



Why bad content is hurting the environment

(and how you can help stop it)



About me

- Storyteller at heart
- Head of Branded Content, Amazon Ads
- Dog mom to Daisy (my bulldog)
- Pickleball fan
- WVU alum, class of 2013





What we'll discuss

Reduce

Reuse

Recycle

Relevance

Risks

Results



The challenge

- The rate of temperature rise in the last half century is the highest in 2,000 years
- Concentrations of carbon dioxide are at their highest in at least two million years

Source: United Nations Intergovernmental Panel on Climate Change (IPCC) report, Mar 2023





Digital technologies are responsible for

4%

of global emissions,
and is on track to double by 2025

Source: The Shift Project, July 2019

1M

video impressions has the same carbon footprint
as someone flying from Boston to London and back

Source: Scope3





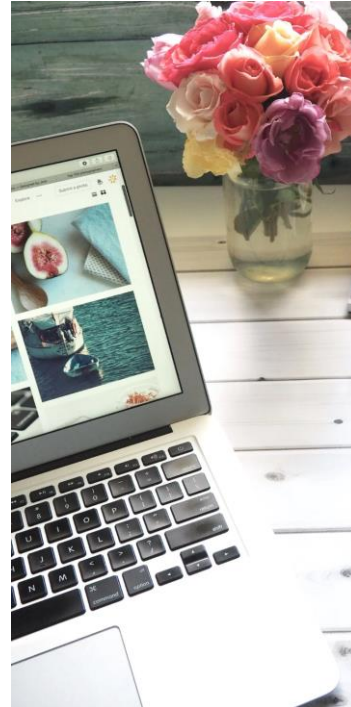
REDUCE




Cost of content

(# of hours) x (# of stakeholders) x (est. hourly rate) =

\$\$\$





“People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things.”

- Steve Jobs



Saying “no” is hard

Tenets can help

A tenet is a principle or belief that guides decision making

Tenets help teams:

- Drive alignment
- Ensure high-quality, high velocity decision making
- Increase autonomy





Tips for writing great tenets

Best practices

- Tie breaker
- Positive language
- Convey how and why; provide context
- Crisp & Catchy
- Tenets evolve

What NOT to do

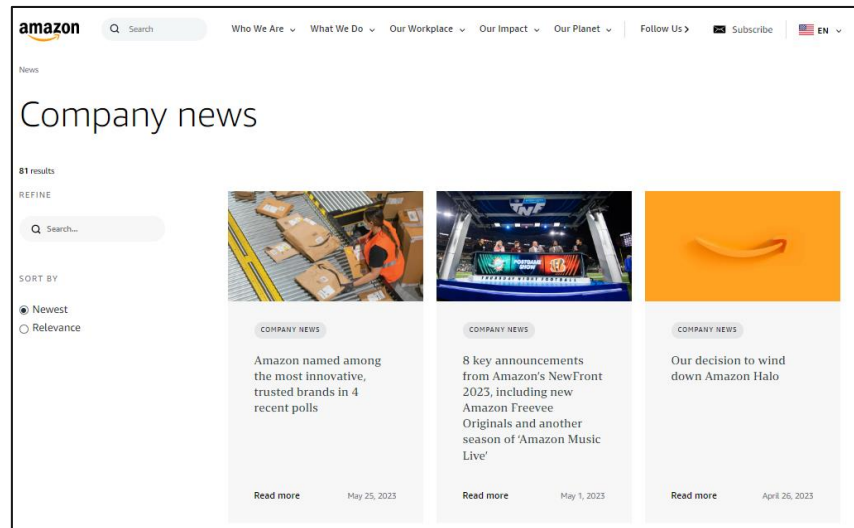
- State the obvious
- One tenet, two ideas
- Tenets are not roadmaps
- Acronyms & jargon



What it looks like

A tenet from Amazon's editorial team

We know that a great story is just the first step. From email newsletters and Gateway placements to social amplification and SEO, we're equally focused on distribution and delivering content to the right audiences.





Prioritization

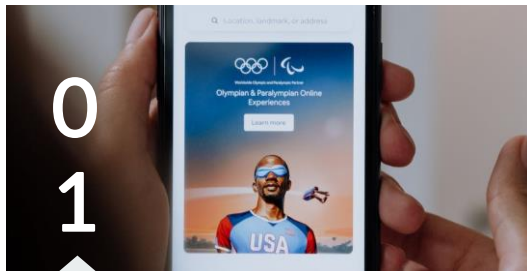
Score [Weight]	Brand themes [50%]	Amplification [30%]	Regional [20%]
Low - 1	Does not align to a brand theme	Has <u>no defined GTM plan</u>	US only
Medium - 2	Aligns to <u>at least one</u> brand theme	Has <u>limited GTM plans</u> (e.g., customer amplification, organic social, email)	Tier 1 regions (EMEA, APAC)
High - 3	Aligns to <u>more than one</u> brand theme	Has <u>a detailed GTM plan</u> , and includes paid amplification (e.g., sponsored content extension, paid social, etc) in addition to owned/organic.	US <u>AND</u> Tier 1 regions (EMEA, APAC)



REUSE



Types of content



0
1

Topical

Relevant, timely, and targeted information

Ephemeral

Lasts only a short time, typically 24 hours



0
2



0
3

Evergreen

Continually relevant over a long period of time



Reusing evergreen content

Do

- 1 Audit regularly
- 2 Dive deep into your data
- 3 Update content

Don't

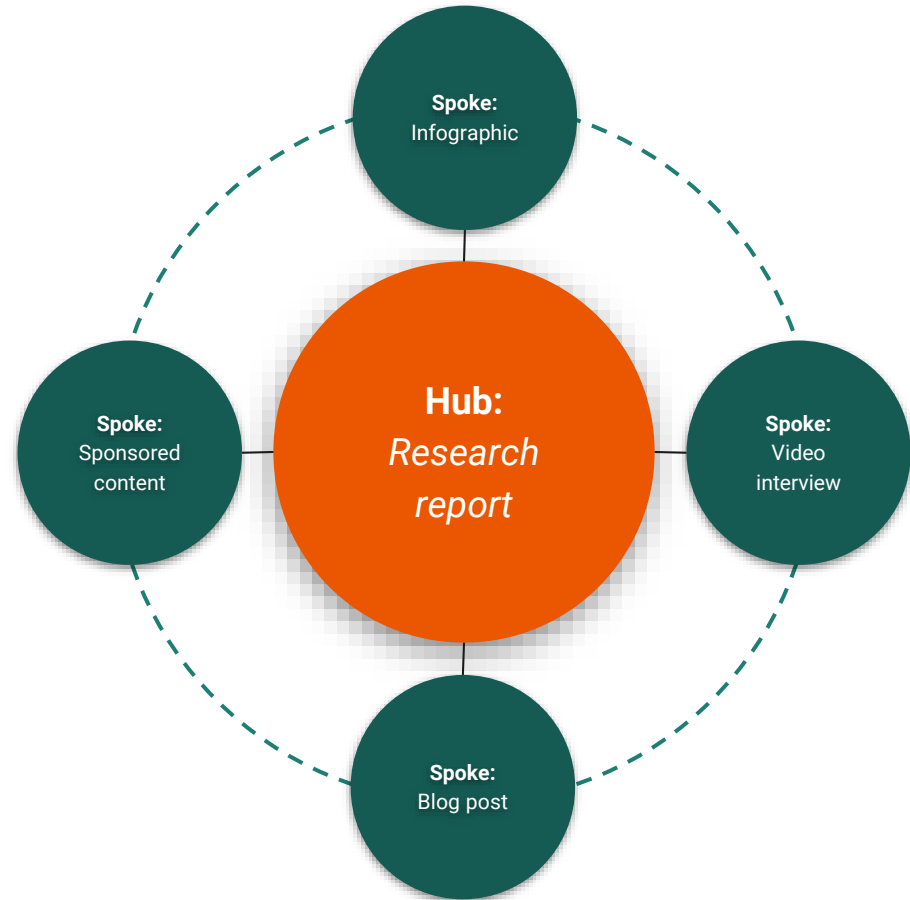
- 1 Reshare outdated content
- 2 Plagiarize or use other people's content
- 3 Duplicate content



RECYCLE



Hub and spoke model





Identifying themes

Amazon Ads example

Our customer: Transparency and measurement of the carbon footprint of their media investments

Our industry: Agency and industry leaders developing measurement framework to assess ad-based carbon emissions

Our business : Amazon launched The Climate Pledge to become net-carbon zero by 2040

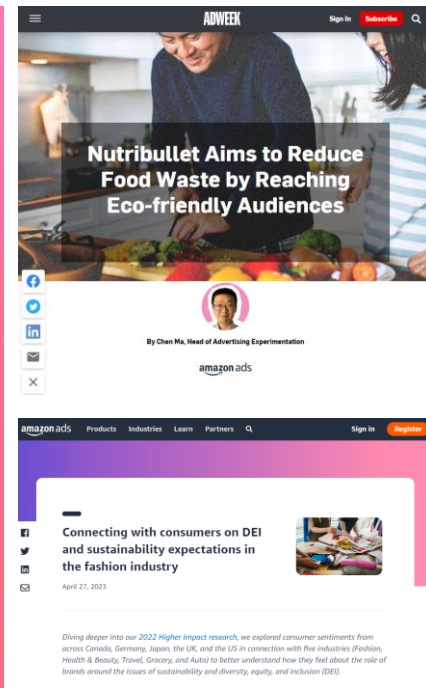
Theme: Sustainability in advertising



Hub and spoke example

Annual *Higher Impact* study exploring consumer sentiments about the role of brands around the issues of sustainability and diversity, equity, and inclusion (DEI)

- 01 | Blogs
- 02 | Sponsored content
- 03 | Interactive content and video
- 04 | Event content and keynotes
- 05 | Regional and vertical extensions





RELEVANCE



Relevance... and respect

55%

of B2B buyers agree that the materials
they get are extraneous¹

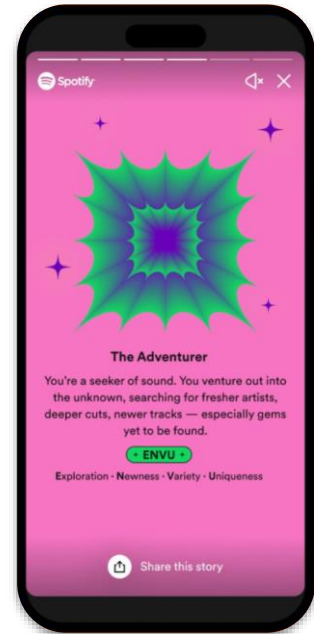
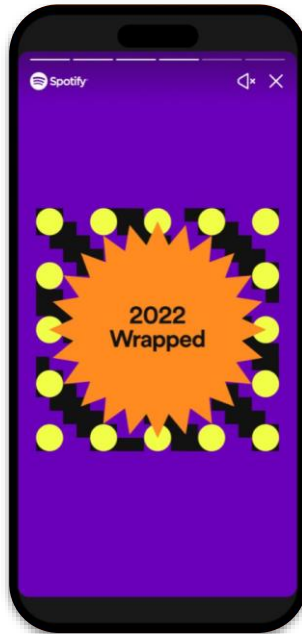
60%

of B2B buyers say vendors provide
too much material ¹



Spotify Wrapped

“It’s all about the two-way connections that bring millions of creators and fans together through audio every day.”
- Spotify

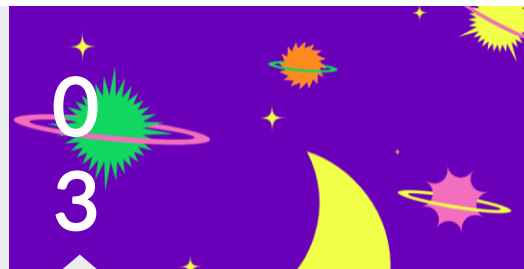




Trivia break



Top global podcasts of 2022



Top global artists of 2022



Most-streamed throwback album of 2022

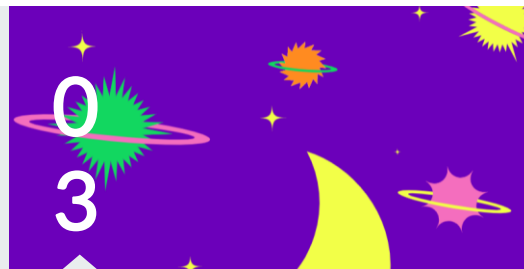


Trivia break



Top global podcasts of 2022

The Joe Rogan Experience



Top global artists of 2022

Bad Bunny



Most-streamed throwback album of 2022

The Marshall Mathers LP
by Eminem



Spotify Wrapped by the numbers

150M

Spotify users engaged, up more than
30% year over year

111

Markets around the world

+33M

Monthly active users in Q4,
up 20% YoY



RISK



One-way door decisions

1

One-way door: decisions that can't easily be reversed

2

Example: Amazon Prime

3

Tips and tools:

- Trustbuster litmus test
- PRFAQs, six-pagers, etc.
- Take an incremental approach
- RAPID model
- Avoid hidden traps like confirmation bias, anchoring bias, etc.



Two-way door decisions

1

Two-way door: decisions that can be reversed; these decisions can be made fast or even automated

2

Example: Launching a new Alexa skill

3

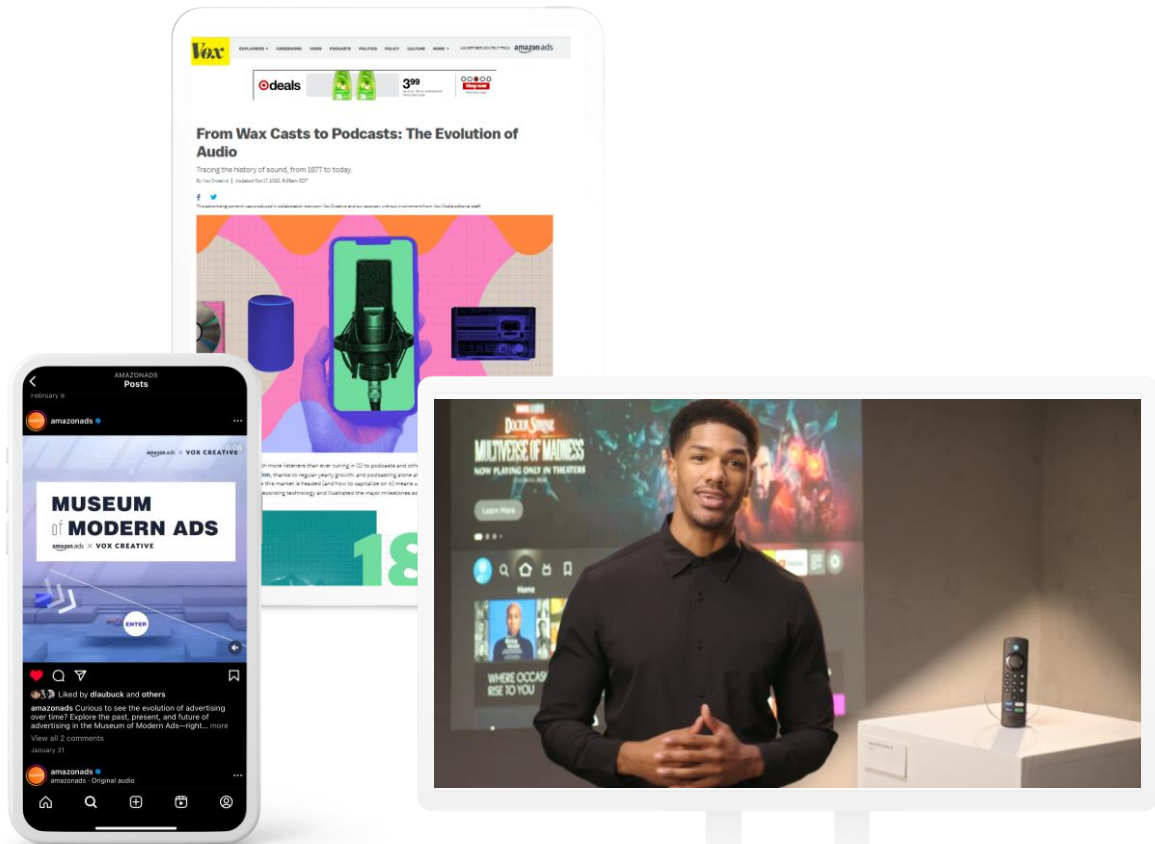
Tips and tools:

- Push down decisions to the lowest level possible
- Disagree and commit
- Make decisions with 70% of information you wish you had
- Experiment



Museum of Modern Ads

- A 360-degree, immersive digital experience and multiformat content series with Vox Media
- Demonstrate the breadth of touchpoints Amazon Ads offers in a unique, fun, and engaging way



RAPID model

1. Who should **recommend** a proposal ?
2. Who must **agree** to a recommendation before it can move forward?
3. Who will **perform** the decision once made?
4. Who need to provide **input** when developing recommendations?
5. Who gets to **decide**—making the final decision and committing the organization to implementation?





RESULTS



Examples of content KPIs

01	Brand awareness	<ul style="list-style-type: none">• Impressions• Pageviews• Brand lift studies• Brand health tracker
02	Engagement	<ul style="list-style-type: none">• Dwell time• Scroll depth• Bounce rate• CTR
03	SEO	<ul style="list-style-type: none">• Page authority• Domain authority• Backlinks
04	Lead gen	<ul style="list-style-type: none">• Marketing qualified leads (MQLs) Sales qualified leads (SQLs)• Demo requests• Conversion rate



Tell a story with your data

Before

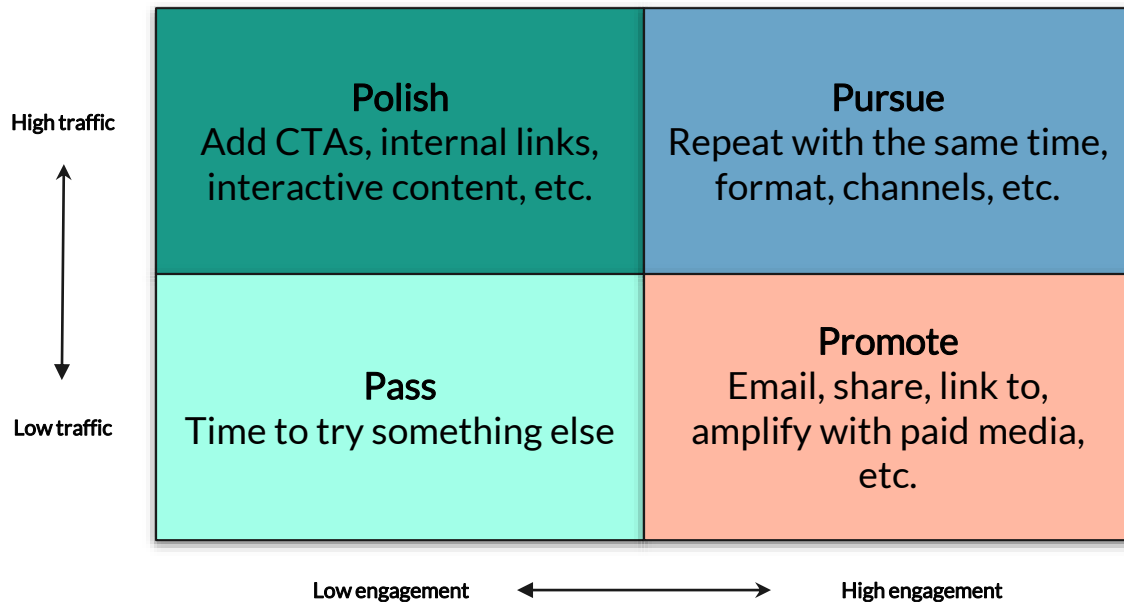
- 200 content deliverables
- 450K sponsored pageviews
- 400MM impressions
- 8.2% CTR (+1.1.% YoY)
- +55% engagement for sponsored content


After

Highlights. Over the past year, we shifted our content strategy to focus on 1) prioritizing quality over quantity (200 paid and owned deliverables in 2022 vs 262 in 2021; -23% YoY) and adding more rigor around the content intake process; 2) reaching a wider audience, on and off our website, through proactive go-to-market (GTM) strategies (450K sponsored pageviews; +1,457% and 400MM impressions; +4,893% in 2022 vs 2021); and 3) garnering higher engagement through best-in-class content, driving a 8.2% CTR (+1.1.% YoY) and outperforming sponsored publisher benchmarks by an average of 55% in 2022.



Optimize





“...the thing I have noticed is that when the anecdotes and the data disagree, the anecdotes are usually right. There is something wrong with the way that you are measuring it.”

- Jeff Bezos

RECAP

We can all do our part to create less “digital litter” by **reducing** the amount of content we create, **reusing** high-performing content, and **recycling** our content in new formats and channels. By creating more **relevant** content for our customers and taking **smart risks**, we can minimize our digital carbon footprint and drive meaningful business **results** and better serve our customers.



Ways to get started

- 1** **Research:** Reach out to your HR team to learn more about your company's CSR strategy.
- 2** **Measure:** Audit and measure your carbon footprint, including the suppliers/vendors you work with. Use tools like [websitecarbon.com](https://www.websitecarbon.com) to estimate the carbon footprint of your website.
- 3** **Act:** Use the data to create a plan to reduce your carbon footprint. Remember, every little bit helps. For example, video data-flows account for 80% of annual Internet traffic, by reducing the size of your videos you can reduce associated energy consumption.



Resources

- [Website carbon calculator](#)
- [Amazon tenets](#)
- [Amazon one-way door and two-door decision](#)
- [The hub and spoke model](#)
- [Forrester's B2B Content Guide](#)
- [Amazon Ads 2022 Higher Impact study](#)



Thank you!

Questions?

Reach out @fiona-l-green on LinkedIn