets deep sustainability expertise and passion. This is about taking the vision, mission and passion of the people of Act Now to the talents, process, scale, impact and creativity of the people of Saatchi & Saatchi. Years after we are all gone, people will look back and say: ‘something changed here.’”

“This continues what Saatchi & Saatchi has done for its entire history, which is lead the world towards irresistible ideas. We believe sustainability is the next irresistible idea. We think we’ve found the perfect partner to help us grow.”

“We have to invent something new. Instead of saying how can we limit ourselves, ask: ‘what can we do better?’ How can we innovate our way out of this problem? It’s about consuming better and in ways that make us happier, ways that solve a problem as opposed to create another one that you have to solve later.”

“We believe it’s going to happen bottom-up, by billions of people taking small steps when they wake up in the morning, drive to work, walk into the store; steps to improve their lives, their families lives and to improve their communities.”

“We see sustainability as having four points: social, environmental, cultural and economic. Without all four activated it all falls apart. Our aim is to integrate all four into people’s lives. We’re all unique and that’s core to what we want to grow.”

“I’ve had enough of depressing images and news. I believe in people and their capacity to make change, that in humanity we have all the solutions we need. We just need to motivate them, inspire them and give them the channels to make those solutions real – in a big global way.”

“We’re going to succeed because we love what we do. Our passion, our joy and our zest are the things that are going to make us successful.”

Andy Murray, Global CEO Saatchi & Saatchi X:

“Act Now is a very true name all the way through as a principle. We’re about action, we’re about movement, we’re about making changes in people’s lives that can improve the planet. This is about us helping consumers make better choices. It’s not about reducing the consumption, but it’s making the choices they have clearer and better.”

“What’s in it for people is a chance to change the world, to be part of something bigger than themselves. And I think most of us wake up every day wanting this. This is for me the coolest thing that we have going for us in the agency world.”

“The economic impact on sustainability has been in the backend products supply process, such as savings in transportation costs and packaging. But we’ve really never translated that economic value to consumer-forward. Saatchi & Saatchi S is going to lead and reinvent this. It’s informing the consumer how this product works with less packaging, with less communication, creating an emotional connection to win. And companies that step forward and lead can get the value of that with the consumer. You’re going to see companies get value from the whole supply chain through the consumer end.”

“Unless we’re able to tell the consumer each sustainability story in an emotionally connecting way, we’re missing opportunities to reward brands making the most progress. With Act Now, we’ll have the front leadership capabilities to make those connections in a much stronger way than we ever have in the past.”

“Act Now understands how to work with big companies and make change; how to communicate; how to connect, and they know how to execute. So I am really excited about our plans and our vision for launching Saatchi & Saatchi assets as a game changer for our clients. And not only that, our people inside of Saatchi.”

“We’re going to be asking Saatchi & Saatchi to pave the way with programs and ideas that each of us can implement at a local office level. We can look at what we can do as an agency to make improvements in our own sustainable practices.”

“What we’re finding is that more and more shoppers care. They’re putting sustainability as a tick mark in their choice. And so it’s really hard to be a Lovemark brand if you’re not moving forward with sustainability.”