Selected report pages

Lead on climate. Lead in culture.

Twenty-two finished slides covering the brief, cultural framework, research findings and brand playbook. Pages 16–17 in this PDF compare social-media impact with estimated audience size.

The original slides follow in source order, with their wording, credits and notices retained. Working notes, unfinished slides and the draft appendix are omitted.

> Engagement comparisons describe selected social-media posts. Audience shares are modelled estimates that depend on demographic weighting and engagement assumptions. The case study explains the sampling and modelling limits.

Original source pages: 1–2, 4, 9, 17, 20–26, 30–31, 34–35, 39–44.

22 report slides + this selection cover · Prepared for the portfolio, 15 November 2026.


CULTURE3 & TED
LEAD ON CLIMATE
LEAD IN CULTURE
The business case for global brands to lead on climate transition

WELCOME TO THE FIRST ANNUAL CLIMATE GLOBAL BRIEF

"For brands, this is the perfect moment to win market leadership through climate leadership."

Global Briefs flip the script on conventional marketing. We imagine a global issue itself as the client and brands as the agents of change. This isn't about grand philanthropic acts, it's enlightened self-interest. Build a better future for your customers, and your customers will richly reward you.

Culture3 is a network of elite independent agencies and TED's impact partner. We have prepared this report to surface the business case and strategies for brands to use their immense cultural firepower to help achieve a fair climate transition.

We are certain you will find the case compelling and the way to act on it clear. Consumers are actively seeking optimistic brand initiatives that enable their participation making this the perfect moment to win market leadership through climate leadership.

CULTURE3 × TED

PARTNERS IN IMPACT

Dear Changemaker,

We stand at a pivotal moment in the history of our species on this planet, consumers instinctively know this and I believe brands that serve that instinct will prosper.

At TED Countdown we have been putting together the brightest minds in the climate space for many years and the science is incontrovertible - we must act. If we do act now, there is a fair and manageable transition available, but it's going to take a full court press from politicians, scientists and the private sector to make it happen.

While justified concern about climate change was critical in raising awareness, for many the focus on problems without solutions has bred paralysis instead of action. We must now balance honest assessment of the crisis with an inspiring vision of a sustainable future that motivates people to participate in creating positive change.

As brand owners you have immense influence on culture and can play a decisive role in establishing informed and motivational climate optimism as a new norm. I implore you to lean in to this global brief and build your business case - I believe that if you do you can both win the market and help secure the future.

These are indeed complex topics, getting the approach right is essential and integrity is all. If you are truly committed, we stand ready at TED Countdown to help you design, platform and validate your initiative. From these foundations, Culture3 can build award winning, brand safe and important global campaigns at any scale.

I am gravely concerned by the climate crisis but deeply heartened by the ingenuity of everyone we work with. Please come and join us on our mission.



Regards

Lindsay Levin

Mission Lead, TED Countdown

LEADERSHIP VOICE **MISAN HARRIMAN,** CO FOUNDER CULTURE3, CHAIRMAN SOUTHBANK

Without **hope** there will be no **action.** Without **action** there will be no **hope.** **Culture can be the catalyst.**

Climate transition is undoubtedly a huge challenge, but don't underestimate the monumental power of people to create change when they are inspired by hope. It is hope that fuels the courage I witness in my work as an activist and that feeds my optimism for the future.

Hope emerges from showing people an authentic and attainable vision for a desirable future and showing them the part they can play. Carefully crafted stories of empowerment can spark cultural movements that take on a life of their own.

While these ideas can emerge organically, nothing so consistently breaks through in to culture as properly funded and beautifully designed art. Whether this is a Hollywood movie or stunning brand marketing, powerful messages delivered at scale transform how people think and act. My work as a photographer and filmmaker is inspired by this simple truth.

We founded Culture3 because brands have an indispensable role to play in shaping culture to act on the many challenges that face us. We are busy proving that those that do will be richly rewarded and own the future.



LEADERSHIP VOICE **MARILLA PERKINS,** FOUNDER CONSPIRATORS

It's controversial, complex & hard to navigate but... ...we need to talk about climate.

So the commercial case is clear, brands must act on climate, but exactly what to do and how to communicate it is much less obvious.

Citizens and brands are stuck between values and actions. We know what we need to do but struggle with where to start. How we can really have an impact, and how can we deal with the complexity of it all?

Against this backdrop, how do brands signal intent, communicate progress, acknowledge complexity and get the message right? It's clear that communicating the science alone is not enough.

Virtue signalling and greenwashing just adds to the inertia and does nothing for your reputation.

Brands need to accept the reality of climate change and create initiatives that genuinely contribute to a positive transition and build optimistic messaging and consumer participation in by design.

Five years out from the 2030 deadline set by the Paris Agreement, the climate crisis is now a communications crisis. We need to use language that means something to people, not policy makers, and inspire a movement in culture to drive the final push towards our shared goal.



LEADERSHIP VOICE **MARCUS COLLINS,** ACCLAIMED AUTHOR & THOUGHT LEADER

"This isn't just marketing, **it's writing yourself in history."**

Culture is the invisible force shaping every aspect of our lives - from what we eat to how we vote. It's more powerful than facts, more persuasive than logic, and more influential than any other external force in driving human behavior.

When brands understand this, they unlock extraordinary potential. They stop selling products and start shaping society's operating system. They move beyond features and benefits to become architects of how people see the world and their place in it.

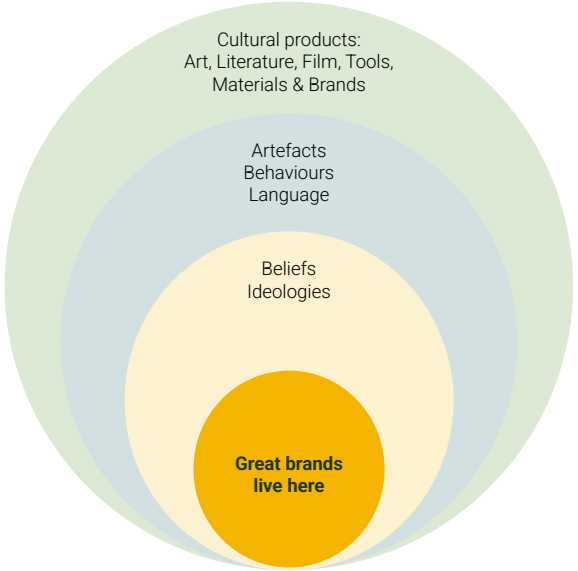
The brands that solve real cultural challenges - that dare to lead change at the exact moment society is ready for it - transform from commodities into icons. Nike didn't just sell shoes, it championed human potential. Apple didn't just make computers, it empowered creative rebellion. Patagonia isn't just selling jackets, it's redefining consumerism.

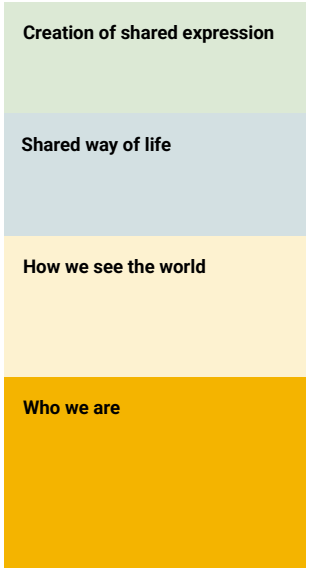
Delivering a successful climate transition is a story that is ready for the primetime, and it's a story that is going to make the brands that champion it in the right way in to icons.



THE POWER OF CULTURE

THE SECRET POWER BEHIND THE WORLD'S MOST SUCCESSFUL BRANDS? TRUE CULTURAL ENGAGEMENT





The Marcus Collins model of the system that constitutes culture

If a brand can discover how to speak to someone's cultural identity, not to their demographic, they will be adopted as a symbol of tribal belonging. Being embedded in someone's cultural identity transforms a brand's customers into passionate advocates.

"This Deep Connection Creates Superfans"

Your advocates will defend your brand instinctively because criticizing it feels like a personal attack. They see the brand as a reflection of their values, lifestyle, and community. This deep connection creates superfans who champion the brand not because they're paid, but because it validates who they are.

THE POWER OF CULTURE

TUNE INTO VALUES AND BELIEFS, NOT ZIP CODES

Tribes are the building blocks of culture marketing

Cultural tribes are groups of people united by shared ways of feeling, seeing, and behaving. They hold common understandings, shared codes, and collective beliefs that shape how they move through the world.

Unlike traditional demographics, tribes are defined by their 'ways of being' – their rituals, language, symbols, and unwritten rules. These shared cultural operating systems determine what people find meaningful, how they make decisions, and what they view as authentic.

When you understand a tribe's cultural codes, you can speak their language authentically. Your message doesn't just reach them – it resonates at a deeper level because it aligns with their worldview and values.

You're not interrupting their culture; you're participating in it.

HOW TO SEED CLIMATE IN CULTURE
FIND A TRIBE: DARE TO LEAD

TODAY'S SUBCULTURES ARE TOMORROW'S MAINSTREAM

Identify the reachable and brand appropriate communities coalescing around positive change that aligns with your initiative.

Reach your tribe early with carefully chosen creators and ensure your brand is riding shotgun when the movement hits the mainstream.

BE AUTHENTIC

Back your initiative with real measurable action. Greenwashing is more destructive than doing nothing.

BE INTERRUPTIVE

Capture emerging trends just as they are about to smash the status quo and become the new norm.

BE ENABLING

Make sure your initiative gives your customers a way to participate and signal their participation.

LEADERSHIP VOICE **LOUIS LEVIN**, FOUNDER CONSPIRATORS

"Sneaking climate into culture isn't new. **The fossil fuel industry has been doing it for years."**

Oil companies have been sneaking climate denial into culture for decades - from funding pseudo-science to planting doubt in blockbuster scripts. We founded Conspirators to beat them at their own game, but with the truth on our side.

In the climate community we talk a lot about meeting people where they are to help them to understand the challenges we face and what they can do about it. Where they are, *and where they are listening*, is on social media.

The trusted voices on these platforms are the creators – authentic storytellers who are instantly accountable to their audiences. **By working in close partnership with these cultural architects, brands can make climate action feel natural, desirable, even inevitable.**

As part of the Culture3 Network we have been instrumental in designing this global brief. We know climate optimism messaging will work, we have already seen it.

To stand out in the sea of earnest climate messaging stop preaching and start infiltrating. Your customers are already there waiting for an initiative they can get behind.



4. THE SCIENCE
USING AI TO TURBOCHARGE YOUR CLIMATE CAMPAIGNS

HARNESSING DATA TO SHAPE THE FUTURE

SOCIAL MEDIA IS THE CRUCIBLE OF CULTURE, A CRYSTAL BALL FOR TOMORROW'S MAINSTREAM

The easiest way to lead in culture is to define it.

Every cultural shift, from #MeToo to QAnon, from K-pop stans to climate activism, begins as a ripple in the endless scroll of social media feeds.

These platforms are the petri dishes where subcultures collide, combine, and evolve, testing what resonates and what dies in the attention economy.

This melting pot is the birthplace of tomorrow's mainstream beliefs, behaviors, *and brand opportunities.*

Using new and powerful AI tools you can find your audience early, get adopted as a foundational element of their tribal identity, and arrive in the mainstream with total authenticity.

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THE FIVE BIG CLIMATE CONCERNS.

CONSUMERS ARE LOOKING FOR ANSWERS.

THERE'S A BRAND OPPORTUNITY TO MEET CLIMATE AUDIENCES WHERE THEY ARE.

1.

Urgent demand for **immediate and concrete solutions.**

174x more views
8x more likes
45x more comments
26x more shares

Engagement multiplier:
10.7x

2.

There is an **environmental mental health crisis**. Eco-anxiety is real.

124x more views
66x more likes
330x more comments
33x more shares

Engagement multiplier:
80.1x

3.

Climate justice, is **social justice.** Clear concern for vulnerable communities.

20x more views
8x more likes
7x more comments
17x more shares

Engagement multiplier:
8.8x

4.

Consumers are **seeing through the greenwash**. Corporate criticism is on the rise.

12x more views
6x more likes
9x more comments
9x more shares

Engagement multiplier:
6.5x

5.

The **next ten years are do or die** for climate change action.

41x more views
57x more likes
78x more comments
33x more shares

Engagement multiplier:
54.9x

Engagement Multiplier was expressed as "Xx" (e.g., "138x"), representing how many times more engaging a narrative was compared to the baseline average engagement across all posts in the dataset

THE EIGHT CLIMATE TRIBES

DEFINED BY SHARED CHARACTERISTICS, INTERESTS, ATTITUDES, AND BEHAVIORS.

Populist Skeptics
Provocative climate change doubters who weaponise meme culture and political rhetoric.

Sustainability Shortcutters
Platforming environmental education and simplifying complex sustainability topics with a light touch.

Climate Cynics
Challenge mainstream climate narratives, questioning established scientific positions and sharing alternative data.

Activists
Driven by climate urgency and accountability for those in power. They combine personal action with systemic change. Actively maintaining public attention on the climate crisis.

Disaster Doomscrollers
Fixated on extreme weather events and global calamities sharing disaster updates and survival information.

Politically Charged Debaters
Actively engaged in connection through debate that balances climate concern with equal skepticism.

Techno Evangelists
Champions of green technology, renewable energy and scientific breakthrough.

Eco-Conscious Trendsetters
Merging sustainability with lifestyle and innovation. Climate is a lends of personal growth and future focussed optimism.

DATA DIVE 1 OF 3

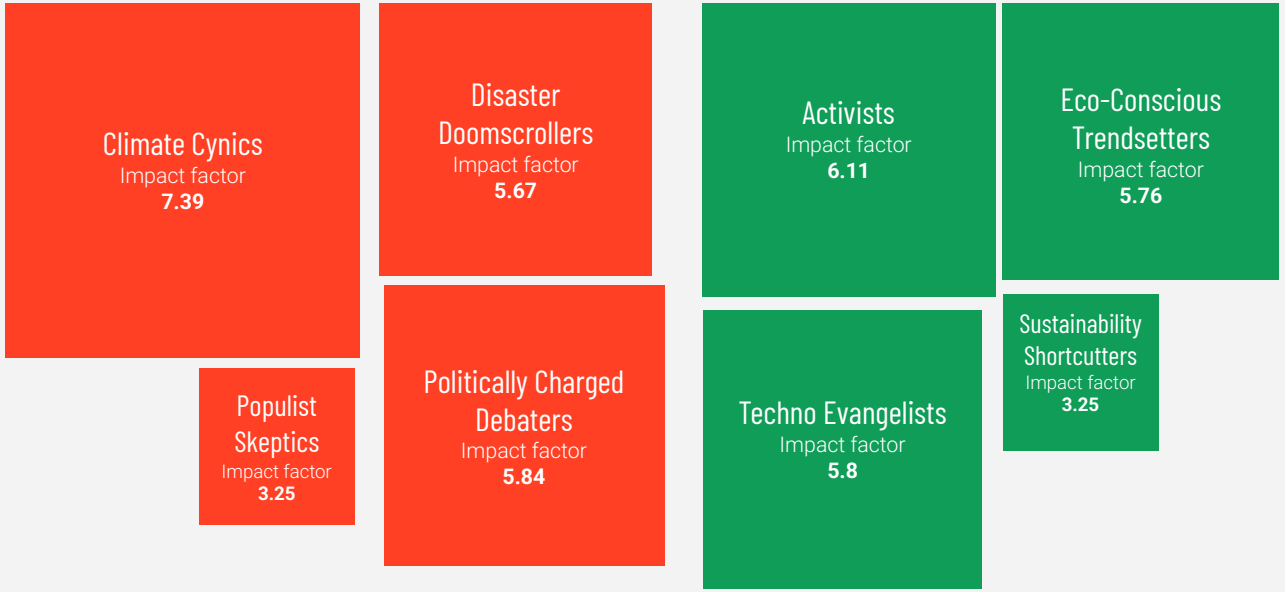
CLIMATE TRIBES ARE LOCKED INTO CULTURE WARS OF WORDS

When viewed through a traditional lens there are clearly two camps. One that is positive towards climate action and one that isn't.

Both sides of the divide have equal traditional social media impact.

We asked TRIBE... "How are climate tribes split by positive / negative climate action?"

TRIBES BY SIZE OF TRADITIONAL SOCIAL MEDIA IMPACT



Impact Factor) (1-10):
"Impact Score" - A holistic measure of a tribe's overall influence and impact in the climate change conversation, based on their loudness, traction, engagement and reach scores.

CONFIDENTIAL AND PROPRIETARY

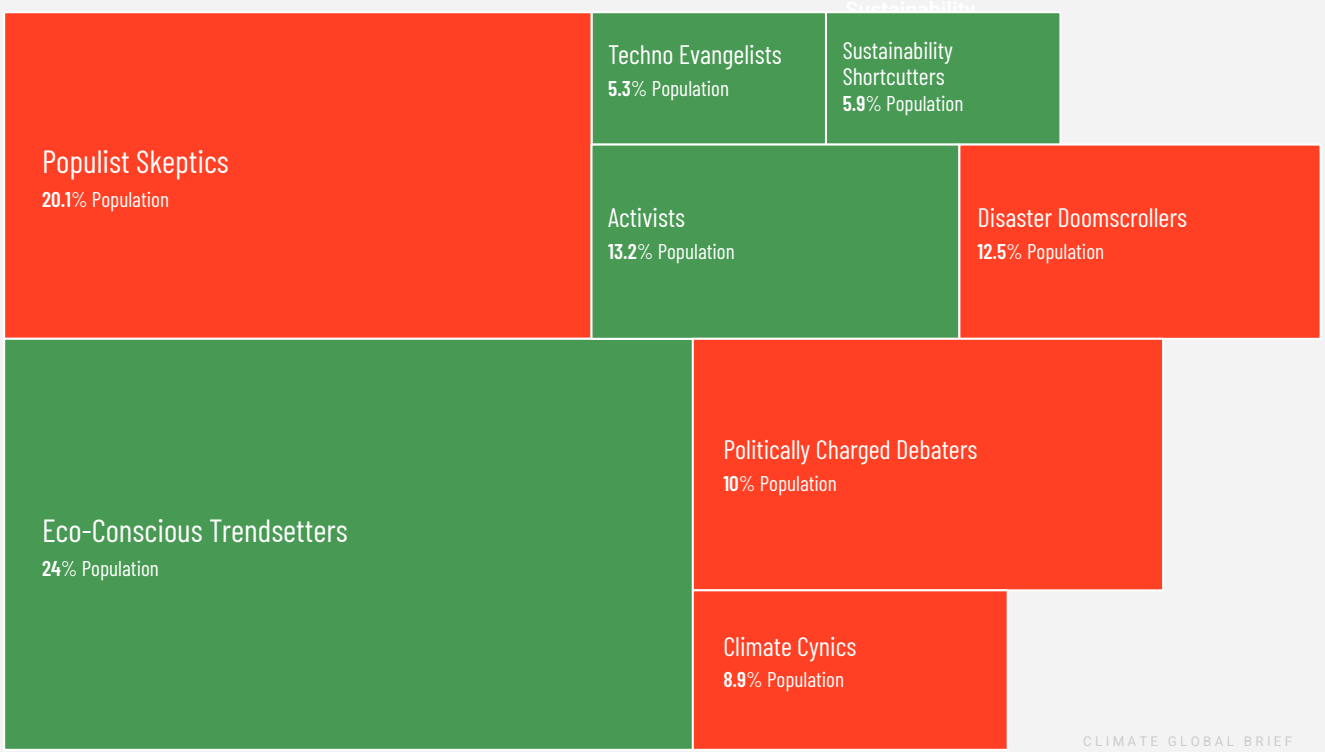
DATA DIVE 2 OF 3

CUT THROUGH THE NOISE BY FOCUSSING ON TRIBES THAT WANT TO MAKE A DIFFERENCE.

Noise, distraction and detractors are everywhere but you can cut through by aligning with the tribes that want to make a positive difference.

We asked TRIBE... "When viewed by size of population which tribes want to make a positive difference?"

TRIBES BY SIZE OF GLOBAL POPULATION & ATTITUDE TO CLIMATE ACTION



5. THE PLAYBOOK
DEVELOPING & EVOLVING A SUCCESSFUL CLIMATE INITIATIVE

"Companies with their eye on their 'triple-bottom-line' outperform their less fastidious peers on the stock market."

THE ECONOMIST

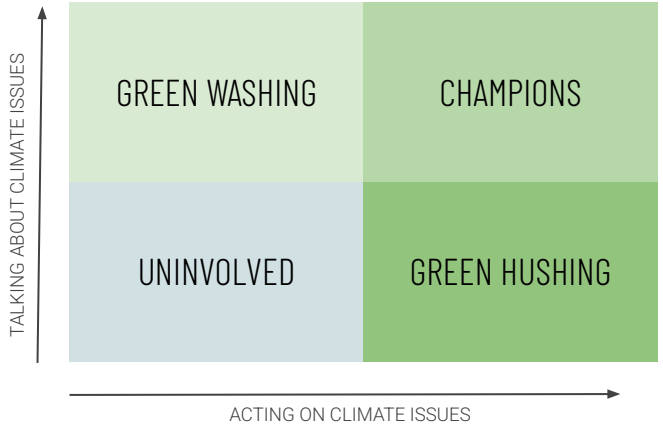
YOUR CLIMATE JOURNEY STARTS HERE

Ready to map your route to climate leadership? Every brand's climate journey is unique. Honest assessment of your brand's position on the climate initiative maturity matrix determines your next strategic moves, but all paths lead to being market champions.

BRAND STAGE	UNINVOLVED	GREENWASHERS	GREEN HUSHERS	CHAMPIONS
OPPORTUNITY	Risk mitigation and potential first mover advantage if lack of involvement is the industry norm.	Align the whole organisation behind aspirational climate statements and break through in to culture.	If active bring stakeholders with you, if passive then maximise returns on your investment in climate.	Double down on an enviable position and go all out for market leadership and iconic status.
CMO PRIORITY	Understand Your Audience	(Re!)Design Your Initiative	Write Your Story	Activate & Amplify

PROCESS

CLIMATE INITIATIVE MATURITY MATRIX



CMO PRIORITY

UNDERSTAND YOUR AUDIENCE

To meet your audience where they are, you first need to know who they are and what tribes they belong to.

Understanding your current stakeholders' current climate awareness, concerns, and readiness for change provides the foundation for meaningful engagement and sustained impact. Landing right with your core audience delivers cultural inoculation against the loudest voices at either extreme.

Enrich your data with social intelligence and advances in AI will make creative strategy and audience targeting more precise than ever before.

KEY CONSIDERATIONS

- ➔ Deep-dive AI analysis of your customer base overlaid with social data.
- ➔ Precision mapping of messaging and targeting to cultural tribes.
- ➔ Post-launch hygiene - continuous social listening and risk assessment.

MOVE FORWARD WITH THE CULTURE3 NETWORK

CULTURE3 x braidr

AI NATIVE CUSTOMER DATA SPECIALISTS

Safely deploy cutting edge LLM technology across your CDMP and marketing analytics for unrivalled insights.

GROUNDBREAKING CULTURE DISCOVERY ANALYSIS

Using novel applications of social media data to identify cultural drivers for incremental improvement in marketing ROI.

MARKETING FOCUSSED DEEP TECH

A world class data science & AI team built exclusively to serve marketing agencies and brands.

Get in touch to learn more about Braidr's work with

pwc ENNISMORE BRUNSWICK

CMO PRIORITY

(RE!) DESIGN YOUR INITIATIVE

Great climate initiatives arise from authentic positions of strength and credibility. Your initiative must resonate with both internal and external stakeholders to drive lasting change.

Focus on areas where your expertise, resources, and market position naturally align with climate solutions. This creates a foundation of authenticity that audiences will recognize and trust.

The most effective programs extend beyond marketing to catalyze real transformation. Identify opportunities where you can influence your industry, inspire innovation, and mobilize others to accelerate climate action.

KEY CONSIDERATIONS

- ➔ Align your initiative with core organizational capabilities and values
- ➔ Design for measurable impact across your sphere of influence
- ➔ Build in mechanisms for scaling and amplifying successful outcomes

MOVE FORWARD WITH THE CULTURE3 NETWORK

CULTURE3 x TED

ACCESS A COMMUNITY OF THOUGHT LEADERS

Leverage the TED community to platform and discuss your initiative and build a body of content to validate the approach.

HUGE REACH / GLOBAL IMPACT PLATFORM

Seed your initiative in culture with millions of engaged changemakers worldwide via TED events and media.

DEDICATED COUNTDOWN CLIMATE FORUM

Join the premier independent gathering where business, science, and action converge to have the difficult conversations.

Get in touch to learn more about how your brand can participate

TED COUNTDOWN

CMO PRIORITY

WRITE YOUR STORY

Inspiring meaningful and infectious cultural behavioral change and establishing brand leadership is a high bar for any communication campaign. Creating authentic stories around your initiative that effectively cut through without unintended consequences requires precision and craft.

Careful collaboration led by your creative team or agency that includes your brand owner and initiative leaders should enable you to write a fresh and effective brief without becoming banal.

We encourage including social media creators whose audience reflects your target tribes as early as possible. They have an intuitive understanding of their communities and an unerring ability to predict how content will land.

KEY CONSIDERATIONS

- ➔ Align brand owners, subject matter experts and creators early in the process
- ➔ Stay authentic to both brand values and climate science
- ➔ Monitor social response to refine messaging in real time

MOVE FORWARD WITH THE CULTURE3 NETWORK

CULTURE3 x CONSPIRATORS

BUILT TO START GOOD NEWS REVOLUTIONS

Conspirators work only with brands and creators who are committed to moving the needle on impact.

CREATOR LED APPROACH FOR INSTANT AUTHENTICITY

We find and empower the creators your audience already trusts and loves to massively scale your impact messaging.

A FRESH PROCESS THAT DELIVERS CONTENT

Radical collaboration with artists on the frontlines of real time media leads to stories that captivate and spread.

Get in touch to learn more about Conspirator's work with

GLOBAL OPTIMISM EVERY YELLOW DOT STUDIOS

CMO PRIORITY

ACTIVATE AND AMPLIFY

The most memorable campaigns aren't marketing afterthoughts - they're intrinsic to the initiative's DNA, shaped by the same vision that drives your core mission. Make sure any creators are immersed in the detail and true believers as part of the brief.

Great campaigns emerge from total alignment between company, product, creative and audience. Deep integration creates opportunities for flagship creative moments that hit hard.

Use carefully targeted paid media to incrementally overlay organic wins in each of your tribes so new converts who explore further encounter a thriving subculture to which they belong.

KEY CONSIDERATIONS

- ➔ Immerse creators in your mission, true believers have natural authority
- ➔ Align company, product, creative and audience from the start
- ➔ Layer paid media over organic wins to create discoverable cultural moments

MOVE FORWARD WITH THE CULTURE3 NETWORK

CULTURE3 x STAN Studios

STAN Studios is an award winning global creative agency that builds magnetic campaigns to move culture and inspire action.

STAN CREATES SUPERFANS FOR SUPERBRANDS

HUGO BOSS · Mercedes-Benz · Google · BMW · LVMH · NBA · adidas · L'ORÉAL

STAN CREATES SUPERFANS FOR SUPERSTAN

GRAND PRIX · New York Festivals · CLIO AWARDS · D&AD · THE ONE AWARDS · The Drum