

The Pitch Antidote Sheet

So your agency's looking to pitch for a fossil fuel client...

Agency bosses might say, "Hey, we can pitch this big oil company and still be climate champions."

They'll have their say, but you should too.

Pass this guide around the office and let your co-workers decide.

They say...

"Fossil fuels keep the lights on."

"We can't tackle climate change without the big guys."

"If we're in the room, we can nudge them towards a low carbon future."

"If we don't, someone else will."

We say...

Energy keeps the lights on, which we could get from renewables. Marketing for oil companies only slows that transition.

The big oil companies are planning to ramp up oil production, while spending pennies on renewables. Their business model is carbon emissions.

Will we veto their new oil fields?
Not likely. Our campaigns exist to defend and grow their business.

Remember when ad agencies ditched tobacco? Agencies played a part in one of the biggest single improvements in public health, ever. Ditching Big Oil would be incredibly influential, setting a trend that leaves fossil fuels behind.