



Cannes 2026: The Responsible Edit

June 2026

Welcome to *The Responsible Edit*, Responsible Marketing Advisory's curation of Cannes Lions 2026. Once again, we scanned the longlists, shortlists and winners to bring you our hot takes for this year.

Cannes is a festival of creativity, and the campaigns we've selected didn't just wow us with fresh ideas, they achieved solid results while delivering positive social or environmental impact. We also saw incredible not-for-profit work, but *The Responsible Edit* focuses exclusively on commercial case studies that can tangibly prove significant business impact.

This edit proves that creativity and responsibility are a winning formula for business impact, which is why many of these campaigns were awarded Cannes Lions across multiple categories.

This year, we identified five responsible marketing themes across our campaign hotlist.

Theme 1: Care, Built In

These brands committed to caring for their customers. They integrated health, wellness and safety directly into their products and made that the lead marketing message. Care wasn't just a campaign message but a true starting point, driving behaviour change and real-world impact.



Theme 2: Breaking Down Barriers To Sport

These brands treated inclusion as a growth strategy, designing real products and genuine pathways for those who sport has historically overlooked, with impressive, often incremental, commercial results.



Theme 3: Keeping The Lights On

These brands stepped in to keep fragile local economic ecosystems alive through smart, honest value exchanges where the self-interest is apparent, but the positive impact is also real.



Theme 4: Consumers In Charge

In a world of eroding trust, these brands bravely handed control back to consumers, empowering them to see through the noise or tell the real story, warts and all.



Theme 5: Open by Design

These brands open-sourced their IP, data and tools so the entire category benefits, not just the company that paid for the R&D. The instinct to hoard innovation is being replaced by a recognition that giving it away builds more trust, more reach and more genuine impact.



This open-source thinking cuts across all categories, and you'll notice we've badged campaigns throughout *The Responsible Edit* that have not only innovated to great effect but also shared their IP.

In the spirit of openness and collaborative progress, this Edit includes links to case study videos – all freely accessible, no login required - and tips throughout to "Steal this Work". We hope you'll be inspired to reapply the insights to your own marketing.

The Responsible Edit is available in several formats, including a recorded webinar. I'm also happy to come to your office and do what we do at Cannes - present, debate and dig into the work with your team. Reach out directly to find out more.

Alice

Alice Brady, CSO
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The Relationship Aid / Specsavers / Golin Ketchum / UK

Specsavers

THE RELATIONSHIP AID

Turning the hearing aid into the hottest adult intimacy device of 2026

PROBLEM
Over half of Brits aged 55+ have hearing loss, yet a third of cases go undetected and untreated. Couples are heavily affected, creating romantic disconnection. This audience need due to stigma around hearing aids being an uneasy symbol of old age and decline. Instead, they spend \$11 billion annually on adult intimacy products to bring their romantic spark back.

INSIGHT
In couples where one partner gets a hearing aid, 1 in 3 report increased physical intimacy. Making it statistically one of the most powerful couple's intimacy devices to help them to reconnect with their partner.

IDEA
Around Valentine's Day, Specsavers reimaged the hearing aid - the world's least sexy product - as the hottest adult intimacy device of 2026. Shifting the hearing conversation from 'loss to love', and repositioning hearing tests as the most important couples' date to book.

69%
INCREASE IN HEARING AID SALES

41%
REDUCTION IN HEARING STIGMA

1136
STORES ACROSS UK AND IRELAND

17.4M
EARNED VIEWS

“The secret to a happy relationship? A hearing aid”
Daily Mail

“The discreet device that's 'saving' relationships”
METRO

“Rethink what romance really means”
BBC

“Is it a vibrating ek ring?”**
@luvbitess.co

Why we think this is great Responsible Marketing

Hearing aids are viewed as an unattractive badge of ageing by a generation that feels in their prime. Specsavers dug deep into this audience and identified that when one partner gets a hearing aid, a third of couples report increased physical intimacy. A hearing aid might just be the best intimacy aid money can buy.

Specsavers styled the launch like a luxury sex toy, anonymously teasing the device as the world's most powerful couples' intimacy product, using romance influencers to build buzz before the Valentine's Day reveal.

The media strategy was as sharp as the narrative. That week, Google searches for hearing aids outperformed vibrators, sales jumped by 69%, and stigma dropped by 41%.

But what earns this campaign top slot is the ambition behind it: by turning a clinical appointment into a couples' date night, Specsavers didn't just boost sales, they moved a buried public health crisis into the national conversation and lovingly reinvigorated midlife relationships across the country.

[Watch it here!](#)

Awards/Lions Won



Gold Healthcare
Lion



Silver Content Creation
& Production Lion

More great work with Care, Built In



More brands who committed to caring for their customers by integrating health, wellness and safety directly into their products.



Magnif-eye / 1001 Optometry / VML / Australia

1 in 5 children face learning difficulties due to poor eyesight. But parents can be slow to get them tested. *Magnif-eye* safely transforms every smartphone into a myopia screening tool by scanning existing photo libraries for early warning signs of the condition. The campaign drove a 53.36% increase in eye test bookings YOY. A super smart way to increase bookings and empower parents, and an unden-eye-ably positive use of AI.

[Watch it here!](#)



(Save A) Life Insurance / Generali / VML / Romania

We love this smart twist on life insurance that enables consumers to care for each other by literally saving lives. With 8 in 10 Romanians lacking confidence to provide first aid, Generali built free, certified training directly into its product. A first for the category, it rewarded participating customers with preferential rates, driving sales up 66%.

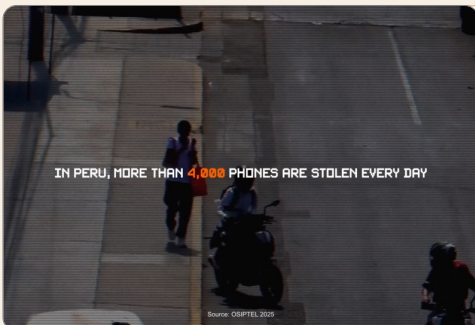
[Watch it here!](#)



Road Test Royale / The General / BBDO / US

US insurer The General used gaming to help Gen Z, the most anxious generation behind the wheel, become more confident drivers. Rebuilding real-world test routes inside Fortnite, they turned Twitch streamers into driving instructors. Adopted as an official National Driver Training tool, it drew 6.8 million live streams and lifted brand favourability 4.3 times above benchmark.

[Watch it here!](#)



SOS POS / BCP / Circus Grey / Peru

In Peru, more than 4,000 phones are stolen every day. Rather than leaving customers to cope alone, BCP bank built protection directly into everyday store checkouts, turning them into terminals where accounts could be instantly frozen after their phone was snatched. SOS POS reduced monthly complaints by half and improved brand health by 83%. Now open-sourced, it's expected to scale to 1.3 million sites.

[Watch it here!](#)



More great work with Care, Built In



More brands who committed to caring for their customers by integrating health, wellness and safety directly into their products.



Haven / Suncorp Insurance / Leo / Australia

What started as an experiment – a personalised extreme weather risk assessment – has scaled to 11 million Australian households. Suncorp made their proprietary data publicly available – free even to competitors' customers – growing market share from 13.4% to 15.8%, securing a top category ranking and an additional \$2.6 billion in government resilience funding, leaving Australian homes better prepared for the future.

[Watch it here!](#)



DuoBell / Škoda / AMV BBDO / UK

Working with the University of Salford, Škoda engineered a bike bell at a frequency that noise-cancelling headphones cannot suppress. Purchase intent rose 11.9%, and 79% of Deliveroo riders who tested it wanted to keep it. Partnerships are underway with Forest Bikes and TfL, with the research released as an open whitepaper to make all city cyclists and motorists safer.

[Watch it here!](#)



Steal this work

Dig deep inside your audience's world and identify the real-life health, wellness and safety problems they face in relation to your product or category. Think big about solving them – not just drawing attention to the issue but hacking your product/service to make a genuine difference.

Breaking Down Barriers To Sport



These brands treated inclusion as a growth strategy, designing real products and genuine pathways for those who sport has historically overlooked, with impressive, often incremental, commercial results.

Missing Managers / XBOX + Sky Sports / McCann / UK



Why we think this is great Responsible Marketing

Women's football is growing fast, but still only 7% of teams have female coaches. Xbox set out to tackle this gap, partnering with Sky Sports to drive commercial outcomes and behaviour change by taking women off the sidelines and increasing female leadership.

For the launch of *Football Manager 26*, the first edition to include women's football, the campaign brought gaming talent into real life opportunity. Ten skilled female gamers were selected to be trained as professional coaches at the highest level. They were the heroes of the campaign and featured in the next edition inspiring the next generation of female football managers.

The results were striking. *Football Manager 26* became the best-selling version of the franchise on Xbox, with revenue up 41% on the previous edition. Perceptions shifted, with the number of female managers in-game increasing 101%. Importantly, the work also drove meaningful impact: 960 hours of UEFA coaching qualifications were provided, creating real career pathways.

[Watch it here!](#)

Awards/Lions Won



Bronze Esports
& Gaming Lion



Bronze Corporate Purpose
& Social Responsibility Lion

More Breaking Down Barriers To Sport



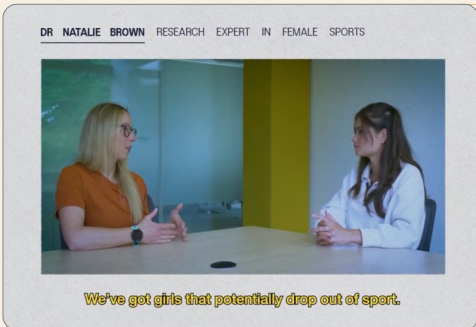
More brands designing real products and genuine pathways for those who sport has historically overlooked.



Supernova Adaptive / Adidas / TBWA / Canada

People with Down's syndrome struggle to find trainers that fit. Adidas spent 3 years co-developing the first performance running shoe with the Down's syndrome community. Week one sales reached 1.5x launch benchmarks, with some sizes selling out immediately. Now the adaptive shoe is being wear-tested for rollout to 1.3BN people worldwide living with disabilities.

[Watch it here!](#)



The Undropped Kit / ASICS / Golin Ketchum + Gut / UK

Over 64% of UK girls drop sport before age 16, and PE kits are a major reason. ASICS handed a design brief to girls across the UK, with Burnley High School pupils as co-creators and campaign narrators. The initiative sparked a national conversation, school participation tripled, and the Department for Education updated PE kit policy to include "choice" and "inclusion".

[Watch it here!](#)



The Grey Swan / Nycoplus / 11:11 / Norway

In Norway, ballet dancers are forced to retire by 41, despite their ability. Leading supplement brand Nycoplus created a live performance featuring retired dancers that sold out and received a 10-minute standing ovation. Beyond the cultural impact, the campaign drove a 23% increase in purchase intent, gave this generation a second chance to shine, and inspired everyone to keep dancing.

[Watch it here!](#)



The 58-Year-Old Rookie / Opella (Aspercreme) / Martin / US

While sports sponsorship defaults to young talent with huge followings, pain relief brand Aspercreme treated 58-year-old Tom Cillo as the inclusion opportunity others missed. The oldest player ever to receive a brand deal, he beat Nike, Gatorade, and Red Bull to become the most talked-about football sponsorship of the season, driving 983% ROI and an 11.4% sales increase.

[Watch it here!](#)

Steal this work

Consider who is excluded from your category, product or service, understand why and what you would have to do differently to include them. This isn't altruism, it's an opportunity to improve reach, appeal and have an outsized impact.

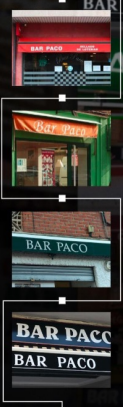


Keeping the Lights On



These brands stepped in to keep fragile local economic ecosystems alive through smart, honest value exchanges where the self-interest is apparent, but the positive impact is also real.

Tocayos Inc. / Heineken / LePub / Spain



A national network of independent bars



Heineken

Tocayos Inc.

The namesake franchise

- Centralised Marketing
- Shared Operations
- Economies Of Scale

CONTEXT

In Spain, neighbourhood bars are more than businesses, they are social anchors. Competition from franchises is making it harder for independent bars to survive. But what if they could share more than the same problems? Across Spain, thousands of bars share common names: Paco, Pepe, Luis, Manolo... A network hiding in plain sight.

IDEA

Heineken turned the name above the door into a competitive advantage with Tocayos Inc. A platform that brought franchise-scale infrastructure to small, independent bars. For the first time, bars that share a name could share something else: a future.

EXECUTION

We invited bars with the same name across Spain to join the platform. A campaign featuring real bar owners made the pattern visible at national scale, showing they were never alone. Through Tocayos, bars gained access to:

- Visibility and promotion
- Training and business tools
- A shared identity to attract new customers.

Heineken preserves the culture of local bars

La Provincia

€677k

media value

12.000

Bars could join

+20%

Sales YoY

Let's save Bar Paco

EL MUNDO

Why we think this is great Responsible Marketing

In Spain, independent neighbourhood bars aren't just businesses, they're social anchors – the places where communities actually happen. But competition from franchises is making it harder for indies to survive. Heineken spotted that thousands of these bars share a name through their proprietors: Bar Paco, Bar Pepe, Bar Luis and more. Heineken didn't build anything new, it just connected what was already there, a network hiding in plain sight. Tocayos Inc. turns the name above the door into a competitive advantage, grouping same-named bars into a “namesake franchise” that gives them the competitive edge that real franchises benefit from: centralised marketing, shared operations and economies of scale. A single Bar Paco gets visibility, training and business tools without giving up its identity. When independent bars thrive, so does everyone around them. Tocayos enabled 12,000 eligible bars to join, while driving 20% year-on-year sales increase.

Heineken has shown its commitment to independent on-trade over many years and crucially shown the in-market execution nuances to reflect their understanding of the ecosystem in that country, so in Spain its namesake bars and in Ireland its village community action.

[Watch it here!](#)

Awards/ Lions Won



Gold Targeting & Engagement Lion



Gold Cultural Engagement Lion



Silver Market Disruption Lion



Silver Collaboration Lion



Silver Single-Market Campaign Lion



Bronze Transformative Strategy



More work that Keeps The Lights On

More brands stepping in to keep fragile local economic ecosystems alive, creating real, positive impact.



The Pub That Refused to Die / Heineken / LePub / Ireland

In rural Ireland, a pub closes every 2.8 days. Often, it's the only community space left. When Kiltelly was about to lose its last one, Heineken helped 26 locals buy and reopen it themselves. A documentary, an AI-powered helpline, and a €1 million training programme now support any community facing the same loss follow the same path.

[Watch it here!](#)



The Day of The Undying Business / WhatsApp / Meta Creative X / Mexico

75% of Mexican small businesses fail within two years, and those who needed WhatsApp Business's free digital tools most weren't using them. Tapping into the spirit of Day of the Dead, Day of the Undying Businesses stepped in to honour struggling shops with traditional altars across Mexico City, training 1,302 businesses, reaching 3.29 million people, and lifting daily app registrations by 18.6%.

[Watch it here!](#)



Welcome Back, Paisano / Tecate / LePub / Mexico

When the US began deporting Mexicans en masse, Tecate, whose stores were short-staffed, bought a billboard thanking America for sending back its best workforce. After 142,000 people were repatriated with no job prospects, they built a platform matching skills to real roles, resulting in five new stores, 37.5 million reach, and 91.4% positive sentiment.

[Watch it here!](#)

More work that Keeps The Lights On

More brands stepping in to keep fragile local economic ecosystems alive, creating real, positive impact.



Recipe for Change / Puck / FP7 McCann / UAE

War displaced Lebanese women, leaving them with nothing but their family recipes. Puck turned nothing into something by treating those recipes as intellectual property, licensing them to restaurants through a 50:50 revenue-sharing model. Cultural heritage became an economic lifeline, not just a memory. Restaurants saw profits rise 16.67%, 190,000 meals were served, and women earned three years' income in two months.

[Watch it here!](#)



The Thousand Sponsors of Muni / Club Deportivo Municipal / McCann / Peru

Following relegation to the third division, legendary Peruvian football club Deportivo Municipal lost their biggest sponsor. In a sport where big money dominates, this heartwarming campaign gave power back to the fans by offering 1,000 small businesses micro-sponsorship deals and ad space on the iconic shirt. With 100% of the target funded, local businesses also benefited from marketing presence in a true community win-win. [Watch it here!](#)

Steal this work

Explore your brand's relationship with small businesses, entrepreneurs and local communities. What do they need that your brand has access to? There's often a sizable, untapped opportunity hidden in plain sight.



In a world of eroding trust, these brands bravely handed control back to consumers, empowering them to see through the noise or tell the real story, warts and all.

The Sponsored Truth / Samsung / Leo / Malaysia



Why we think this is great Responsible Marketing

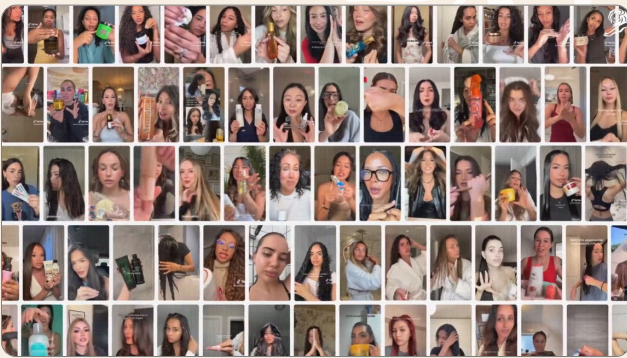
Samsung discovered that consumer voices can do what brand messaging struggles to: be authentic and brutally honest. In Malaysia, where 73% of purchase decisions start with search, they turned unfiltered customer comments into live search ads appearing at the exact moment someone was deciding whether to buy. Consumers' own words became the ads, and Samsung sponsored the truth, even the haters. The campaign reached 93% search impression share against an 80% industry benchmark, achieved 2.5x return on ad spend and drove 79% of total paid digital sales. People didn't need to go searching for honest reviews, because Samsung put them right in front of them.

Shortlisted



Consumer Goods Shortlist

r/eal Reviews / Dove / Mindshare + David / US + UK



Why we think this is great Responsible Marketing

Reddit has earned a reputation as the most human place on the internet, making it a go-to destination for brands and Gen AI crawlers alike seeking the truth. Dove handed their new hair mask to Reddit's community, publicly committing to publishing all 50 reviews with no editorial control. The raw feedback – good and bad – was broadcast across landmark OOH sites. By showing vulnerability and sharing the unfiltered truth, Dove beat their competitors and earned consumer trust. In the US, mask sales surged 108%, and Dove consistently ranked number one on ChatGPT – meaning the most human campaign won on the biggest AI platform.

[Watch it here!](#)

Awards/Lions Won



Gold Social & Creator Consumer Goods Lion



Bronze Media Consumer Goods Lion



Gold Audience Insight Lion



Bronze Creative Strategy Consumer Goods Lion



Silver Customer Acquisition & Retention Lion



Bronze Social Listening & Insight Lion

More Consumers In Charge Work

More brands bravely handing control back to consumers, empowering them to see through the noise or tell the real story.



There Is a New King And It's You / Burger King / BarkleyOKRP / US

Consumers don't expect much from fast food brands. So, Burger King fired the king and crowned the people. The president handed out his real phone number and after listening to 30,000 customers, changed the Whopper for the first time in ten years. It drove their third highest sales week and proves that brands can change when held accountable.

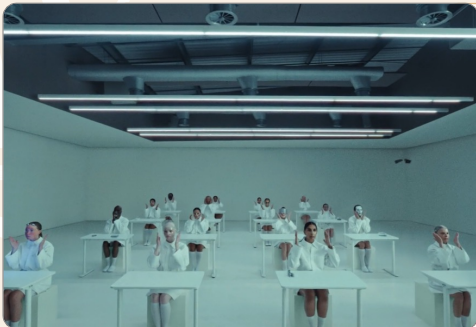
[Watch it here!](#)



Vaseline Originals / Vaseline / Ogilvy / Singapore

The internet rewards virality over originality: ideas get reposted until the creator is stripped of credit. Vaseline did the responsible thing by tracking down the original creators behind 3.5 million organic hacks, turning their ideas into official products and paying them on every sale. The range outsold Vaseline Jelly by 466%, selling one product every two seconds.

[Watch it here!](#)



Periodic Fable / The Ordinary / Uncommon Creative Studio + Smuggler / UK

Skincare brand The Ordinary is built on calling out industry pseudo-science. Through an eerily beautiful film that reimagines the periodic table, this campaign shone a light on 49 misleading marketing terms. Delivering an 11.8% uplift in website traffic, it drove mass consumer participation and empowered young audiences who are particularly susceptible to beauty hype.

[Watch it here!](#)

Steal this work

Being brave enough to publicly embrace the unfiltered consumer view of your brand will transform trust in your offering and highlight opportunities to make the improvements people really want. How can you empower consumers in your category?



These brands open-sourced their IP, data and tools so the entire category benefits, not just the company that paid for the R&D. The instinct to hoard innovation is being replaced by a recognition that giving it away builds more trust, more reach and more genuine impact.

Hero: Protect the Peanut / Mars + M&M's / BBDO / US

FOOD & WINE | **Wine** | **Savannah Morning News** | **Star** | **metr** | **The New York Times** | **Forbes** | **campaign** | **msn** | **shots** | **DISC NEWS** | **GO**

yahoo! | **AdAge** | **Southern Living** | **MUSE** | **AOL** | **USA TODAY** | **AgNet** | **TAXI** | **wrmj** | **WUFI** | **WMediaPost** | **PEANUT GROUP**

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A PERFECT PEANUT WITH BENEFITS BEYOND M&M'S

m&m's PRESENTS

protect the peanut

the problem

M&M's, America's biggest peanut candy, had a problem. Complaints about rancid flavor on reddit were piling up faster than all the other Mars candies combined. Turns out, the problem was bigger than the candy itself. Drought, extreme weather, diseases and the effects of the changing climate were threatening the very existence of peanuts as we know it. As one of the largest peanut buyers in the world, M&M's had to do something.

the idea

M&M's partnered with the University of Georgia to develop a biological blueprint for growing new peanut varieties that can better withstand the hazards of a changing climate. We sequenced over 25 billion base pairs of peanut DNA to identify key traits like drought tolerance, disease resistance, and pest resistance. Then we used traditional breeding to naturally combine these traits into stronger, more resilient peanuts able to thrive in different regions across the world.

M&M'S CREATED CLIMATE-RESILIENT PEANUTS TO PROTECT THE FUTURE OF THE ENTIRE PEANUT INDUSTRY

the execution

These new peanut varieties are already proving they can survive some of the world's toughest conditions, including drought and nematode outbreaks in Senegal, smut fungus in Argentina, and extreme weather and outbreaks in China. Switching the supply chain wasn't simple; farmers, shellers, and the wider ecosystem couldn't adapt overnight, so M&M's paid a premium to support the transition. Today, participating farmers often see higher profits through lower costs. Protect the Peanut debuted as a sustainable farming model and was featured at the World Peanut Meeting 2020. As an open-source project, brands across the world are now putting these peanuts to work.

the results

- \$15m** INVESTED THROUGH 2030
- 90%** FEWER COMPLAINTS ABOUT PEANUT M&M'S
- \$12m** PAID TO FARMERS' TRANSITION TO THESE NEW VARIETIES
- Open Source** FOR OTHER BRANDS TO USE
- Fueling over \$1 Billion** IN PEANUT M&M'S SALES
- 9** COUNTRIES GROWING THE NEW VARIETIES

Why we think this is great Responsible Marketing

Fans started complaining on Reddit that Peanut M&M's tasted rancid. Mars investigated and the trail led somewhere unexpected: not the recipe, but the peanut itself, a crop being degraded by a changing climate. What started as a Reddit complaint ended with M&M's a confectionery brand funding climate science and freely giving the solution away. Partnering with the University of Georgia, Mars invested \$15M through 2030, developed climate-resistant varieties, then released the blueprint open-source so rivals and farmers could use it too. To close the loop, Mars sent the improved sweets back to the Redditors. By fixing a farming problem, rather than a product one, they drove \$1B in sales, complaints fell by 90% and impressions hit 397M in a week. Now peanut farming is protected from climate change, and farmers have already saved \$15M in pesticides, which is a win for the planet too.

[Watch it here!](#)

Awards/Lions Won



Gold Product Lion



Bronze Corporate Purpose & Social Responsibility Lion

Steal this work

The more you share, the more others build and the more progress actually gets made. By the time anything goes live, it can be copied regardless. You may as well get the credit for going first and the reputation that comes with being a brand who shares openly.



More Open By Design work



This open-source thinking was present in entries that were heroes in other categories; you'll notice we've badged these campaigns throughout *The Responsible Edit*, but they're also worthy of another honourable mention here for their commitment to sharing innovation and thinking to drive progress in their categories.



Road Test Royale / The General / BBDO / US

[Watch it here!](#)



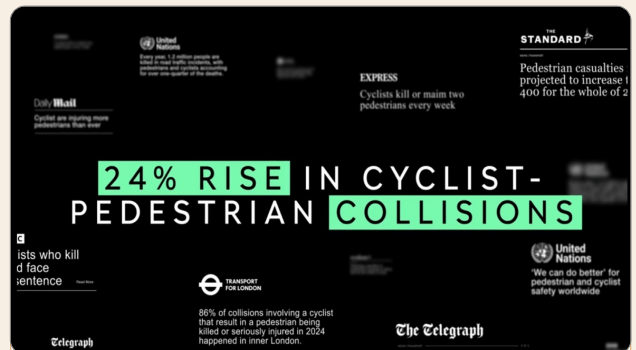
SOS POS / BCP / Circus Grey / Peru

[Watch it here!](#)



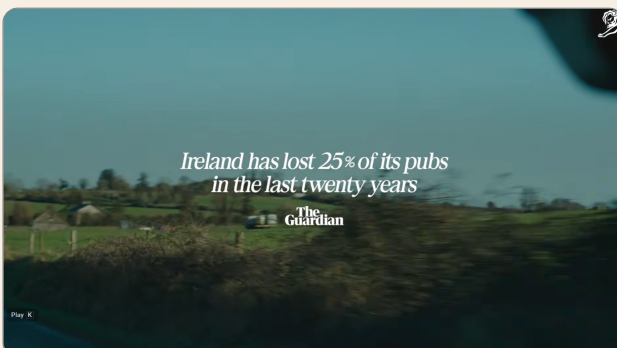
Haven / Suncorp Insurance / Leo / Australia

[Watch it here!](#)



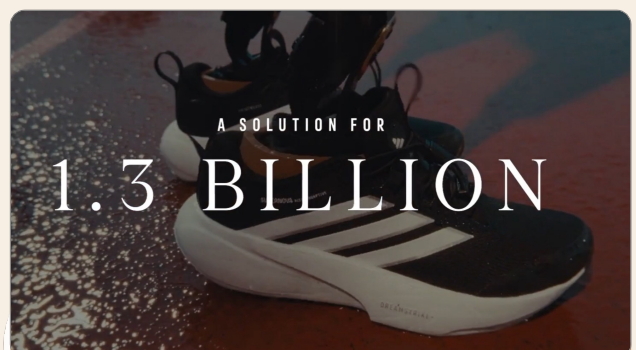
DuoBell / Škoda / AMV BBDO / UK

[Watch it here!](#)



The Pub That Refused to Die / Heineken / LePub / Ireland

[Watch it here!](#)



Supernova Adaptive / Adidas / TBWA / Canada

[Watch it here!](#)



The Responsible Edit 2026: what we learnt & what next

Our top-tips for adopting this thinking in your work.

Theme 1: Care, Built In

Dig deep inside your audience's world and identify the real-life health, wellness and safety problems they face in relation to your product or category. Think big about solving them – not just drawing attention to the issue but hacking your product/service to make a genuine difference.



Theme 2: Breaking Down Barriers To Sport

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If you'd like to take a deeper dive into our selected campaigns, we are producing an On-demand Webinar version of *The Responsible Edit*, available from Monday 6th July [here](#).

To find out more about how you can apply these winning and responsible ideas to your brand, reach out to us at contactus@responsiblem.com or contact our CSO Alice Brady direct to discuss further at alice@responsiblem.com

This Edit has been brought to you by the team at Responsible Marketing Advisory



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About Responsible Marketing Advisory

At Responsible Marketing Advisory, we're changing marketing, **for good.**

Marketing innovation is accelerating. We help brands and publishers get ahead.

We make marketing more effective and profitable for your business, the wider industry and the world we share. Today and for the long-term.

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We're transforming how marketing is built, planned and delivers value through organisational change, planning transformation and effectiveness solutions.

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