



2021 Client Disclosure Report

**SCREAM
AGENCY**
BE SEEN · BE HEARD · BE GOOD

We Are Scream Agency.

STORIES FOR POSITIVE PURPOSE.

As advertising agents, creative storytellers and brand advocates, we at [Scream Agency](#) are a part of the voices that influence change. Our campaigns guide companies, brands and customers and can impact many by the stories we help tell.

WE STAND FOR GOOD.

For each project and every brand we represent, we ask ourselves, are we selling our talent to the right people? When it comes to climate, are we serving destruction or solutions? We believe businesses have a key role in creating a world that is fair, equitable and sustainable. As a B Corp, we are united with others in using business as a force for good.

WE ARE TRANSPARENT.

We are joining others in being transparent through our client disclosure report that shows those we serve and the work we deliver. We are proud that we serve 0 clients in the climate conflict category, and 0 clients in the controversial client category. Following is our first client disclosure report which details our commitment to tackling the climate emergency with transparency. If you're in this industry, join us in the movement!

Lora Ledermann, Founder

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01: Client Overall Income

TYPE OF ORGANIZATION	PERCENT
Business	70%
Foundation	16.5%
NGO/Charity	11%
Government	2.5%
TOTAL	100%

02: Climate Conflicts

These are considered high carbon clients. High carbon clients come from industries with high carbon emissions pulled together from IEA and the EPA.

CONFLICTS

Aviation

Plastics

Trucking & Shipping

Private Cars

Non-renewables (Coal, Oil, Natural Gas)

Concrete & Cement

Timber, Pulp & Paper

Iron, Aluminum & Steel Manufacture

Chemicals & Petrochemicals

TOTAL PERCENT

0%

Note: We work with a local pork brand, that only partners with sustainably focused farmers that accounts for 9% of our business. "Meat and Dairy" is sometimes included in Climate Conflicts, but was omitted from this provided list since the company isn't the original pork producer.

03: Controversial Clients

This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.

CLIENT TYPE

Arms

Politics

Tobacco

Religion

Gambling

Pornography

Alcohol

TOTAL PERCENT

0%

04: Business Revenue by Sector

TYPE OF ORGANIZATION	PERCENT
Finance & Banking	47%
Nonprofit & Foundation	24%
Insurance	11.5%
Food & Food Services	9%
Health Services	3.5%
Government	2.5%
Retail & Hospitality	2.5%

05: Ten Largest Clients by Income

- 1 Creative services for a member-based financial institution
- 2 Advertising/creative design for a membership-based nonprofit discount card and insurance provider
- 3 Creative and design for a multi-state financial institution
- 4 Strategy, creative and Web design for a library foundation
- 5 Graphic design for a sustainable pork brand
- 6 Strategy and creative for a DEI foundation
- 7 Strategy, creative and Web design for a guaranteed income project
- 8 Strategy, creative and Web design for a mental health provider
- 9 Strategy and creative design for a food-in-communities project
- 10 Creative, digital design and storytelling for a B organization



Ask us about joining in the
movement. We'd be happy
to help!

Lora Ledermann, Founder
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